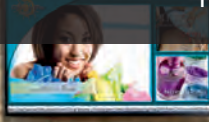


# DIGITAL SIGNAGE DRIVES TRAFFIC

Attract customers with a call to action  
and enhance their in-store experience



Screen images are simulated.

## Boost your business with smart technology

Digital signage is an exciting, cost-effective way to improve your retail business. Eye-catching displays draw new customers into your store, and dynamic ads and video loops keep them interested while highlighting key sales points you want to convey. With digital signage, you control the content and can change information as often as you like, avoiding the hassle and expense of traditional print advertising.

### Use digital signage to:

- Create a "buzz" around new products or special events
- Advertise sales on a daily, weekly or seasonal basis
- Announce promotions, menus and daily specials
- Promote your business and increase brand recognition
- Display product demos, features and upsell items
- Inform and entertain customers while they browse or wait
- Save money over traditional print and paid media ads



## Get started today—we make it easy

Choose a commercial display and a media player. Some have software included to help you create content, or you can opt for a third-party provider. Turn the page for basic solutions, or call a Business Account Manager to discuss advanced digital signage solution packages. We'll offer objective advice and help you find the right products and services you need.



FOR BUSINESS



# BUILD YOUR SOLUTION

## WE'LL HELP YOU CHOOSE THE RIGHT TECHNOLOGY

See examples below or reach out to your Business Account Manager for a customized solution.

**COMMERCIAL DISPLAYS** : Designed for continuous use with expanded connectivity, security and scheduling features

### Entry-Level Solution



**RCA Commercial 32" Class Value Series LED HDTV**  
 Model: J32BE925 (32" measured diagonally)

- Ultra-slim cabinet
- USB file play (MP3 and JPG)
- Front panel/menu lockout

**BB19571917**

#### Larger Sizes Available:

**40" Class** Model: J40BE925 – **BB19571923**  
**55" Class** Model: J55BE925 – **BB19574489**

### Intermediate Solution



**LG Commercial 32" Class Simple Connectivity Full HD LED**  
 Model: 32LS33A-5D (31.55" measured diagonally)

- Portrait and landscape modes
- SuperSign Embedded Media Player with SuperSign Lite software

**BB19518660**

#### Larger Sizes Available:

**42" Class** Model: 42LS33A-5D – **BB19518661**  
**47" Class** Model: 47LS33A-5D – **BB19518662**  
**55" Class** Model: 55LS33A-5D – **BB19518663**

### Advanced Solution



**Samsung Commercial 32" Class Slim Direct-Lit LED**  
 Model: DB32D (32" measured diagonally)

- Slim-Direct LED Backlight technology
- Built-in Quad-core Media Player with Samsung Smart Signage Platform

**BB19517328**

#### Larger Sizes Available:

**40" Class** Model: DB40D – **BB19517329**  
**48" Class** Model: DB48D – **BB19517334**  
**55" Class** Model: DB55D – **BB19517338**

### MEDIA PLAYERS :

Advanced digital signage options



**BrightSign HD220 Networked Solid State Digital Sign Controller**

- Works with any TV
- Ideal for digital signage loops and video
- BrightAuthor software and networking solutions

**BB12292676**



**BrightSign XD230 Media Player**

- Works with any TV
- 4x more video decode capabilities than BrightSign HD220
- Supports HTML5, Live Text, RSS feeds, 3D and video walls

**BB12425692**

### DISPLAY MOUNTS :

Tilting mounts for signage display



**Peerless SmartMount Tilting Wall Mount ST632**

- Compatible with most 22" – 40" flat-panel displays
- Mounts the TV 1-3/4" inches away from the wall

**BB10485775**



**Peerless SmartMount Tilting Wall Mount ST650**

- Compatible with most 32" – 56" flat-panel displays
- IncreLok locking tilt system to adjust viewing angle

**BB10371041**

### ACCESSORIES :

Display cart and connectivity



**Peerless SC5 Series Flat Panel Cart SC550GL**

- Compatible with most 42" – 58" flat-panel displays
- Easily move your digital signage display to preferred area of store

**BB12208588**  
 Display sold separately.



**Peerless HD Flow Pro Wireless Multimedia Kit HDS200**

- Private wireless network (802.11n)
  - Multi-room capability
- BB12376472**



**Rocketfish™ 4' In-Wall HDMI Cable RF-HG04501**

- Connects an HDMI component to your display or HDTV
  - 24K gold-plated contacts
- BB19457245**

## GEEK SQUAD ® PROTECTION AND INSTALLATION

### Mount it, connect it, protect it

- Commercial Display installation
- Speaker and A/V component installation
- Wireless network connections
- Commercial Protection Plans including Accidental Damage from Handling (ADH) and full replacement when warranted



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