What is an Indoor Digital Sign?

Digital Signage is a modern and effective way to increase the bottom line. UVP Digital Signs are an easy way to provide an attractive, commercial grade HD display to advertise any product, service or promotion.

CONTENT IS KING

Successful digital sign strategies always include fresh, relevant and professionally created content. For many visual communication companies digital signage is the next and most logical extension of their existing product mix.

Consumers have already been trained to view digital displays. Compelling, content is critical to influencing buying decisions. Studies show sales of certain products have increased by as much as 40% when paired with digital signage. Digital Signs are not only an excellent way to communicate with existing and potential customers, but also an inexpensive way to repurpose existing content.

Highlights of Digital Signage:

- Steel free-standing kiosk
- Tempered Glass
- Built-in, all-in-one media player
- 1080p HD Display Rated for 50,000 hours
- 2 Year Commercial Warranty
- Easy use content and scheduling software
- HDMI & VGA video inputs
- Built-in 5w Speakers
- 4 Gigabytes of Internal RAM
- Remote
- Built-In Timer
- Lockable Cabinet
- Mini PC Ready

Digital signage is a profit center on two levels: through direct sale of the hardware and content creation for the end user. Receiving revenue streams from content creation is the focus of most digital display vendors due to excellent margins and recurring orders.

Examples of possible content revenue:

- Charge a fee for each digital marketing project
- Charge a recurring fee for content maintenance
- Offer free content creation coupon for each kiosk sold

(This will help sell the product, as well as provides the customer with content for their new sign.)

Please feel free to contact me with any questions you may have. I look forward to working with you.

Thank you for your time,

Chad Bogan
United Visual Products
1-800-229-4500 ext. 1079
414-290-1079

Visit www.uvpdigitalsignage.com for more information

L SERIES

Freestanding LCD Digital Kiosks

PF SERIES

Wall Mount LCD Ad Display

Digital Signage Verticals:

- Banks
- Elevator Corners
- Fast Food
- Gas Stations
- Healthcare
- Hospitals
- Hotels
- Information Centers
- Office Buildings
- Presentations
- Public Areas
- Retail
- Schools
- Ticket Counters
- Maps

The Value of Digital Signage

Increase Sales Today

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

The average business sees a 20%-60% increase in sales by properly using digital signage.

A recent 1 year study monitored 400 retail stores. 240 of these retail stores had and used digital signage to advertise and promote. The stores using digital signage saw an **increase in sales of up to 88%.**

-According to a recent study done by Digital promo network.

Why do you see digital signs everywhere?

It's simple, they sell product. Industries that digital signage is implemented:

- Convention Centers
- Grocery Stores
- Restaurants
- Retail Stores
- Car Dealerships
- Hospitals
- Museums
- Government Agencies
- And many more locations

Increase Sales...

How many times have you said, *"If I could only duplicate John, he is my best salesperson!".*

Imagine a consistent non-intrusive sales presentation to every prospective customer. Captivate your customers with an animation promoting that tasty new steak sandwich, or a great clip advertising the **Buy One, Get One FREE** special your store is having next week. It is a profit builder!

What is your message?

People look at television and other digital displays because it engages them through motion and informs them in a non intimidating manner. Through short informative animated clips you can promote new products, services, and specials. The possibilities are endless!

Target your market...

Strategically place these signs where you want to promote and boost sales. In your lobby where customers are waiting, next to a particular product you want to sell, or even in an aisle of your store, these are just a few locations you can use digital signage.

What upcoming specials do you want promote...

- Does your café have an amazing new Latte you want advertise?
- Is the weekend coming around and your store has an amazing BOGO sale?
- Does your restaurant want to up sell your new Triple Chocolate Cheese Cake?
- Advertise your aftermarket upgrades for the new cars you are selling.
- You developed a new customer loyalty program and want to promote it?
- You have a great new lunch special to promote every Friday?
- Does your office need a new directory that will attract visitors and promote your business?

Content Creation
Boost Sales Selling Animated Content

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FACT: *Approximately 65 percent of the population are visual learners.*

FACT: *The brain processes visual information 60,000 times faster than text.*

Drapeau, Patti. "Graphic Organizers: Tools to Promote Differentiation." Differentiating with Graphic Organizers: Tools to Foster Critical and Creative Thinking. By Corwin Press, 2009.
Vakos, Patricia. "Why the Blank Stare? Strategies for Visual Learners." Pearson Prentice Hall: ETeach: Strategies for Visual Learners. Pearson Education, Inc., n.d. Web. 03 Aug. 2012.

Animation and Graphics...
Engage your customer's attention using dynamic, high definition animated content to promote new sales, specials, and company news. Using unique eye catching animated clips will help increase sales and add value to your company's image and public perception.

Custom Design Team
Save time and money. Having custom designed digital sign advertisements will excite potential customers and drive sales for any business. Let us create your screen content. We provide high quality custom animated content design for your various digital sign campaigns.

Content Creation & Packages:

A La Carte Design, Per Hour
Allow our skilled design team to accomplish the graphics you need. Custom animation and graphic design, ideal for non-recurring graphic needs.

- Hourly Content Creation:
  MSRP: $75.00

Monthly Content Creation
Do you feature several different promotions each month? This package includes the design of two unique templates. As your templates details change each week we will update the content details.

- Basic Monthly: 12 Hours of design time,
  MSRP: $720 (Customer Saves 20%)

- Standard Monthly: 25 Hours
  MSRP: $1,406.25 (Customer Saves 25%)

Digital Signage Dealer Program

Increase Your Store Profits

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

Why Become a Dealer?

Becoming a reseller of UVP Digital Signage products is a great way to enhance your current offering and create a significant and recurring revenue opportunity. We work closely with our reseller partners to support every aspect of the sales process. United Visual Products also offers a variety of ways you can work with us as a reseller to make sure you can quickly and efficiently begin selling.

- ***Recent studies have seen retail sales increase as much as 40% in stores that have implemented digital signage.***
- ***Offer cost effective, commercial grade digital signage solutions to your customers through a stocked and full support wholesaler***

What business could potentially use a digital sign? The possibilities are endless...

- Restaurants
- Beauty Salons
- Hotels
- Banks
- Retail Stores: clothing, jewelry, electronics, department, toys, etc.
- Car Dealerships
- Hospitals
- Doctors Offices
- Fast Food
- Zoos
- Museums
- And Many More...

What is included with our digital signs?

Our easy-to-use models come with the tools and software essential to success, including:

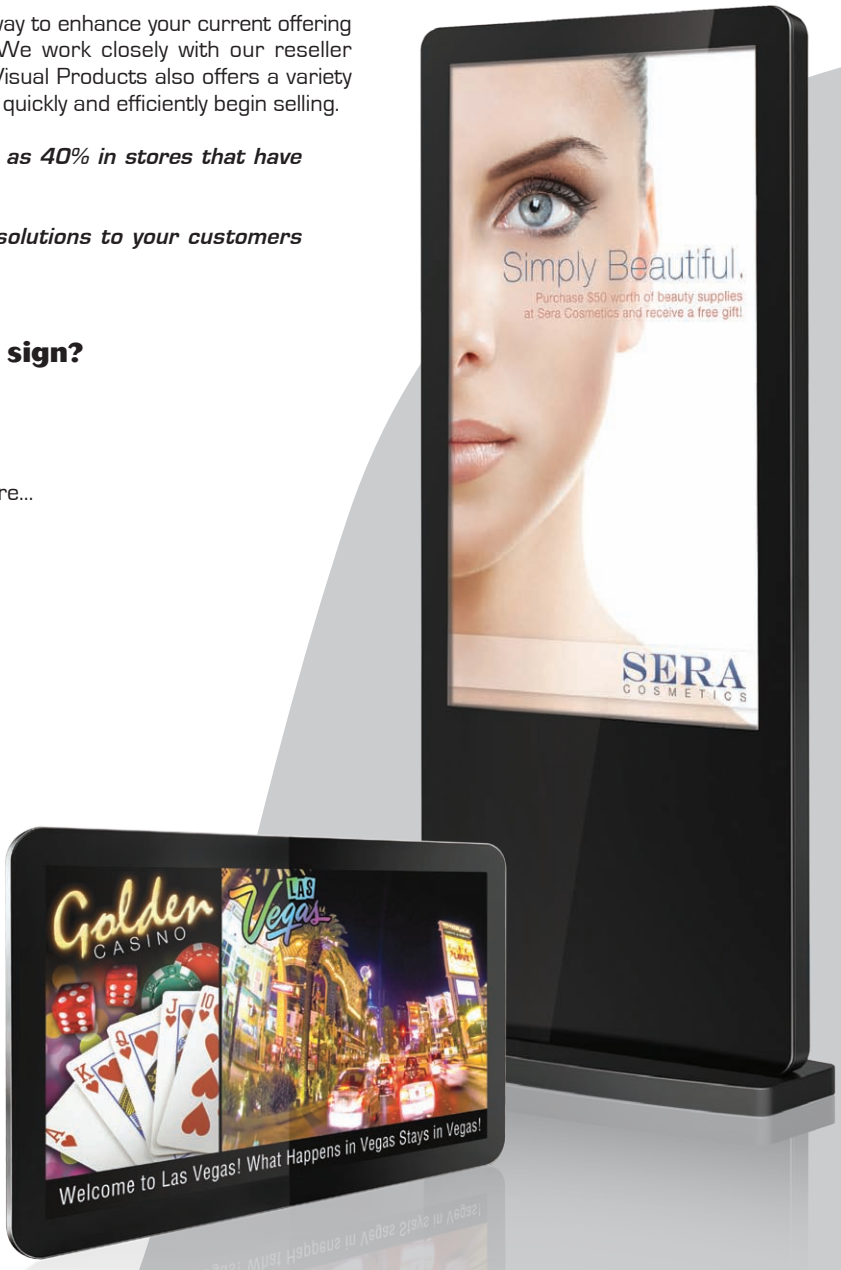
- Built-in Media Player
- Free content management software
- 2-Year Commercial Warranty
- HDMI & VGA Inputs
- Industrial Tempered Glass Display

Benefits of Becoming a Dealer

- Retail Sales Literature
- Unbranded Digital Sign Website
- Unbranded Catalog
- Interactive Sales Presentation
- Email Templates with a hyperlink to the interactive sales presentation
- Window Decal PDF's for your store
- Floor model DEMO display options
- Exclusive wholesale dealer pricing
- Sales and Technical Support

Our sales team is just a phone call away to help guide you through the sales process!

1-800-444-0305



Become A Digital Sign Dealer Today!

- Complete the United Visual Products Credit Application with bank references included at **uvpinc.com/dealer.aspx**
- Send your credit application via email to **accounting@uvpinc.com** or fax to **866-263-2456**
- Upon approval, schedule your webinar training session today, at **uvpdigitalsignage.com/webinar**

UVP-FLY-136-REV 0

Getting Started

Technical Application Made Easy

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

We have created a variety of tools that you can use to help market and sell digital signage. An excellent online flash demo presentation has been created to educate and demonstrate to your customers the benefits of indoor digital signage. This strong selling tool features multiple examples of content pertaining to various industries (Retail, Restaurants, Health & Beauty, etc). Along with this presentation, we have created informative sales literature that you can distribute to your customers. We recommend putting together a informative email that includes this link and emailing it out to your customer base. Combining a floor model show room and the presentation of the link above to your customers will help generate interest and questions. This floor model will help demonstrate in person the power of digital signage. Sales Steps...

1. Request UVP's latest unbranded catalog. The first 4 pages are a digital signage overview. **www.uvpinc.com/onlinecatalog**
2. Display your Digital Signage Window decals, available for download at **uvpdigitalsignage.com/printfiles**
3. Order your floor model display
   a. L46H1 or L46H2 (with preloaded FREE content examples)
   b. PF22H5 Sales Kit, Consists of a 22" LED Display, wall mount, display stand, and preloaded content.
   c. Print files available for in-store print advertising at **uvpdigitalsignage.com/printfiles**
4. Send out informative email about Digital Signage to your current customer base that includes the Flash Room Demo Link **uvpdigitalsignage.com/flashdemo.html**
5. Schedule your CSR's for UVP online monthly digital signage webinars, sign up at **www.uvpdigitalsignage.com/webinar**
6. Contact your UVP sales representative with questions at **uvpinc.com/sales**

How to Use UVP's Digital Signs

Digital signage should not require a team of developers, designers and other highly technically trained employees. While there are many solutions on the market, United Visual Products believes that business owners should have complete control of their communication network, and be able to quickly and easily create high-quality content for their signage. We provide an end-to-end platform for rapid creation, management and deployment of powerful and dynamic communication.

Content Creation Available

Your digital signage should be a natural extension of your brand, culture and environment. United Visual Products creative team will incorporate your identity colors, fonts and graphics into your designs. Each component is specifically created for use in digital signage applications with proven color, contrast, and layout systems factored into your graphics we will:

- Create dynamic, eye-catching layout elements tailored to your brand
- Customize PowerPoint templates for easy creation outside the system
- Set up preconfigured alert templates and department notices
- Animate static logos, text and graphics for more impact
- Design custom wayfinding maps and directories to help direct visitors
- Encourage audience participation with QR Tags, SMS Polls and more

Turn Key Sales Process & Tools...

- Value of Digital Signage Retail PDF [*UVP-FLY-134-REV 0*]
- Content Creation Retail PDF [*UVP-FLY-135-REV 0*]
- Sales presentation link: [**http://uvpdigitalsignage.com/flashdemo.html**]
- Floor Model

Generating Additional Revenue Streams

Increase Your Digital Sign Platform

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

Selling Accessories

Complete your digital sign with accessories and add-ons from United Visual Products. Our extensive line of accessories will advanced your digital signage capabilities, allowing for more customized usage. Protect the appearance of your sign, add enhanced solutions or stock up on standard equipment to ensure your sign is always functioning at its highest potential. **www.uvpdigitalsignage.com/addons**

Content Creation

Content creation can be very profitable and provide you with an excellent recurring revenue stream. Success is found in businesses where content is being changed and created often. There are several options when it comes to content creation. UVP can provide your store with a complete graphic and animation solution or your graphics team can provide the content creation services. When it comes to the actual content charges, below are two different options:

- Offering a hourly rate for content creation services (Content Creation *UVP-FLY-135-REV 0 for details*)
- Offering several monthly content creation packages (Content Creation *UVP-FLY-135-REV 0 for details*)

Content Creation and Packages

- Hourly Content Creation: **MSRP: $75.00**
- Basic Monthly (12 Hours of design time): **MSRP: $720 (Customer Saves 20%)**
- Standard Monthly (25 Hour)s: **MSRP: $1,406.25 (Customer Saves 25%)**

Below are various references in regards to content creation services:

- "The Value of Digital Signage" (*UVP-FLY-134-REV 0*) Sales PDF
- Flash Room Presentation link (**http://uvpdigitalsignage.com/flashdemo.html**)
- "Content Creation" (*UVP-FLY-135-REV 0*) PDF
- **www.uvpdigitalsignage.com/videos.php** (*Content examples and packages on website*)

Selling Advertising

Our L series (free standing, all in one, digital sign kiosk) is an excellent unit that can be placed in a office complex, hospitals, arenas, doctors offices, malls, and more. Upon placing this unit in one of these settings, provide the customer with a price break on the actual unit in exchange for rights to sell advertising spaces to the business located in the complex.

Below are the various tools available to help you sell advertising:

- "The Value of Digital Signage" (*UVP-FLY-134-REV 0*) Sales PDF
- Flash Room Presentation link (**http://uvpdigitalsignage.com/flashdemo.html**)
- "Content Creation" (*UVP-FLY-135-REV 0*) PDF
- **www.uvpdigitalsignage.com/videos.php** (*Content Examples and Packages*)
- "Digital Advertising for You" Sales PDF (*found in Retail Promotions section*)

Renting Digital Signage

Renting digital sign is an excellent way to draw in possible customers and generate extra revenues. Renting digital signage demonstrates the power of digital signage to your customer "test drive" without their having to purchase a sign.

Suggested Digital Signage Rental Pricing

- Daily Rental, MSRP: **$389.99**
- 3 Day Rental, MSRP: **$935.97 (Customer Saves 20%)**
- Weekly (7 Days), MSRP: **$2,047.45 (Customer Saves 25%)**

This pricing can be applied to any model.

Below are the various tools available to help you lease Digital Signs:

- "The Value of Digital Signage" (*UVP-FLY-134-REV 0*) Sales PDF
- Flash Room Presentation link (**http://uvpdigitalsignage.com/flashdemo.html**)
- **www.uvpdigitalsignage.com/videos.php** (*Content examples and packages on website*)

Selling Tools
And Printable Ad Files

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

1

Preloaded Floor Model Kiosk

L46H1 or L46H2 preloaded with several FREE content examples on your floor model

2

Preloaded Countertop Demo Model

PF22H5 Sales Kit, Consists of a 22" LED Display, wall mount, and display stand, preloaded with free content examples.

3

In-Store Printable Ad

Printable PDF signage available for download intended for in-store use as window clings and in-store oversized prints. Files are available for download at uvpdigitalsignage.com/printfiles

4

Also available is our comprehensive catalog!

With over 2,100+ visual communication products to browse through, there is sure to be a solution for your company today!

UVP-FLY-139-REV 0

Digital Signage

Commercial Series Display

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

L55H1
Features radius cabinet

L46H2
Features 5" depth for Mini PC

L46H4
Features aluminum band.
Special Order Only

Content for Digital Posters can come from multiple devices, or simply be uploaded with a standard USB flash drive

Full HD 1080

L46M-ST2

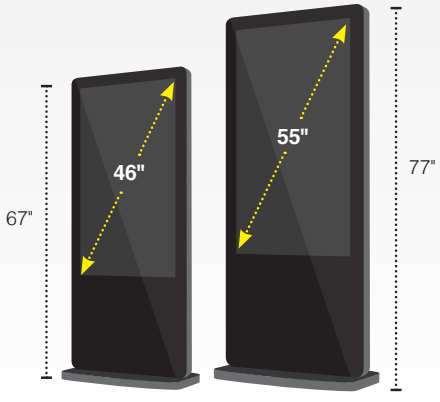
L55H2

LCD Kiosk with Built in Ad Player

Our dynamic commercial grade digital ePoster will captivate your customers with its vivid high definition 1080p display. ePosters come equipped with a built in media player with 4GB of on board memory. This media player is capable of playing digital media of all types in multiple zones along with scrolling text. All screens come with a free user-friendly playlist editing software. This software allows you to manage your media campaigns playlists, schedule when ads play and their duration, as well as set the on/off time for the screen. All media content is then loaded to the screen via USB flash drive. These screens are also scalable to fit any digital sign program by housing your choice of mini PC inside the screen and connecting it to your digital sign network. Signs include 5 watt built in speakers. This ePoster is constructed from powder coated steel and features an integrated internal cooling system for extended operating times. A tempered glass face has been added for safety, security and ease of cleaning. All displays can be anchored to the floor. *4 and 6 point touch options are available for special order - minimum order charges apply.*

Model #	Descriptions	Product Weight	Shipping Weight
L46H1	46" LCD Kiosk w/ Built in Media Player, Rounded Corners, 3" Depth	227 lbs.	276 lbs.
L55H1	55" LCD Kiosk w/ Built in Media Player, Rounded Corners, 3" Depth	276 lbs.	331 lbs.
L46H2	46" LCD Kiosk w/ Built in Media Player, Squared Corners, 5" Depth	183 lbs.	211 lbs.
L55H2	55" LCD Kiosk w/ Built in Media Player, Squared Corners, 5" Depth	254 lbs.	309 lbs.
L46H4*	46" LCD Kiosk w/ Built in Media Player, Rounded Corners, 3" Depth + Aluminum Band	227 lbs.	276 lbs.
L55H4*	55" LCD Kiosk w/ Built in Media Player, Rounded Corners, 3" Depth + Aluminum Band	276 lbs.	331 lbs.
L46M-ST2	46" LCD Kiosk w/ Built in Media Player, Interactive Touch	188 lbs.	245 lbs.
L55M-ST2	55" LCD Kiosk w/ Built in Media Player, Interactive Touch	238 lbs.	291 lbs.

Special order basis



The H1 and H2 come in two standard sizes
Screen size measured diagonally

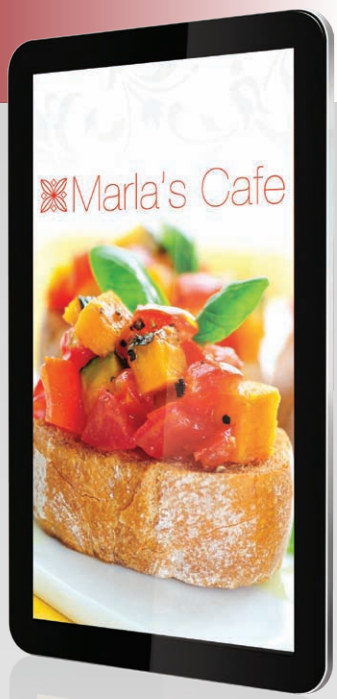
Digital Signage

Commercial Series Display

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

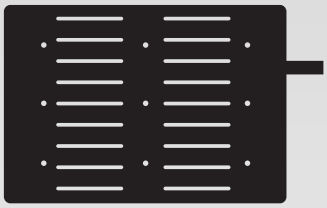
PF55H4
Viewed in Landscape

Full HD 1080
EXCLUDING 32"



PF42H4
Viewed in Portrait

Rear View



Flush Wall Mount Bracket

Wall Mounted ePoster with Ad Player

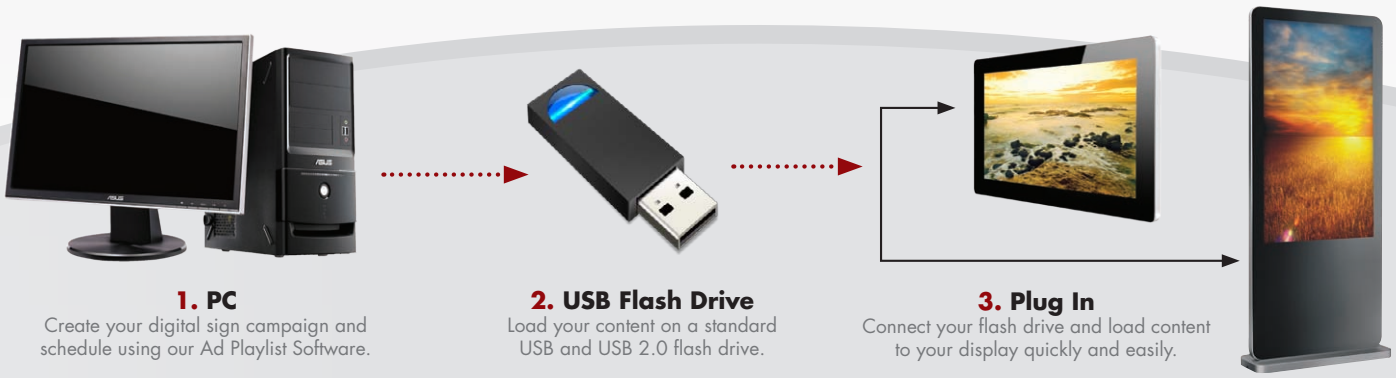
Our all new Wall Mounted Digital ePoster are available in 5 different sizes to meet your signage needs. Each ePoster comes equipped with a built in media player with 4GB of on board memory and built in 5 watt speakers. This player is capable of playing digital media of all types in multiple zones along with scrolling text. All screens come with free user friendly playlist editing software. This software allows you to manage your media campaign playlists, schedule when and for how long ads play, as well as set the on/off time for the screen. Information is then loaded to the screen via USB flash drive. The revolutionary Auto Play system option allows you to schedule when you want the display to switch between preset actions. All models feature a tempered glass face, all steel housing and come with a secure flush mounted wall bracket. All signs are VESA compatible. Replace those old backlit printed graphics and start displaying those announcements, special promotions, directories and menu boards on our easy to use digital displays

Model #	Description	Product Weight	Shipping Weight	Resolution
PF22H5	22" LED Wall Mount Display w/ Built in Media Player	19 lbs.	22 lbs.	1920 x 1080
PF32H4	32" LCD Display w/ Built in Media Player	33 lbs.	40 lbs.	1366 x 768
PF42H4	42" LCD Display w/ Built in Media Player	58 lbs.	66 lbs.	1920 x 1080
PF46H4	46" LCD Display w/ Built in Media Player	56 lbs.	62 lbs.	1920 x 1080
PF55H4	55" LCD Display w/ Built in Media Player	104 lbs.	117 lbs.	1920 x 1080

Multiple ports offer flexible connectivity, while securtity plate closes to protect connections and offer a flush panel

No Complicated Network Required

Simple to get content to display



1. PC
Create your digital sign campaign and schedule using our Ad Playlist Software.

2. USB Flash Drive
Load your content on a standard USB and USB 2.0 flash drive.

3. Plug In
Connect your flash drive and load content to your display quickly and easily.

Digital Signage

Commercial Series Display

United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

M46S1

Please supply your own VESA compatible mounting bracket to meet installation requirements

Multiple ports offer flexible connectivity

Rear View

LCD Commercial Display

Our commercial grade displays support an extensive array of connectivity options, including VGA, DVI, HDMI, and composite, as well as supports RS-232C serial connectivity for multiple display control. This functionality is great for command centers, security departments, menu boards, and large scale digital signage networks. Our LCD Displays feature advanced cooling technologies that allow for reliable operation 24 hours a day, 7 days a week. Displays also feature built in 5 watt speakers. These displays are the workhorse of the industry and will provide your customers with years of continual service and vivid high definition content.

Model #	Descriptions	Product Weight	Resolution
M19S1	19" LCD Commercial Display	15 lbs.	1440 x 900
M23S1	23" LED Commercial Display	21 lbs.	1280 x 1024
M32S1	32" LCD Commercial Display	35 lbs.	1366 x 768
M40S1	42" LCD Commercial Display	52 lbs.	1920 x 1080
M46S1	46" LCD Commercial Display	74 lbs.	1920 x 1080
M55S1	55" LCD Commercial Display	113 lbs.	1920 x 1080
M65S1	65" LCD Commercial Display	151 lbs.	1920 x 1080
M70S2	70" LCD Commercial Display	612 lbs.	1920 x 1080
M82S2	82" LCD Commercial Display	766 lbs.	1920 x 1080

Shipping weight significantly different - please call for more information

Interactive LCD Display

The enhanced sensitivity of the infrared touch screen technology makes our interactive touch screens easier to operate. Simply plug it into the display, install the drivers into your computer and its ready to go. Our screens support 2 points of simultaneous contact, which allows for multiple gestures such as zooming in & out, dragging and rotating. These screens also fully support Windows 7. Interactive Displays have a fast response time and a 3mm protective glass panel which gives you enhanced sensitivity, reliability and long operating hours. RS232C in-out ports, a standard of serial communication, are used for the communication between the PC and display. Signs also feature built in 5 watt speakers. This Multiple Display Control (MDC) helps various displays to be easily and simultaneously operated. LCD Displays support VESA flat display mounting interfacing standards. VESA wall mount standard holes are incorporated into the design to allow enhanced installation options and versatility. These large format displays enable simple 3rd party installation. Captivate and empower your audience with our new LCD display.

Model #	Descriptions	Weight	Resolution
M32S1-T2	32" LCD Commercial Touch Interactive Display	39 lbs.	1366 x 768
M40S1-T2	40" LCD Commercial Touch Interactive Display	58 lbs.	1920 x 1080
M46S1-T2	46" LCD Commercial Touch Interactive Display	69 lbs.	1920 x 1080
M55S1-T2	55" LCD Commercial Touch Interactive Display	108 lbs.	1920 x 1080
M65S1-T2	65" LCD Commercial Touch Interactive Display	143 lbs.	1920 x 1080
M70S2-T2	70" LCD Commercial Touch Interactive Display	153 lbs.	1920 x 1080

Digital Signage

Commercial Series Display

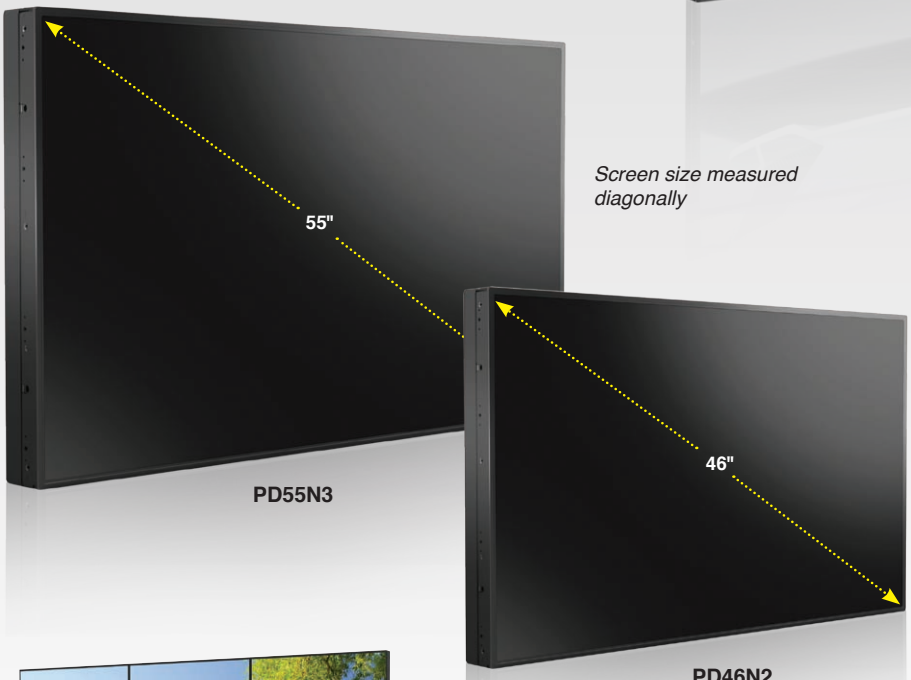
United Visual Products, Inc.
UVPDIGITALSIGNAGE.com

Commercial Grade Video Wall

Our Video Wall panels make your digital signage easy to implement, configure and operate. Video Wall displays support an extensive array of connectivity options, including VGA, DVI, HDMI, composite, and supports RS-232C serial connectivity for multiple display control. Ranging from 11mm to 5.7mm, the ultra-thin bezels make these displays appear nearly seamless for video walls consisting of up to 250 displays. Our displays feature advanced cooling technologies that allow for reliable operation 24 hours a day, 7 days a week. Signs also feature built in 5 watt speakers. Our Video Wall software allows you to change, reposition and resize content in real time from a single PC. No matter where you display these screens you can be assured people will be captivated by your message.

Model #	Description	Product Weight	Shipping Weight
PD40N2	40" Video Wall	48 lbs.	64 lbs.
PD46N2	46" Video Wall	64 lbs.	77 lbs.
PD46N3	46" Video Wall	61 lbs.	76 lbs.
PD46N4	46" Video Wall	55 lbs.	68 lbs.
PD55N3	55" Video Wall	59 lbs.	73 lbs.

Monitors connect together to form a video wall



PD55N3

PD46N2

Screen size measured diagonally

Rear View
Removable Handles included to assist with mounting

Optional stands available

Close Up of tiled displays

Multiple ports offer flexible connectivity