

## Advantages

- Enables small networks or local managers within large networks to produce and play back customized digital signage content without affecting global network schedules.
- Maximizes profitability of operators by permitting them to quickly create messages in reaction to local conditions, such as price changes, special offers and announcements.
- Keeps the network operator or company headquarters in full control of content campaigns without any additional workload.
  - Pre-defined templates and libraries ensure a consistent brand image.
  - Can be translated into any language.
- Broadcasts emergency messaging on digital signage screens within seconds.
- Supports images, video and Flash.
- Easy and intuitive nature means little or no training is required.

## Content creation made easy.

BroadSign Creator is an easy-to-use Web-based tool that allows you to build content from ready-made templates.

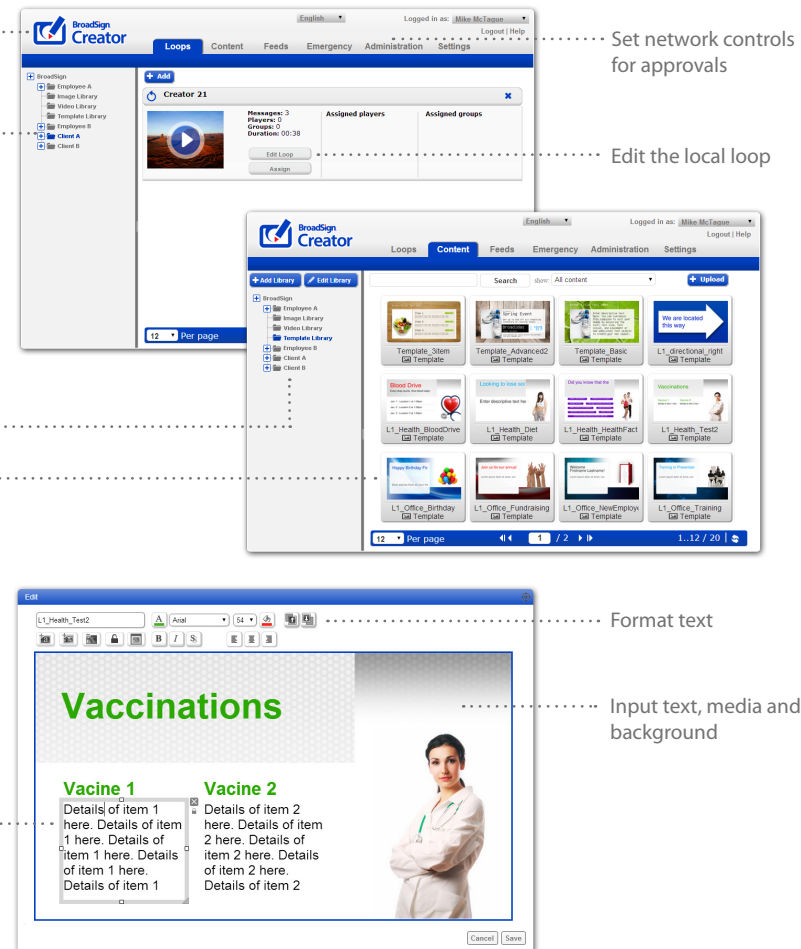
White-label with your logo, colour-schemes and URL

Advanced folder structure to efficiently manage multiple locations

Library of content templates

Upload content, create templates and edit your images and video

Edit text



Set network controls for approvals

Edit the local loop

Upload content, create templates and edit your images and video

Format text

Input text, media and background