



**Featuring:**

- Remote or local management, with or without a dedicated server
- Unit plays standard media formats (MPEG/VDB/AVI/ASF/WMA/MPG/WMV/RM/QT/MOV/MP4/OGG/OGM/MKV/VIVO/FLI...)
- Create shows by grouping media
- Create daily, weekly schedules
- Ready-to-go templates for data/graphics
- Custom pages using web standards (HTML, XML, Javascript, DHTML, AJAX)
- Use XML to drive display data
- Send shows to individual display, groups or entire network
- Amber, Homeland Security and Weather alerts
- Subscription data feeds via IQ Streams: Weather, Stock quotes, News...
- Revenue-sharing advertising feeds via IQ Streams
- Internet or intranet based administration tool
- Interactive display option with touchscreen
- IQ Link application brings remote boxes alive in minutes
- Complete encryption, highest allowable. Secure, Port Lockout
- Over-ride for emergency messaging

## Impart IQ: An Evolutionary Intelligent Digital Signage Solution

Dominating the world of advertising, digital signage has become the centerpiece in communication strategy. For the past 23 years, our mission has been building solutions that bring digital messages to public spaces. We have combined these solutions into an all-inclusive digital signage management and delivery product. It is called the Impart IQ - a revolutionary, intelligent digital signage solution designed to dramatically simplify the deployment of digital signage networks. Our expertise is now yours, the Impart IQ offers:

**Infinite Scalability:**

Securely build a digital signage network of any size! IQ enables you to expand your network, free of charge, using your companies existing network.

**Simplicity:**

No need to download software anymore! IQ offers standard and reliable interface tools already on the web, empowering you to manage your network from anywhere in the world.

**Intuitive and Flexible Management:**

24/7 system intelligence for your peace of mind! IQ's built in management dashboard allows you to monitor the operation and performance of each IQ box on your network, on your time, while providing content synchronization. A single change to one IQ box will replicate to all of your IQ boxes...simultaneously.

**Screen Customization:**

Alter the look and feel of your digital signage network to fit your company's desired image. Change themes and colors; integrate news and sports information; add advertising, weather forecasts, stock reports and artwork with streaming content...at any time, any day.

**Free Software and Upgrades:**

Scheduling and delivery software are all included, along with free software upgrades. IQ stands behind your digital signage network, offering free replacements with any non-functioning IQ boxes. Making IQ the only smart media player on the market to be fully backed by a lifetime warranty.

800.544.3343 for more information.

**Current and future certified expansion modules:**

- Motion detection
- RFID
- Card swipe
- Printer
- LED sign and control
- GPS integration
- TV tuner
- CCD camera for visual Data Mining
- Data mining
- Satellite Radio
- Wi-Fi, 36, Bluetooth, UWB, DTV Conneconnectivity
- Display Monitor Power Status
- FM Audio Narrowcast





**Tom's One Unit Scenario**

Tom is a leasing agent for a local mall. As a perk for leasing in the Evanston Mall, he would like to provide his tenants the ability to advertise and run promotions on a large digital screen in high traffic areas of the mall. He orders a single 42" screen and an Impart IQ.

1. Tom hires a contractor to mount the unit on a pillar at the entrance. An electrician installs the power and an Ethernet cable is routed from his local area network. The unit is plugged into the power and the network cable.
2. Tom connects directly to the display using Impart IQ. He edits the default show that is already playing by adding his client's ads. Within minutes the ads are up and running.

Tom now has a solidified value-added marketing vehicle and created a buzz among tenants to provide him with advertising and promotional content. The program is popular (his tenant's traffic increases) and he is able to quickly and easily add additional displays in other locations.

**Joan Sets Up A Twenty Unit Store Network**

Joan is a marketing director for a chain of 20 grocery stores, Lindstone Gourmet. Joan wants to communicate with customers when they enter each store. Joan chooses a 32" wide-screen LCD and wants the display to be vertical in a movable kiosk. She doesn't want to manage a server so she has Impart host one for her (for a small monthly fee). Here are the 3 steps she went through to get her system running.

1. 20 completely assembled units arrive at each store. Each kiosk needs a power outlet. They get unpacked and plugged in. Each machine requires access to her internet Network. An Ethernet cable would be best, but Joan opts to use the wireless (DSL) router in the back of the store. Each kiosk has an optional wireless bridge and connects itself to the web. All the boxes automatically connect to the Impart IQ.
2. From the web Joan uses Impart IQ's management software. She builds a show for all the kiosks, using Impart IQ templates, creating 5 slides with content.
3. Joan then schedules her slides to run 10 seconds, one after another, all day. She clicks submit. In minutes the 20 kiosks are running her content as Lindstone customers walk in.

This is how fast a network can be up and running with the Impart IQ. In addition, Impart Media Group offers services to set up, manage and monitor the network and content.

**Ben Sets Up His Finance Network**

Ben is the IT director at Frinkle, Stein and Shinerock in downtown New York. FSS has two buildings on Wall Street with 64 combined floors. Each floor requires 10 to 15 displays. Furthermore, there are 15 varying departments he needs to send info to over these screens. He has a team of content managers that are tasked to keep everyone informed. He wants 32" monitors bolted to the ceilings and he orders 768 units with ceiling mounts.

An installation team wires power and the existing company network through the ceiling over several weekends. Finally, all the Impart IQ's and display screens are connected to power and the network.

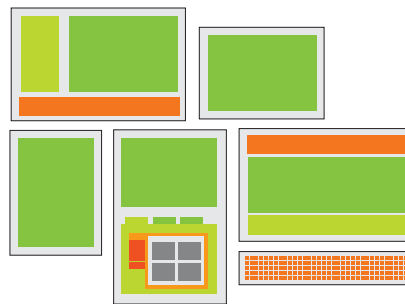
1. Ben's team goes to IQ Link for set up, wake up the Impart IQ's with the address of each box and then configures all IQ Boxes to talk to the server. Ben only needs one server because all of the boxes are on the same internal network.
2. Meanwhile the content team has started using Impart IQ Producer to create shows with IQ Streams for stock reports, political, business and world news.
3. The content team begins modifying the templates for the various divisions and the varied content they need to receive.
4. Content producer's shows are scheduled onto various display screen groups and begin updating with custom content to compliment the IQ Stream feeds. All groups use the IQ Streams stock feeds. One content person even updates the restaurant menus with a show.

Ben and his team now are quickly posting content to their various company groups. Ben also has the ability to override all or portions of the screens with emergency or vital company messages.

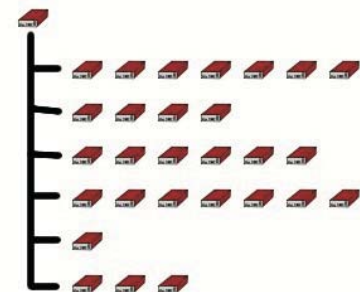
An easy to use interface...



Templates that can be customized to any format.



Information is distributed by group, a single box or 10,000.



impart IQ

