StrandVision
A New Approach to Digital Signage

StrandVision LLC is a Digital Signage company based in Menomonie, Wisconsin. Digital signs use regular televisions, LCD, plasma or custom-designed displays to deliver information and advertising to viewers. You see them in banks, stores and hotels, at airports – and many other public places.

StrandVision takes a new approach

Until recently, digital signage installations have been complex and expensive. This effectively shut out smaller businesses and multi-location franchise and distributor operations from taking advantage of the flexibility and communications power of digital signs.

StrandVision is taking a different approach that promises to shake up the industry. Now, smaller businesses, community banks, franchisers, doctors, non-profit agencies, industrial distributors, schools, universities and others can afford to install digital signage systems.

Using a patent-pending process, StrandVision delivers digital signage content directly over the Internet to televisions and computer displays in subscribers' offices and businesses. StrandVision's low-cost digital signs are easy to setup and easy to update to give maximum functionality and ease of use with a minimum of complexity.

Administrators and authorized users can use standard Internet-connected personal computers to maintain and quickly distribute text messages and graphics, including advertisements and video content, national and local weather and news, and other information of interest. It is ideal for medical and dental offices (patient education), banks, retailers and industrial distributors (video merchandising), employee break rooms (events and benefits), non-profit and religious organizations (client and contributor communications), and other applications.
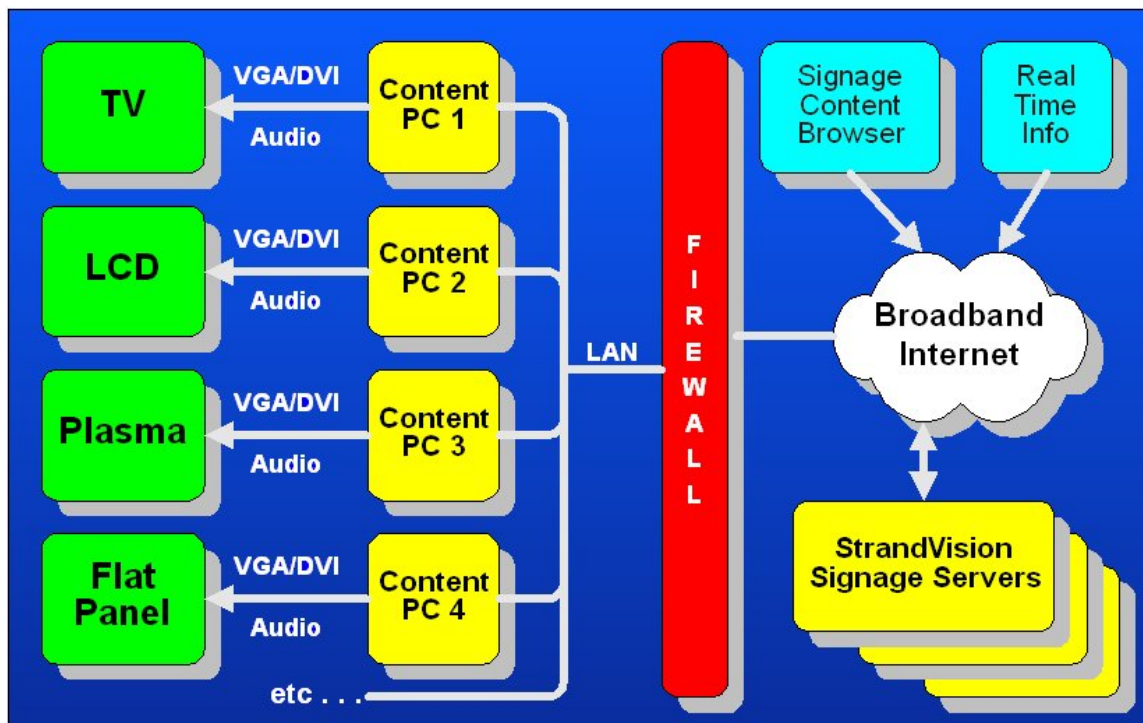
The benefit of this Internet subscriber approach is that you do not need to install and maintain specialized screens, computers or servers on site – you can use virtually any personal computer. You do not have to spend anything on software; you don't even have to spend anything on networking. StrandVision works with any broadband Internet connection and any wired or wireless Local Area Network.

We have developed a system that enables you, our customers, to use a standard Web interface to set up, update, maintain and play your own content. It's easy to create slides right on the StrandVision site, create database content, upload graphics, select StrandVision-provided feeds, such as local weather and news, and select other content. A couple of clicks of the mouse, a little typing, and it's all set. Most of our customers assign their day-to-day digital signage updates to staff people who have little or no technical expertise.

Full service

Even with our small "footprint" and low cost, StrandVision delivers virtually all of the services offered by more complex and expensive digital signage systems. Our network of resellers, installers and designers provides personalized local services. Optional services include content packages of other information feeds, such as trivia, thoughts for the day, etc. Full video playback and system and graphics design services are also available.

Perhaps most important, is that you have complete control. You can update, change or schedule your sign from anywhere – your office, home or even from the road when you are traveling. Pages can be scheduled in advance and for different times and days to provide the right message to the right customer. Simply log onto our secure server over the Internet and make your changes. We don't require you to submit your changes and wait for the update – and, you can make unlimited changes whenever you want with no additional fees.

Pricing

Unlike more expensive digital signage services, StrandVision does not have any up front and annual maintenance fees. StrandVision uses a subscription approach that has several benefits. It drives down the cost of implementing digital signs, especially for the first sign, since the entire infrastructure does not have to be built. Support for additional displays can also be added inexpensively.

Starting at less than two dollars per day, our subscription rates are low – generally allowing a whole year of service for less than local newspaper advertising – visit www.strandvision.com or ask your installer for pricing. Volume discounts are also available. Typical hardware installations have no up-front installation costs if the computer, network and display are already there. If not, the cost will range from $800, for the computer and monitor only, to $3,500 per location for a complete system with plasma/LCD screen.

StrandVision offers several add-on services, such as additional pages, hours of operation, video, dedicated servers and consulting services for custom capabilities such as connection to customer-sourced Web pages or databases.