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**Impressions through Technology**

**THE DIGITAL SIGN "NETWORKED" ADVANTAGE**

**DIFFERENTIATING YOUR BUSINESS FROM YOUR COMPETITION WITH THE "WOW" FACTOR IS THE GOAL AT GOMOTION**

**OPPORTUNITY** *To provide your company with a high-impact digital sign network that enhances the customer or patient experience, while increasing in-house sales and services*

**SOLUTION** *GoMotion utilizes its dynamic messaging system to manage and distribute content to 32"-50" LCD panels that also distributes news, stock, weather, lottery and sports feeds*

**RESULT** *A more effective means of increasing sales while engaging customers, clients or patients. Brand recall increases at least 70% with the use of digital signage. Purchase intent ratings are also improved by as much as 68%*

**MEMORABLE DIGITAL SIGNAGE INFORMATION IS:**

**RELEVANT  
MULTI-SENSORY  
VARIED  
ATTENTION-GRABBING**

**CREDIBLE  
TIMELY  
REPEATED  
ENGAGING**

**A SUCCESSFUL DIGITAL SIGN NETWORK IS TYPICALLY DEPLOYED WITH THESE GOALS IN MIND:**

- Provide the audience with compelling content*
- Advertise a product or service*
- Communicate an upcoming event, program or campaign*
- Entertain customers during extended wait periods, which diminishes perceived wait time.*
- Help consumers navigate through your store*
- Identify "SALE" items or relevant merchandise*
- Impact consumers at the point of purchase*

**Captivate Your Customer!**  
*A digital signage display has the power to grab your customers' attention and draw them in.*

**It's all about the Motion!**  
*Moving images have a greater impact and lasting effect than static signage. Digital Signage is powerful.*

**Quick and Easy!**  
*Change and distribute your message quickly and efficiently.*