

# ADVERTISING MODULE TX3 TOUCH

## [TX3 Series]

TOUCH ENTRY

### RECURRING REVENUE GENERATOR

#### Overview

The TX3 Touch Advertising module empowers property managers to quickly recoup the costs of their state-of-the-art telephone entry and card access security system by selling advertising time on their kiosks in high traffic lobbies and entrance ways.

#### Recurring revenue

The Advertising Module sells for a one time flat fee however, it allows the owner of the property to recur revenue on an on-going basis.

Ad slots can be for time periods as little as 3-hours long or as long as 3 years.

The general recurring revenue model for the touchscreen owner is to allow for local businesses to purchase time slots, or groups of time slots, whereby their customized picture or video media files can play as "call banner", "main screen video", or "screen saver" advertisements on the unit.



#### How it works . . .

Visitors to the building will be presented with the ad/promotion when they approach the unit, as a screen saver, over a main video, while using the application, appear as a call banner when they have completed their call to the building resident.

Sample Video: Screen Saver



3 Banners positions: a,b,c

Sample Video: Call Screen



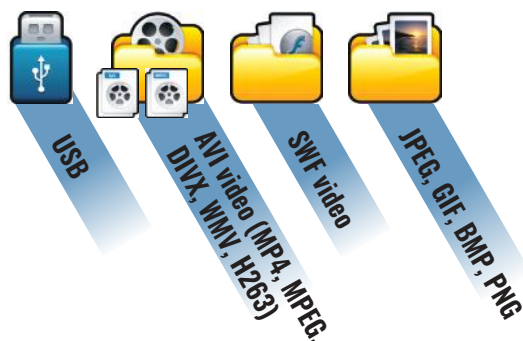
## POTENTIAL ADVERTISERS

- |                     |                    |
|---------------------|--------------------|
| Lawyers             | Movers             |
| Mortgage Services   | Neighbourhood      |
| Insurance           | Personal Assistant |
| Accounting Services | Pets Stores        |
| Cleaning            | Printing Stores    |
| Contractors         | Restaurants        |
| Dance Studio        | Salon and Spa      |
| Flower              | Self-Storage       |
| Interior Design     | and many more ...  |

## FEATURES

- Choose any type of advertising media files to be displayed on the touch screen (video, image, animation)
- Schedule the media in any combinations of 3-hour periods during the day, seven days per week
- Select "High", "Normal", "Low" priority for the ad in the ad slot window. Higher priority means the videos will play more often.
- Easy to configure and update media/ad slots
- Generate a simple report for billing purposes

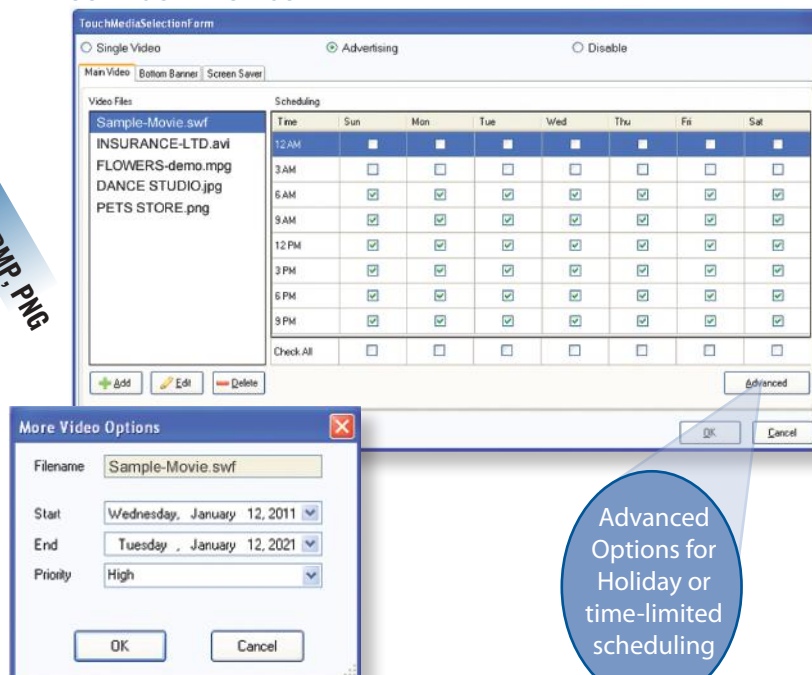
## SUPPORTS



## EASY 3-STEP SETUP

- Enter configuration utility as unit admin
- Add a video/image or other media file using a simple wizard
- Schedule fully customizable playlists for 3 hour periods during each day, 7 days per week

## CONFIGURATION SCREEN



## ADVANCED MEDIA OPTIONS

- Start and end dates
- Priority over other videos played during the same period



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