

# Financial

## Your Business Challenge is to ...

- Inform and educate your clients
- Reduce perceived wait times
- Retain client loyalty
- Reduce the cost of printed posters and other collateral in the branch
- Maximize advertising campaigns



## Solution

EK3 inPulse products and services provide narrowcasting solutions to meet these challenges. Everything in the EK3 web-based tool is user friendly giving you the possibility to tailor a library of images suited specifically to your needs.

Increase your revenue potential with dynamic advertising. Enhance your corporate branding with local community messages. Entertain the customer and reduce perceived wait times. EK3 inPulse products and services provide an easy to use media solution that will increase your brand awareness and customer loyalty.

## Benefits

- Capture your client's attention and motivate action
- Target your message and speak to what your client needs to know
- Flexible – It meets your changing environment
- Eliminate the cost of printing posters and missed in-market dates
- Take control-manage the solution for one location or many
- Entertain and educate your clients while they wait

## Features

In-Pulse is a customized turn-key digital signage solution that helps you:

### Control your media

- Upload your own content
- Manage and search your library
- Support for JPG, Flash, MPEG-2 and MPEG-4
- Display High Definition (HD) and Standard Definition (SD)
- Narrowcast third-party data feeds such as weather and news

### Target your customers

- Customize day-parts to your needs
- Design your own unique scheduling
- Assign media to specific day-parts
- Create groups for quick distribution
- Manage each playlist individually

### Manage your Content

- Content validation
- Uncapped storage and archiving
- Powerful narrowcasting distribution
- Complete tracking and reporting

### Depend on your network

- Complete network management
- 24-hour network monitoring, as required
- Robust, scalable and secure network
- Automatic system and software updates

### Customize your look

- Standard display layout (Full screen)
- Variety of selection layout choices
- Supports multiple regions within layout

## Why EK3

### Experience

- EK3 has gained extensive experience and insight by working with national brands for nearly a decade.

### Engineering

- EK3 develops products that are easy to use, captures the information you need and delivers the quality you expect. EK3 product architecture is designed to grow with your business needs.

### Support

- EK3 provides complete end – to – end digital narrowcasting solutions for your business. Whether it's a product or service, the total and seamless integration of our business solutions provide clients the essential pre and post sales support they require.

### Scalable

- EK3 manages one of the largest narrowcasting networks in North America, with thousands installed worldwide. EK3 Business Solutions are designed to grow with you. All EK3 products are SRS certified (Scalable Reliable Secure).

#### **EK3 Technologies Inc.**

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