



Introducing NexGen DS The first affordable, easy to use and all-inclusive digital signage application built exclusively for the Mac

What is Digital Signage (DS):

Instead of static print signs and billboards, DS is composed of electronic signs dispersing content and messages in the most targeted, interactive way. DS enables a company to control and display their messages quickly and more effectively.

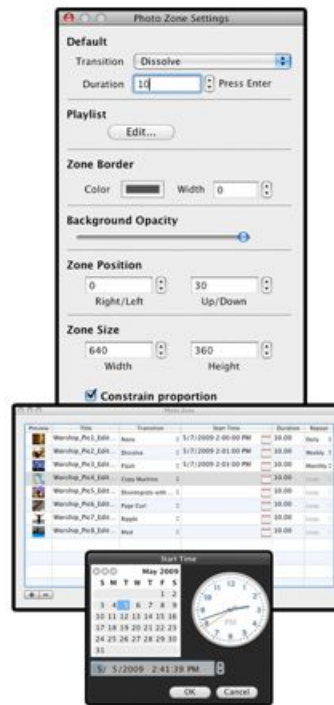
Benefits of Digital Signage:

DS has many benefits not offered by static displays and print material. Dynamic DS can grab a customer's attention and influence their purchasing decisions. It also eliminates the high cost of creating and distributing print ad campaigns. DS is instant and offers the ability to change promotions and information immediately and companies can earn money by selling advertising space to their suppliers. Whether it is intended to build a brand, promote, influence customer behavior or simply provide information and better communication, the dynamic visual experience created by DS will ultimately lead to success.

NexGen DS:

Before we developed NexGen DS, we did extensive research in the DS industry. We found that most applications were very expensive and very difficult to use. The other draw back we found was that most DS software required the use of two and sometimes three separate applications just to publish a project onto a display. NexGen's goal was to make an affordable, easy to use and all-inclusive DS application built exclusively for the Mac. With the versatile needs of the end users in mind, we developed a single application that includes the signage creator, scheduler and the player. With NexGen DS, it's simple to build, schedule and publish your DS projects.

Easy To Use Interface Windows



Features Include:

- Communicate in high-definition
- Live video feeds or television
- Single application workflow
- Layered building workflow
- Alpha channel supported zones
- Video and photo playlist
- Saved projects include assets
- Deploy projects over network
- Free floating zones
- Drag and drop features
- Update from anywhere
- Industry's easiest scheduler
- Multiple photo transitions
- Live preview & updating
- Supports most QuickTime formats
- Schedule multiple projects
- No server required

Perfect Application for:

- Worship communities
- Hospitality
- Corporate (HR)
- Retail
- Education
- Commercial real estate

