

firmCHANNEL™: Frost & Sullivan Report

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.

The firmCHANNEL™ solution is completely scalable from both the number of screens per location and the number of locations perspectives. The enterprise version of the firmCHANNEL™ solution provides the end-user unprecedented control of distributed digital signage systems from a central location. Content can vary by store location and by the location of the display within the store. Content creation is made incredibly easy and straightforward because graphic and content templates are professionally designed, produced, and provided by eliquidMedia™ and are included in the firmCHANNEL™ solution. These templates are specifically designed for the High Definition displays provided with the firmCHANNEL™ system. Through firmCHANNEL™, end-users have access to eliquidMedia™, a professional multi-media advertising company that understands what makes digital signage unique and how to tailor content to maximize the effectiveness in the digital medium. Customized content creation, professional graphics, editing, and even video production are just a few of the services eliquidMedia™ provides. Additionally, the firmCHANNEL™ system can serve as the platform for distribution of all digital media content, whether it is created at the store level, corporate level, or by an outside advertising agency. Now, even store personnel with little training can create professional looking, customized, and locally targeted digital content in minutes. Timely, relevant messaging, greetings tailored to specific customers, and the ability to react immediately to identified opportunities in the market with specialized promotions are representative of a few innovative applications inherent in the firmCHANNEL™ template design. No longer is it necessary to employ dedicated “super-users” or a team of highly trained graphic artists to create and distribute high-quality digital media content. What used to take hours or even days to complete can be accomplished in a fraction of the time by end-users with minimal training, reducing total cost of ownership and providing a real tangible value. The templates provided with the firmCHANNEL™ system empower users with the resources they need to create customized and professional looking digital signage content at will. The versatile firmCHANNEL™ solution possesses agility and ease of use beyond many competitors in digital content creation and distribution management segments of the digital signage industry. As a result, Frost and Sullivan is of the opinion that firmCHANNEL™ has an opportunity to exploit a competitive advantage, and, with the release of Enterprise version capable of controlling over 10,000 screens, has the potential to become a prominent player in the industry. The inherent ease of use of the firmCHANNEL™ system and the speed to market advantage afforded by the eLiquid™ templates combine to form an unprecedented, elegantly simple, yet powerful solution in the digital signage marketplace.

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.

About Frost & Sullivan

Frost & Sullivan, a global growth consulting company, has been partnering with clients to support the development of innovative strategies for more than 40 years. The company's industry expertise integrates growth consulting, growth partnership services and corporate management training to identify and develop opportunities. Frost & Sullivan serves an extensive clientele that includes Global 1000 companies, emerging companies, and the investment community, by providing comprehensive industry coverage that reflects a unique global perspective and combines ongoing analysis of markets, technologies, econometrics, and demographics. For more information, visit: <http://www.frost.com>