

Now *Easier Than Ever* to Power Your Promotions...and your Profits!



# ooh!Media 2009

Out of Home Advertising

Adaptive's Ooh!Media software lets **you** run the show! In just minutes, you'll be creating compelling promotions and dynamic advertising programs that will dramatically increase your same store sales of advertised items and services. An easy-to-use interface makes it easy to create your own campaign, from setting up your custom messages to putting together the schedule that works for your business!

## Benefits

- The easiest Ooh!Media yet!
- New second-generation software platform
- Simple to create promotions and ads at a moment's notice.
- Drives up your sales and revenue even faster than before!

## Features

- Intuitive Windows® based application allows quick message creation & transmission
- Powerful layer control – add text over colored backgrounds, images or animations.
- Simple time, day, date scheduling for messages
- Message preview window mirrors your Adaptive digital sign
- Media library contains hundreds of Ooh!Mation graphics and animations to add punch to your messages
- Displays images in popular formats — JPG, GIF, AVI & BMP
- Uses easily readable Windows fonts

## System Requirements

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

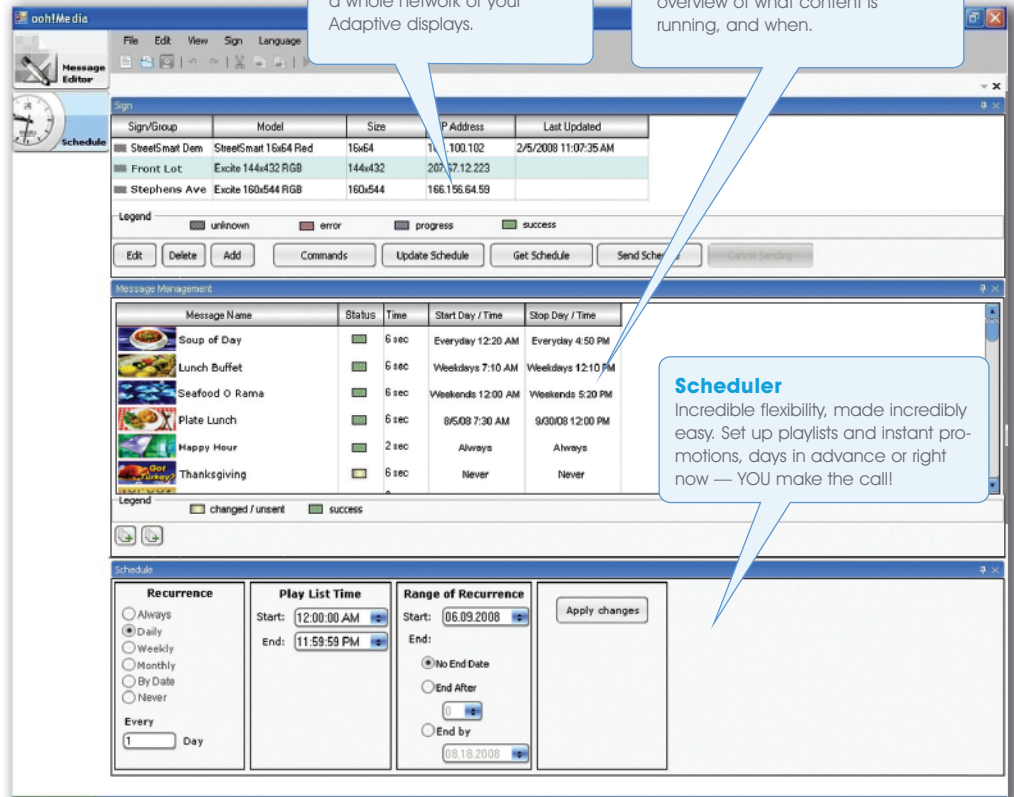
*Easier Than Ever To Schedule!*

### Sign Manager

Monitor and control just one or a whole network of your Adaptive displays.

### Message Management

A clear, easy-to-follow graphical overview of what content is running, and when.



### Scheduler

Incredible flexibility, made incredibly easy. Set up playlists and instant promotions, days in advance or right now — YOU make the call!

*Easier Than Ever To Create!*

### Media Library

Simply drag and drop your favorite graphics and images into your message.

### Text/Effect Formatting

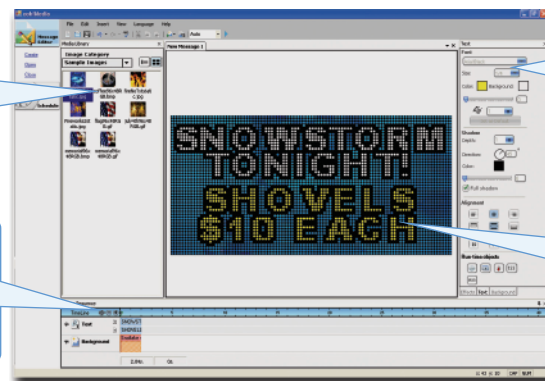
Choose fonts, colors, and dramatic effects for messages and backgrounds.

### Message Timeline

Easily set timing and effects for each message layer

### Message Preview

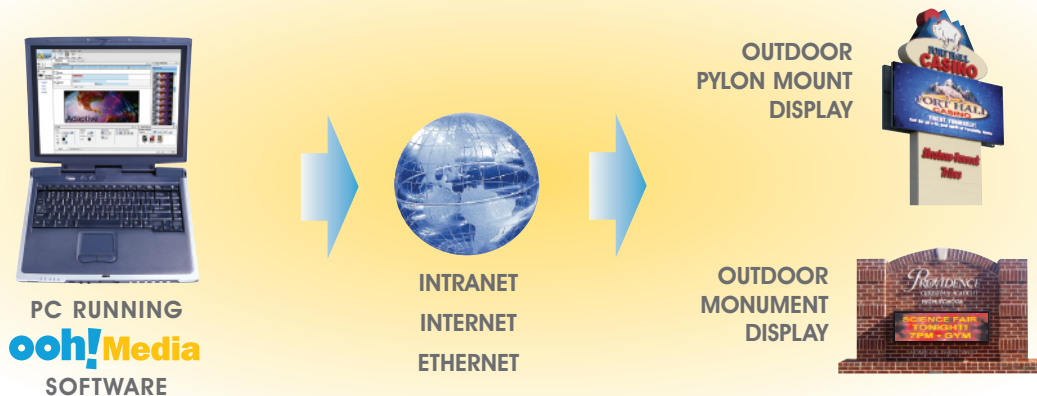
What you see is what you get...a full color preview of each message!



**Out-of-Home (OOH) advertising is hot!** According to the Outdoor Advertising Association of America, out-of-home advertising revenues have nearly doubled nationwide in the last decade, reaching \$7.3 billion last year. If you're not familiar the term "out of home", it encompasses - logically enough - all advertising media outside of your home, such as billboards and business signs.

Electronic LED digital signage is the fastest growing "technology" in the OOH category. Digital LED billboards are the latest example of the largest application of our technology that is just beginning to affect the marketplace. Within the "on-premise signage" segment, smaller electronic displays have been used for many years to influence the impulse purchasing decisions of the drive-by motorist, resulting in dramatic 10-20% increases of same store sales.

Ooh!Media software is designed to control Adaptive LED digital displays, easily and intuitively putting the power of instant digital communications at your fingertips.



### Create Your Own Campaign

Why use outdoor LED digital signage? Because it is your most cost effective, efficient, and dynamic way to effect the impulse decisions of your best prospect – the one driving by your business every day.

- Drive-by consumers can be influenced to make impulse purchases via the power of light, color, motion
- You can reach your targeted audience at a fraction of the traditional media cost (CPM impressions)
- A finite advertising investment – 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 increases reach and message retention via increased repetition
- Your advertising is highly targeted to your daily motorist audience, delivering your message exactly where and when you need it most.
- No more shotgun ad programs that waste significant amounts of time and resources.

### SOFTWARE KIT INCLUDES:

- Ooh!Media CD
- Easy-to-follow installation wizard with automatic sign detect
- Online help and hover tool tips
- Electronic manual
- Ooh!mation graphic and animation library

### OPTIONAL SERVICES:

- Ooh!mation custom message animation service
- PC desktop eTrain web training class:  
<http://adaptivedisplays.webex.com>

Contact your Adaptive Dealer for more information.