



Wall-mounted Displays

## VGS' Motivations® Digital Displays the marriage of Brand and Technology to create dynamic digital merchandising

Motivations® Digital Displays are designed to invigorate marketing programs and dramatically boost sales activity. Now merchandisers can triple their impact by incorporating sound, color, touch and movement technology right into their actual visual marketing programs.

With the majority of purchasing decisions being made at point of sale you can't afford to rely only on static selling vehicles. Digital solutions can influence consumer decision-making dramatically – in some cases increasing sales activity by as much as 200%.

### Increase

- Average Spend
- Promotion Sell Through

### Improve

- Customer Experience
- Communications

### Drive

- Brand Awareness
- Product Mix

### Decrease

- Food & Beverage Inventory
- Food & Physical Asset Waste



Kiosks



Freestanding Displays



CounterToppers®

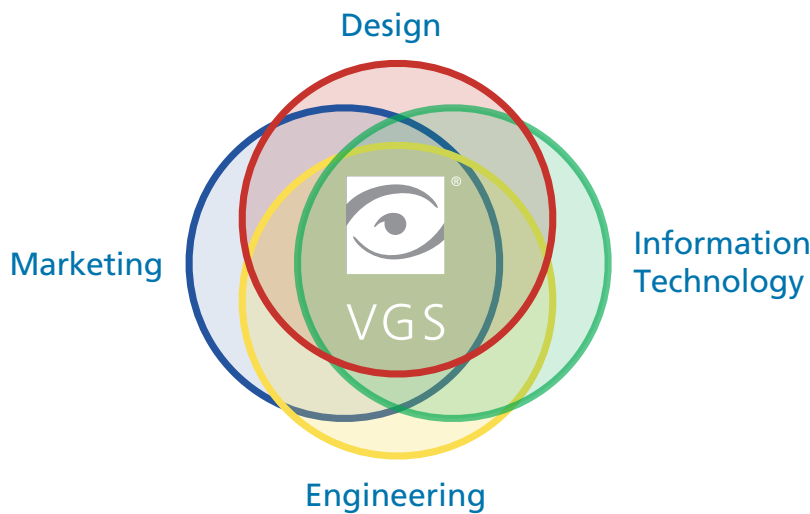
Think.  
Create.  
Experience.

**What sets VGS apart from its competitors** is its unique approach of combining branding and digital technology. Beginning with a client's brand and marketing strategy, VGS determines how technology will enhance their marketing programs and fully leverage the investment. Motivations® Digital Displays provides ultimate flexibility by integrating the right equipment and software within branded signage, displays, and environmental decor, all tailored for a wide variety of applications and specific merchandising needs. This cohesive approach ensures that *the attention is on the message and offer and not just on the technology.*

With VGS' extensive branding experience, IT and engineering capabilities, VGS understands that mounting an expensive LCD screen on a wall is simply not enough. While a big screen may initially capture attention, it can actually detract from the overall customer experience if it is not successfully integrated with your brand and the visual marketing program. Conflicting messaging and graphics, outdated content or worse yet a blank empty monitor where customers expect the messaging to be dynamic and fresh are some of the most common offenders.



## Why VGS Digital Signage?



**VGS is uniquely qualified bringing all disciplines together under one company for successful digital signage merchandising systems.**

Updatability and changeability are VGS' hallmarks. Both have been integrated into Motivations® to ensure a user-friendly digital system with various capabilities and unlimited applications - ideal for fast-paced industries like retail and foodservice. Depending on how often and what type of marketing programs you have, with the Motivations® approach, content messaging templates can be created by Studio D, VGS' in-house design group for easy updates and to ensure future consistency and continuity.

## VGS Strengths

### Marketing

With nearly 30 years of experience VGS' consultants and project managers possess the ability and understanding to assist you in developing a visual communications system tailored to your specific industry needs and budget.

### Design

VGS' Studio D offers a full range of design services to help you develop a new concept from scratch or simply assist in refining your in-store merchandising from digital display content creation programs to three-dimensional graphics and interior decor elements.

### Engineering

Innovation and proprietary technologies highlight VGS' product portfolio and manufacturing capabilities, from sign programs to state-of-the-art marquees VGS has the engineering know-how to deliver your project on time and on budget.

### Information Technology

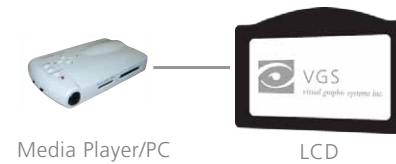
VGS' IT organization provides technical integration, installation and maintenance expertise to ensure your digital display network operates reliably. Their custom programming capabilities can help meet the most unique and specific needs you require.

## A Digital Merchandising System with Endless Possibilities

VGS has removed the mystery of digital technology. Motivations® Digital Displays is available in three levels with a choice of a stand alone and two networked-based solutions - all that can be tailored to your specific needs. VGS can provide a turn-key system to deliver 1 to 10,000 unit programs, along with branding and content management. Finally, digital technology with a total “system approach”, which promotes your brand as well as meets your unique merchandising needs.

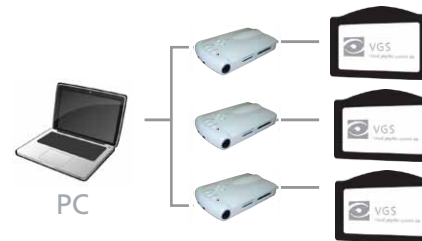
### Level 1 Stand alone: One-To-One

- Inexpensive and easy to use
- Update content on-site with flash memory card
- PPT, JPG and MPG content
- Daypart scheduling



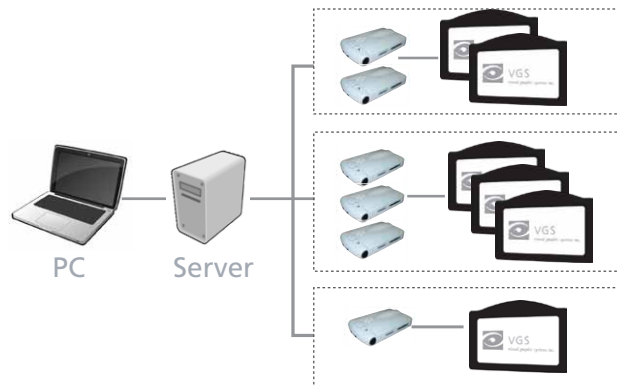
### Level 2 Connected: One-To-Many LAN

- Premised based, residing on your network
- Update content from your LAN
- Scalable to new screens added to your LAN
- PPT content (JPG and MPG embedded in PPT)
- Daypart scheduling



### Level 3 Connected: One-To-Many WAN

- Hosted by yourself or a third party
- Update content anywhere you have web access
- Permission based content editing, scheduling and distribution
- Scalable to new screens anywhere on a network
- Multi-channel programming and distribution
- SWF, HTML, RSS, Live TV, PPT, JPG and MPG content
- Daypart scheduling
- Subdivision of the screen into zones



## Which VGS Digital Display Solution is Right for You?

	Level 1	Level 2	Level 3	
<b>Connectivity</b>	Standalone unconnected operation	•	•	•
	Premise based network operation		•	
	Hosted solution managed by yourself, VGS or other third party			•
	May require LAN configuration modifications			•
<b>Playback</b>	Plays multiple file types in a specified playlist order	•		•
	Daypart playlist scheduling based on time of day	•	•	•
	Subdivision of the screen into zones	•		•
	Multi channel programming and distribution			•
<b>Media</b>	Plays image and video formats like JPG and MPG	•	•	•
	Plays native PowerPoint files		•	•
	Plays other formats like SWF, HTML and Live TV			•
	Content editing, scheduling and distribution permissions			•
	Custom designed content templates available	•	•	•
	Custom designed editable content templates available		•	•

## Don't Just Hang a Display on the Wall.

Available in a wide variety of screen sizes with sound and touch options, digital displays can be incorporated into VGS' broad line of standard and custom menu boards, CounterToppers®, freestanding kiosks/displays, which showcase menus and offerings by using digital media to communicate the message and enhance the décor in a uniform yet completely effective way.

Motivations® blends pictures, colors, and typefaces on changeable surrounds, which encase traditional display equipment. Utilizing its own MagAlign® technology these updatable surrounds can be easily changed out to support daily offers, menu selections, event listings, nutrition notices, seasonal promos, welcome, ordering systems and much more.



### Kiosk

VGS MotiVations® Kiosks are affordable, eye-catching and easy to use. Inside the beautiful stand is a long lasting LCD and digital signage player.



### Freestanding Display

VGS Ovations® pole display systems are a complete merchandising solution equipped with a digital display, printed banners and brochure holders.



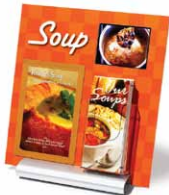
### Hybrid Menu Display

Increase average spend with an affordable combination of static and digital VGS menu board modules.



### Eco Digital Menu Display

Go green and reduce your menu board update costs by incorporating digital with eco-friendly materials



### Countertop

Reduce clutter and waste with VGS digital CounterTopper® displays, tailored messages help you increase impulse purchases at the point of sale.



### Interactive Display

Engage your customers. Make your merchandising experiential by adding touch screens & sound.

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Products incorporating VGS' MagaLens® technology are subject to one or more of the following patents:  
U.S. 6,308,446, U.S. 6,298,591, CAN. 2243256, EP 0875056. VGS display fixture and menu board designs are further subject to design copyrights and trademark protection as well as other worldwide pending patents.

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