ooh!Media V1.1

ooh!Media
Out of Home Advertising

Features

- One tool to create, schedule and manage your display content
- Single, customizeable emulation window for creating, editing, viewing content
- Windows-based, highly intuitive application enables quick start up and immediate productivity
- Use all your installed Windows fonts and formatting – pick size, style, add shadows
- Display graphic images, video or animations in many popular formats: JPG, GIF, BMP or AVI.
- Intuitive editor design enables drag/drop control of graphics, animations and video files
- Powerful layer control – add text over colored backgrounds, video clips, graphics, or animations
- Frame Preview Window enables instant WYSIWYG content viewing
- Frame Sequence Window enables easy viewing and timing adjustment of frames, layers and effects
- Media Library Window – store, control and access hundreds of supplied Alphamation™ images, animations or video clips or import your own JPG, GIF, BMP or AVI files

System Requirements

- Windows 2000 or XP
- 100 MB hard disk space
- Pentium III processor, 600 MHz or better recommended
- 256 MB of RAM or better
- CD ROM drive
- 10/100 Ethernet connection

Ooh!Media – Powerful, intuitive Windows®-based software that allows you to reach your targeted, daily viewing audience as no other media can. Pronounced "O" Media, Out-Of-Home (Ooh) advertising is one of the fastest growing ad categories today and provides one of the best returns on your investment. At a moments notice, you can create dynamic, on-premise advertising programs that increase your same store sales while reducing or eliminating your dependence on other traditional shotgun media (newspaper, TV/radio, etc).

Adaptive's Ooh!Media software sets a new standard in digital display advertising control. One screen command and control empowers you and optimizes your customer's viewing experience. Instantly display promotional text, add backgrounds, graphics, animations and video to create responsive advertising where it matters most – at your own front door.

Frame Sequence Window:
Powerful multi-layer control allows you to set and modify timing and effects of each layer. Create customized content to address your different viewing audiences at different parts of the day.

Frame Filmstrip Window:
Flexible, intuitive frame control. Quickly find the frame you want to edit, or drag and drop content on to a frame and it auto expands to fill in multiple frames.

Frame Preview Window:
Quickly preview and edit single frames. Add text, drag and drop graphics, animations or video. Examine your creations, pixel by pixel, before sending to your digital display.

Text Format Window:
Pick a font (any of your installed Windows fonts). Select its size, color, letter spacing, alignment Make it bold or italic, add a dropshadow.

Media Library Window:
Easily drag/drop supplied Alphamation graphics and animations, or import JPG, BMP, GIF or AVI files into your Media Library to spice up daily messaging and keep viewers looking back at your sign.

Effects Window:
Movement attracts attention. Set how a text layer appears on a screen and what it does when it gets there. Zoom, wipe, spin, scroll or snow, fast or slow.

SOFTWARE KIT INCLUDES:
- Ooh!Media V1.1 CD
- Easy-to-follow installation wizard with automatic display size detection
- Online help and hover tool tips
- Electronic software manual
- Alphamation graphic and animation library
- Quick Start Guide to get you up and running
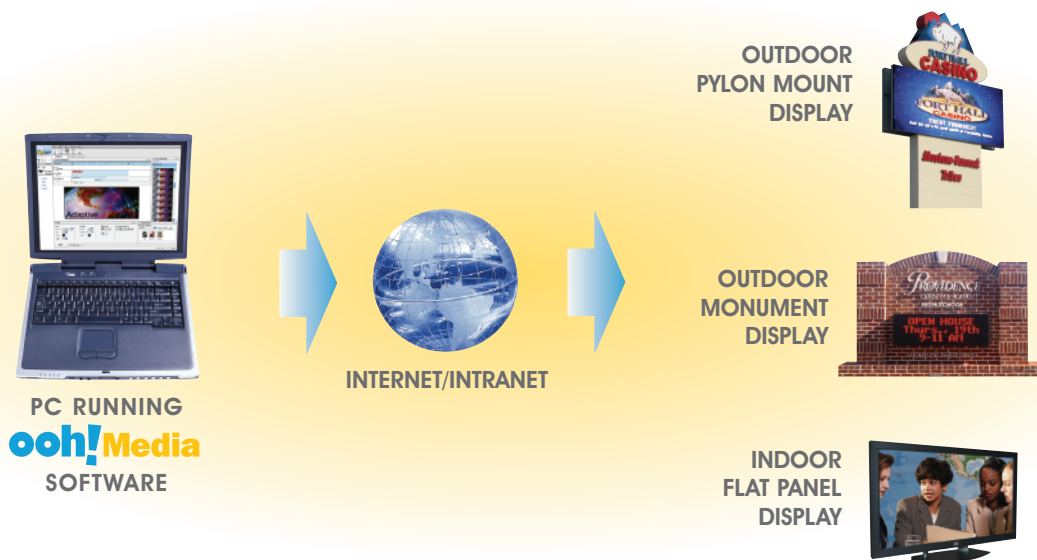- Tips and Tricks to help your creations look their best

OPTIONAL SERVICES:
- Custom-created content
- E-train web-based training classes

Contact your Adaptive Dealer for more information.

ADAPTIVE®
Connecting people, places and ideas

Out-of-home (Ooh) advertising is hot! It is an emerging market that Adaptive is closely watching. Digital signage* is the fastest growing "technology" segment in the OOH (outside of your home) category. Adaptive's Ooh!Media software is designed to support all digital signage technology – both inside and outside your business.

Digital LED sign billboards are the latest example of the largest application of our technology. Within the store "place based media" digital signage, flat-panel technology like LCD and plasma displays, have been used for many years to influence consumer-purchasing behavior right at the point of sale. Adaptive manufactures a complete line of indoor and outdoor LED digital displays. Ooh!Media software controls this powerful enterprise-wide indoor and outdoor advertising network.

**OUTDOOR
PYLON MOUNT
DISPLAY**

**OUTDOOR
MONUMENT
DISPLAY**

INTERNET/INTRANET

**PC RUNNING
ooh!Media
SOFTWARE**

**INDOOR
FLAT PANEL
DISPLAY**

Create Your Own Campaign

Why use outdoor or indoor digital signage? Because it is your most cost effective and dynamic way to effect impulse decision making at the point-of-sale. Compared to printed media, direct mail, radio or TV… digital media at your location delivers timely, pertinent information to potential customers, who are driving by, right NOW!

• Consumers are in a mindset to purchase products – instantly you can effect their impulse decisions
• You can reach millions of consumers at a fraction of traditional media cost (CPM impressions)
• Advertising investment is this one-time – compare this to your everlasting ad budgets for traditional media
• Create your digital content and deploy it digitally – no wasted time in the placement process
• Instant impressions and promotions – 70% of the time, brand selection occurs right at the shelf or street level
• Your advertising is highly targeted, place-based, exactly where and when you need it most
• No more shotgun ad programs that cannot provide an auditable ROI
• And, a digital signage network can be used for staff training, corporate communications or local event support

* Digital signage is a network of digital displays (or one display) that is centrally managed and addressable for targeted information, entertainment, merchandising and advertising. Digital signs aka: digital displays, LED digital displays, LED video-boards, electronic message centers, marquee message centers, flat panel displays (plasma & LCD), narrow-casting, out-of-home media network, advertising network, digital media advertising, in-store TV network.

ADAPTIVE
www.adaptivedisplays.com