

Digital Solutions – Overview



A. The Solution:

Elektrosign, LLC is a digital signage consultant and distributor of firmCHANNEL™ products and services because it offers resellers and endusers a complete easy to use, affordable digital signage system.

Frost and Sullivan undertook an independent research of the digital signage market and also did an analysis of of firmCHANNEL™ products at Eliquid's request. As Frost & Sullivan is a global, independent market research and technology analyst firm. Frost & Sullivan monitors new technologies and forecasts marketing trends.

Given this, Frost and Sullivan identifies firmCHANNEL™ as a digital signage systems provider that is poised to exploit the emerging opportunities in the digital signage market. The firmCHANNEL™ system provides a huge value to end-users by providing turn-key, “out-of-the-box”, user-friendly digital signage systems to business-to-consumer companies at a remarkably reasonable price. The value firmCHANNEL™ indoor and outdoor digital signage systems provide permits businesses of most any size to cost justify the investment in a digital signage system. Digital signage also provides business owners with a potential revenue center. The firmCHANNEL™ solution can pay for itself long before the end of the optional lease program.

Currently, the growing digital signage market is highly fragmented with many players from disparate industries providing the necessary services and components to integrate, install, maintain, and service a complete digital signage system. This is where firmCHANNEL™ provides a valuable service in the market. The firmCHANNEL™ organization is poised to exploit this opportunity with the affordable and complete end-to-end digital signage system they have bundled together to form an easy to use, easy to maintain, out-of-the-box solution. End-users no longer have to contact several companies for displays and content control systems, choose between software, hire an advertising firm for content, and arrange for affordable financing. The firmCHANNEL™ system provides a real value; a powerfully complete, flexible, end-to-end, easy to use, and extremely affordable digital signage system.

The information provided, is a portion of the, "An Analysis of the Digital Signage Market: Challenges, Opportunities, Econometrics, Market Drivers, and the firmCHANNEL™ Solution", report created by Frost & Sullivan.

For a copy of the full report please contact us at +1 239 390 8239.

B. The Advantage

Elektrosign, LLC has chosen to distribute firmCHANNEL™ products because:

firmCHANNEL™ is the only digital signage solution that provides high definition quality, un-comparable value and un-beatable capabilities. Only firmCHANNEL™ can make these claims and back them up with real benefits, quality, and uncompromising support and scalability. Creative and content are the two greatest up-front and on-going costs associated with any digital signage network. firmCHANNEL™ has eliminated the need for expensive creative departments, content providers, and the costs associated with them.

Low Cost of Ownership

With no end-user license fees, there is an unprecedented value. firmCHANNEL™ reduces creative costs significantly by allowing you to be your own creative and content department, while still providing professional results.

Multiple Display Modes

firmCHANNEL™ supports multiple aspect ratios which allow for greater creative flexibility:

Widescreen 16:9 Vertical Poster 9:16 Standard TV 4:3

Ease of Use

The firmCHANNEL™ interface is browser based, making it fast, easy to access, and simple to use. With minimal training, users can create professional content in minutes.

High Performance Hardware

The firmCHANNEL™ hardware has been specially selected to provide years of reliable playback, while still allowing for future upgrades. The SP-100 is powered by a 2.5 Ghz Intel processor, 80GB storage, and 512MB Memory. Enterprise Edition is powered by a 3.2Ghz Dual Core Intel processor, 250GB storage, and 4GB memory.

Professionally Designed Templates

firmCHANNEL's™ Template Community provides an ever-expanding collection of professionally designed templates which allow ultra high quality content created by beginners and experts alike. With firmCHANNEL™, anyone can create high definition digital signage with the look and feel of a dedicated professional content provider.

Video Integration

Utilize most popular video formats including:

MPEG-1 / MPEG-2 / MPEG-4 DivX / Xvid

Microsoft WMV / AVI Apple Quicktime

firmCHANNEL™ includes video capture capabilities from analog TV, S-Video, and composite sources.

Real-time Rendering

firmCHANNEL™ renders all content in real time, allowing you to make changes and see the results instantly. Schedule and availability settings are managed in real time, providing complete web and network based control over your displays.

Scalability

Many digital signage products seem to offer a competitive advantage, but usually fail to scale past a few hundred systems without significantly increased costs. firmCHANNEL™ Enterprise Edition seamlessly manages up to ten thousand SP-100 Players from one single location.

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