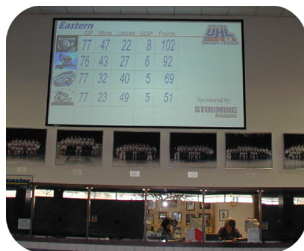




Arena Advertising



POS Advertising



Arena Standings Board

When do YOU want to start realizing the **10-20%**

INCREASE in Sales?

Time is ticking away and potential revenue is being lost.

System Features:

- Manage multiple digital signs over the internet
- Manage multiple locations
- Manage media at each location
- Independent sign control
- Automates media playback times
- Audience specific ad campaigns
- Proof of media play time
- Reporting of media play time
- Capable of POS System Integration
- Custom application support available

STORMING images

2148 Twilight Trace
Milford, MI 48380
1-888-967-8676
Fax: 248-685-0233
www.stormingimages.com

Digital Signage National Data Indicates

- **49%** Sales Increase Realized for a Specific Product
- A **10-20%** Average Sales Increase
- **One in 10** shoppers will watch your message

SUCCESS STORIES

One Customer Realized a 10% Sales Increase in One Month

A \$10,000 Increase in Advertising Sales is a Definition of Success for One Customer

Two Customers Took Our Solution and Created a Significant Source of Revenue

Expand Your Customer Base and Loyalty Through the Use of Our Solution

**You Have An Opportunity,
We Can Help You
Capture It.**

Digital Signage Produces Results

Arbitron Study Indicates:

"42% of consumers prefer to shop in a store with digital signs"

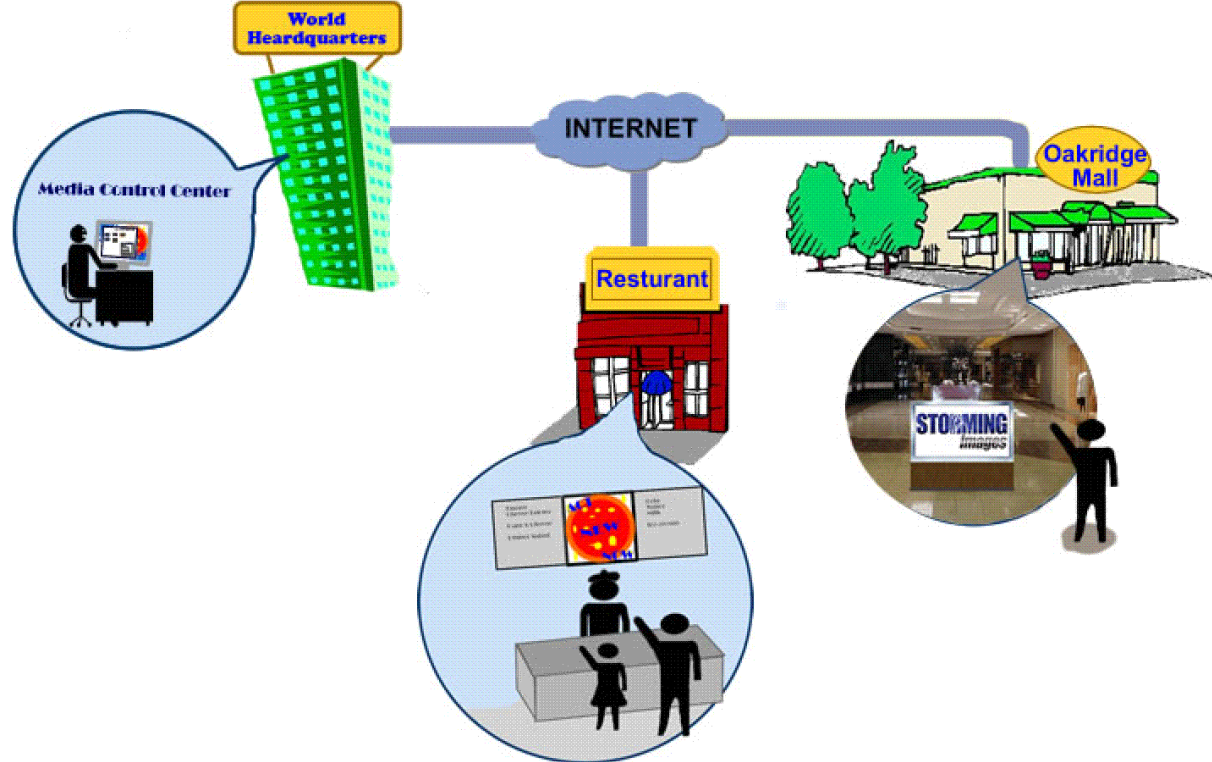
"52% of consumers want more in store video"

"30% of people who watched in store video made unplanned purchases"

Digital Signage Impact:

- Influence customer decisions
- Increase product sales & revenue
- 3x greater ad recall rate
- Targeted advertising
- Build brand awareness
- Create new revenue stream
- Track impact of digital sign on sales
- Employee training
- Create shopping experience that informs, sells and entertains

STORMING IMAGES SOLUTION



Digital Signage Process:

1. New media (commercials of fun content) is loaded into Media Control Center Software
2. The Media Manager creates a play back package that contains all media for each location
3. Playback Packages and its schedule are sent over the internet to each location
4. The Media Control Center updates each location, and collects data to produce reports
5. Media Control Center can send reports to anyone within your company
6. Each location displays the playback package according to a given schedule