

How ViewSonic® Digital Signage Benefits Small and Medium Businesses



Success Stories



Revenue Generation

A dentist in Southern California installed a small digital signage system in his office. It shows dental hygiene tips, describes special treatments and services available in his office and reminds patients to schedule regular cleanings.

With this single display digital signage system, the dentist can pay for his investment with just three teeth cleaning appointments.



Advertising Revenues

A local merchant could purchase a digital signage system and sell advertising space on his display to other merchants located in his strip mall or within a specific driving radius.

By charging a small fee for the advertising, the merchant can earn revenues for himself while the local ads help increase sales for neighboring merchants.



Profit Enhancement

A small specialty retail clothing shop can use a digital signage system with one, two three or four displays throughout the shop to display just-arrived merchandise, in-store specials and featured items to raise customer awareness and drive sales.

The sales boost from in-store advertising can help the store realize a return on investment in the first year.

*Quickly see a
100% return
on investment.*

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ViewSonic, the leader in visual display technology, has partnered with Best Wave, to deliver an affordable, easy-to-implement digital signage solution for your business. The ViewSonic / Best Wave solution is ideal for:

- schools/universities
- small retail chains
- real estate offices
- restaurants
- grocery stores
- and similar locations

The bundle includes a ViewSonic Commercial Display or LCD TV, an NMP-530 Network Media Player and Best Wave's *DisplayIt!* signage software.

Recommended ViewSonic Bundles:

- 42" CD4230 Commercial Display, NMP-550, NMP-600, NMP-610, *DisplayIt!*
- 37" N3735w LCD TV, NMP-550, NMP-600, NMP-610, *DisplayIt!*
- 26" N2690w LCD TV, NMP-550, NMP-600, NMP-610, *DisplayIt!*

Optional Accessories:

- Speaker and standSPK-006
- StandSTND-007
- Wall mount kitWMK-013

Call ViewSonic Inside Sales to order your Digital Signage Bundle or for more details.

Tel: (888) 881-8781 or E-mail: salesinfo@viewsonic.com

Why *DisplayIt!* from Best Wave?

- No design staff required for sign creation.
- Minimal IT staff needed for implementation and maintenance.
- Setup takes only minutes.
- Incorporate PowerPoint slide shows and other multimedia content.
- Create your own content libraries with digital video, still images, flash movies, text and web pages for inclusion on your digital signs.
- Create your own template or use the pre-formatted templates.
- Powerful scheduler plays the right content on the right display based on your pre-determined schedule.
- Schedules can be repeated for any number of days, weeks, or months and on weekdays or weekends, etc.
- Scaled license and maintenance fees make small networks affordable.