



DIGITAL SIGNAGE

Gets Personal

Audience.tag is a marketing a first-in-the-world, it's the ultimate engager. It automatically leads the discussion.

Audience.tag personal media player

When your frontline staff wear this personal media player every customer will be engaged in the sales process. The Tag turns location specific marketing and sales messages into a productive one-on-one interaction, guaranteed to close more sales. Tag show content can be set to display individual store specific messaging, company wide marketing, or any combination of the two using video or JPEG content. Day parts for display of content can be arranged with the click of a switch. New content can be automatically updated on a daily basis.

Tradeshow staff will find it to be the perfect ice breaker.

Turn glances into sales

- Plays continuous full motion video and images.
- Advertising content can be scheduled into day parts such as morning, noon and evening, or days of the week.
- Advanced OLED screen display technology ensures professional performance including high contrast and brightness. Wide viewing angles, nearly 180°.
- Approx. 8 hours of continuous operation per charge powered by a built in lithium-ion battery.
- New advertising content can be automatically downloaded while being recharged.
- Magnetic fastener doesn't ruin clothing.
- Striking appearance, thin and light weight.
- Low cost of operation and ownership.

Audience.tag is perfect for

- Instant engagement between sales staff and customers.
- New product introductions and service launches.
- In store brand and media reinforcement.
- Introducing up to the minute corporate news.
- Audience.tag is available as a totally supported, turnkey service or may be purchased and operated as an in-house platform .
- Audience.tag is 100% Audience™ software platform compatible.

For further information visit
www.capitalnetworks.com



* Patent pending. Specifications are subject to change without notice.