



THE POSSIBILITIES ARE INFINITE

Consulting

IT Solutions

Managed Services

DIGITAL MEDIA SOLUTIONS

Digital Media introduces a smarter, more dynamic way of advertising to customer or communicating with staff.

Leveraging Fujitsu's TELentice™ system, a proven, robust technology, they enable you to easily schedule and send any combination of video, animation, text, audio and visuals directly to PCs, plasma screens, LCD screens, mobile phones, PDAs, Point-of-Sale displays, kiosks, ATMs or websites.

Fujitsu Digital Media Solutions are already being used in the USA and around the world by many different organizations to distribute video announcements, advertisements, promotions, news, educational material and information.

- ◆ In Minneapolis, Minnesota at the Mall of

America, messages, advertising and entertainments are delivered wirelessly across 3 levels to 25 directories with 100 LCD screens and 2 video walls to deliver an enhanced experience to the shoppers.

- ◆ Viacom UK is using Fujitsu Digital Media Solutions to engage with the nearly 3 million daily travelers in the London Underground through a system of more than 3,000 screens.
- ◆ In Sydney, Australia, the Connex Light Rail System uses Fujitsu Digital Media Solutions to schedule, distribute and display news and entertainment on 20" LCD screens inside their trams.
- ◆ In Bangkok's skytrain stations, Fujitsu Digital Media Solutions enable almost 470,000 passengers a day to view announcements and advertisements on Fujitsu plasma display screens as they wait for trains.

THE INTELLIGENT WAY TO DISTRIBUTE ADVERTISING EDUCATION & INFORMATION

FOR BUSINESSES

The value of Fujitsu Digital Media Solutions is how targeted your message can be. You determine what is transmitted, to whom, when and where. Send price changes, parts availability, stock market information or breaking news and educational materials to your staff's PDAs or display screens. Update the website at the same time.

FOR ADVERTISERS, BANKS, TRANSPORT AND RETAIL ORGANIZATIONS

The success of Digital Media Solutions (DMS) is in how cost-effective and measurable it is. Instead of paying for costly television advertising or wasteful direct mail campaigns, you can promote products and services to the Shelf or other targeted locations where it has the greatest impact and effectiveness in driving activation and influencing the customers buying decisions. Our Digital Media Solutions offer simple, cost-effective ways of keeping your customers entertained and informed with continuously updated information that is easy to manage. Displays can be located at the airport, the train station, the sporting venue, the bank, the health club, the mall or shopping center – even right on the supermarket cart. Once you have a Digital Media Solution in place, the system enables you to easily manage the content, scheduling and billings for third-party advertisers. True digital networks offer all the tools needed for you to create an ongoing revenue stream from advertising and promotional messages.

FOR ART GALLERIES, EXHIBITIONS AND MUSEUMS

Add a whole new dimension to the visitor's experience with a Digital Media Solution. Now you can precisely time and display powerful 3D images with commentary, background information or upcoming news and events. Now the entire facility can offer easily programmable interactive displays with all the exhibit information residing on a single, easily programmable network. Update information daily from a set triggers that provide specific information based on the easy-to-set rules.

One system can control all the multi-media displays in the facility offering scheduled information, interactive information, on-demand information and event based delivery.

MEDIA IN ACTION

RETAIL AUDIENCES

Inside the 4.2 million square foot Mall of America, shoppers rely on directories to help navigate their experience. They are 'people magnets' and provide a built-in audience for the digital screens. This enables advertisers to reach consumers when they are in the buying mindset and speak directly to shoppers through a dynamic medium. This Fujitsu DMS system encompasses 100 – 42" LCD screens across 25 directories as well as two 5' x 9' video walls. The entire network operates on a secured wireless network.

UNDERGROUND ENGAGEMENT

The lifelines of London are dazzled with exciting motion and vivid color, broadcasted directly from the Viacom-UK headquarters. Advertisements and video clips are displayed on head-turning digital escalator panels, jaw dropping tube-wall projections, and traffic stopping LCD displays throughout the stations covering 12 train lines and moving 2.7 million riders daily. The network of more than 3,000 screens is a collaborative effort between Fujitsu and Viacom-UK to produce the world's single largest outdoor Digital Media Solution.

CAPTIVATING THE AUDIENCE

Bangkok's fashionable sky-train stations now act as an information hub delivering dynamic, decision influencing messages to almost 470,000 daily passengers, thanks to Fujitsu. Screens are connected via ADSL and integrated within an optical fiber cable network that provides a unique and evolutionary Digital Media Solution. Centralized network operation allows multimedia materials to be distributed to individual broadcast locations, along with daily, weekly, monthly or even quarterly play schedules.

HOW DOES IT WORK?

INTOUCH ON THE TRAIN

The Connex Light Rail system in Sydney, Australia features 20" LCD screens throughout their fleet of trains. These provide passengers with entertainment, continuously updated news and weather, current affairs and other lifestyle programs via Fujitsu's DMS system. The system is completely wireless and provides a dynamic way of informing passengers of upcoming promotions and service interruptions.

TECHNOLOGY ON DISPLAY

The State Library Of Victoria uses Fujitsu's DMS system to control displays schedules and alter presentations to suit not just daytime exhibitions, but also out-of-hours events, such as corporate hospitality or even rock concerts. In addition to a 50" Fujitsu Plasma flat screen, they have multimedia and touch-screen kiosks, all of which are managed through Fujitsu DMS. Dazzling 3D animations have been displayed as well as videos, music and other media.

HOW DOES IT WORK?

Fujitsu DMS centrally stores and transmits digital media across IP (Internet Protocol) networks, including wireless, satellite and cellular. The system can be used to schedule and display any kind of digital multimedia – from an advertisement, to a slide show with commentary or an animation. Media elements you can transmit include:

- ◆ Pre-cached digital media files – such as video, audio and still images
- ◆ Live web content – including websites and streaming video
- ◆ Live data streams – such as tickers and database queries
- ◆ Analog input – from TV tuners and DVD player

This can be transmitted to a wide range of PCs, plasma screens, LCD screens, mobile phones, PDAs, Point-of-Sale displays, kiosks, ATMs and

websites. TELentice™ is extremely flexible: content can be modified or replaced by you at any time in response to changed conditions such as weather, delays in transport, stock fluctuations or price reductions.

HOW IS IT IMPLEMENTED?

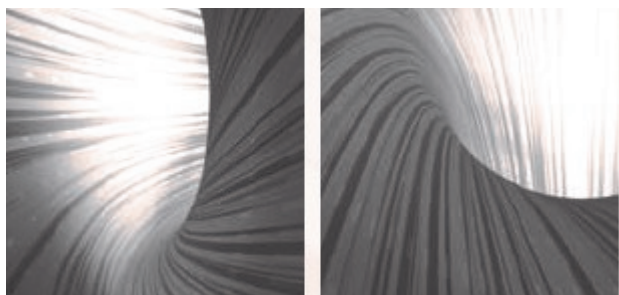
Fujitsu will work with you to plan and integrate a complete Digital Media Solution from the display(s) right through to integration with your network. As a world-leading provider of Digital Media Solutions, we have a depth of experience in designing and implementing our DMS across a wide range of companies with diverse portfolios, customers and corporate objectives.

We will provide a flexible end-to-end solution that is easy for you to manage centrally – regardless of whether you are sending information to one screen or thousands. You'll find it simple to schedule material to play at specific times, on the screens you nominate and, if required, schedule and bill for it.

AWARD-WINNING TECHNOLOGY

Fujitsu's DMS software is ISO Certified and was developed by Fujitsu. It has already been implemented at many sites around the world and has received many successful reviews and accolades including:

- ◆ The Secrets of IT Innovation Award 2002
- ◆ Australian Consensus Software Award 2001



FUJITSU DIGITAL MEDIA SOLUTIONS - ENTERPRISE SYSTEM

Designed for organizations who want to manage large networks or generate revenue by transmitting multimedia content over a Digital Media Network (DMN). With this solution, you will be able to manage thousands of unique media channels, targeted by location, demographic and proximity of service. Major functions include network planning, pricing, client management, targeted booking, scheduling, distribution and auditing, enabled by the following modules:

Contact management - Enables you to manage prospects, customers, their brands and products.

Pricing - Supports different rates based on location, day, time, length and format of advertising.

Content management - Secures storage and management of all material.

Booking - Allows ads to be booked based on screen location(s), day of week, time of day or customer demographic. The ad can be run on one screen or many.

Schedule generation - Automatically allocates booked ads as evenly as possible, inserts additional media in unused time slots and enforces non-competing rules to avoid running advertisements from similar vendors consecutively.

Distribution - Automatically delivers schedules and advertising media to each location via satellite, Internet or wireless network.

Display - Supports the display of MPEG streamed video, JPEG, Flash, Shockwave or HTML format.

Billing and audit - Generates complete and detailed activity reports for billing and auditing purposes.

OPTIONAL ENHANCEMENTS

If required, the following modules can also be implemented in your solution:

MultiView - Enables split screen delivery of multiple media, such as the integration of live TV with advertising content and a news ticker on one screen.

Monitor - Provides an up-to-the-minute snapshot of media channel delivery, network availability and display device status throughout the network.

MAGIC - Enables the delivery of media based on user interactions with other applications (ATM, POS, Kiosks, etc). These interactions can be tailored to meet sophisticated marketing motivations and goals.

Adhoc - Enables unplanned delivery of messages or media initiated centrally or at a venue level.

MORE INFORMATION

Web: us.fujitsu.com/retailing

Phone: (800) 340-4425

Address: Fujitsu Transaction Solutions, 2791 Telecom Pkwy., Richardson, TX 75082

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