

The simple solution to creating and maintaining a digital signage network.



Sony's resources and technology provide end-to-end services.

Captivate. Motivate. Educate.

From software to field services, Sony has the complete solution for digital signage.



Digital signage does more than get your message out; it represents your brand. That's why you need the image quality, resources, and technology that Sony Digital Signage can deliver. Sony Digital Signage is a complete solution designed to present your all-important brand in the best light possible. We combine all of Sony's resources, state-of-the-art infrastructure, and the latest technologies, along with the global experience in enterprise level video integration services of Convergent Media Systems,

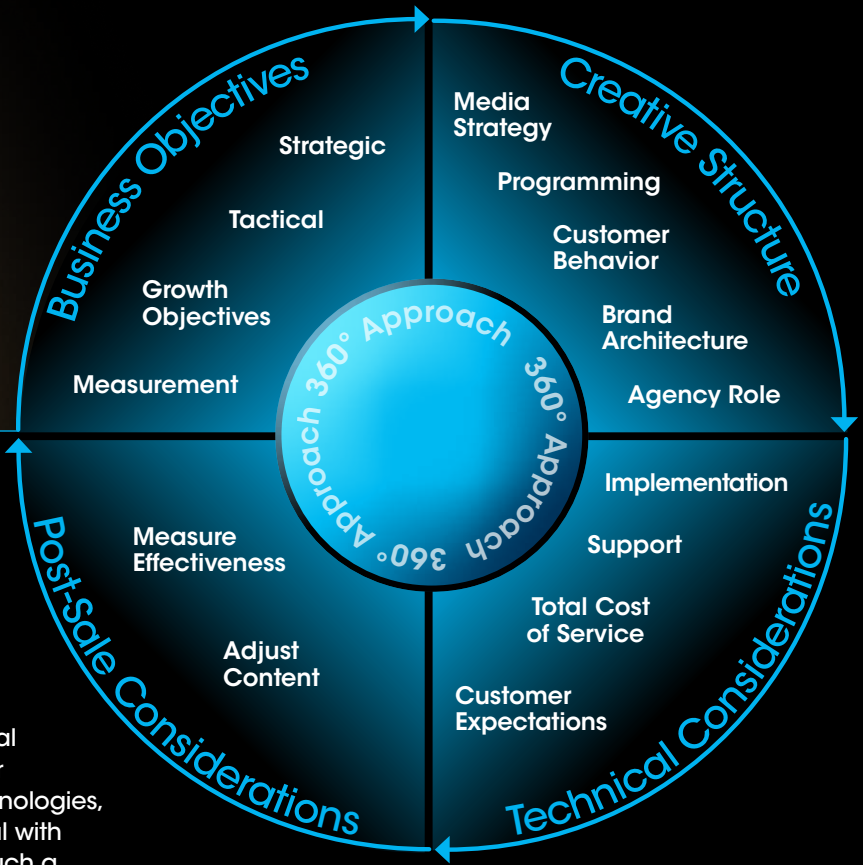
a Sony Company, to deliver a digital signage solution that is flexible, effective, and complete. Our full suite of services may be mixed and matched to provide you with a custom solution - tailored specifically to your needs - that delivers results based on your goals.

Sony is a leader in providing a truly integrated end-to-end approach to creating and maintaining a digital signage network consisting of hardware, software, content distribution, content creation, network monitoring, and field services. Our vast experience, superior technology, expertise, and ability to deliver a turnkey solution mean that your digital signage will be flexible and scalable for better delivery across various franchise and corporate locations. And as a technology innovator, Sony is backed by superior services capable of large-scale roll-out and support.

When customers come face to face with your brand, trust that interface to Sony Digital Signage solutions. No matter what your goals may be, Sony will create and deliver a comprehensive solution that connects your customers with your brand in a powerful, positive way.

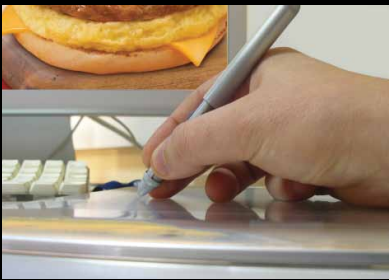
An end-to-end solution that drives measurable benefits and business objectives.

Designing and implementing a digital signage network can be overwhelming. But Sony has a solution approach to make it manageable every step of the way, by evaluating everything from structure to technical considerations and even post-sales considerations. Our turnkey solution provides you with the applications, technologies, and services that you need, and you don't have to deal with the complexity and resources required to implement such a comprehensive solution.



Here are some other key features:

STRATEGY AND CREATIVE SERVICES



You're never alone as you search for great content for your digital signage campaign. We'll be at your side in planning, designing, developing, and maintaining high-quality content that is fully aligned with your

business objectives and campaign goals. We have years of experience in engaging and influencing consumers with dynamic rich media. So whether you require the latest special effects or simple, efficient repurposing of existing material, we can put together a programming strategy that matches your needs.

ADVANCED MANAGEMENT WORKFLOWS



Our enhanced workflow solution lets you review and approve content messages online so managing, scheduling, and approving content across a large network is straightforward, not overwhelming. You control levels of

access to members of your team or your agency. Our online workflow solutions enable you to simply and securely collaborate with all responsible parties and make content approval a snap.



HARDWARE AND SOFTWARE

Sony® supports a number of configurations including indoor and outdoor signage, large and small format displays, and fully interactive digital signage displays that capture your customers' attention. You'll have access to a wide range of Sony displays, as well as a variety of third-party technologies for additional flexibility. All hardware is tested, certified, and offered on a single managed service platform, which enhances scalability and makes it easy to support various store configurations and sizes.

SUPPORT SERVICES

You'll have the full power of Sony and Convergent behind you 24-7, with network monitoring and technical support from our state-of-the-art network operations center. Your network will be closely monitored by our technicians and network alarms will enable quick response to any trouble issues.

If onsite repair is necessary, our project managers can dispatch a field service technician to resolve the problem on site. During installation our project management team coordinates the entire process so you can focus on the crucial planning activities surrounding your network.



If you need a powerful way to captivate and motivate your customers, put Sony's resources, experience, technologies, and capabilities to work for you.