

## Dynamic Digital Signage. Extraordinary Experiences.

OUR COMMON VISION IS TO PRODUCE YOUR OWN PRIVATELY BRANDED BROADCAST CHANNEL

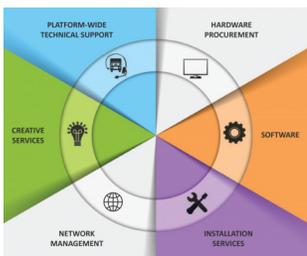
Take your corporate media to the next level with *ur-show*, the only genuine end-to-end solution for a digital signage network, addressing every point of engagement under 1 roof. We design our solutions around the customer journey, situating display touch points where you need them, outfitted with applicable software and content corresponding to your objectives.

*ur-show*'s cost-effective, robust digital signage platform features applications for both employees and customers across many industries including: retail, grocery, automotive, restaurants, fashion, banking, DIY, and more. Streamline your sales, marketing and corporate communication processes by linking content between displays, mobile devices and your web presence to produce integrated omnichannel experiences.

The *ur-show* CMS is highly flexible, modular and scalable – instantly upload content and customize playlists based on your criteria, from geographic to relevant business considerations. Need dynamic content? Our in-house Creative & Marketing Department manages all areas of media development from initial brainstorm sessions and storyboarding, to art direction and management. We can create various templates, video formats and campaigns to meet your needs.



## THE FULL CIRCLE APPROACH



Our single source 'Full Circle Approach' delivers your entire channel. From hardware procurement, software, installation services and technical support platform wide, to content creation, management and sponsorship programs. Our approach to applications and services represents simplicity, scale and superior value with the ultimate goal of delivering extraordinary experiences.

UR-Channel's capabilities and services produce cost savings, productivity benefits and potential to drive revenue. The 'Full Circle Approach' means **we're with you every step of the way**, now, and into the future.

## Plug Into 'UR' Full Potential

*ur-show* can operate as a standalone solution or leverage our platform to spark economies of scale with *ur-tunes*, *ur-training*, and *ur-broadcast*. Ignite a cohesive broadcast experience where customer touch points work together with branded video and audio messages to influence buying behaviour and maximize sales uplift. Stimulate captive audiences' senses in what they see, hear, learn, touch and take away.

Realize the ultimate advantages of a truly coordinated broadcast produced under 1 roof and the ability to create a multitude of secure media channels, underpinned by our simple and straightforward, **all-inclusive monthly price**.

# ur-show – Entertaining, Engaging & Informative!

## Intuitive Digital Signage Software

The ur-show CMS can be self to fully managed and hosted with varying levels of administration to suit your needs. **Schedule, manage and distribute playlists** based on numerous conditions such as regions, locations, banners, zones, trends, time of day, campaigns and more. Ingest content from the widest array of sources and formats. Our **innovative open architecture**, Windows based, non-proprietary platform offers simple integration with the largest 3rd party compatibility in the marketplace.

## ur-interactive – Omnichannel Experience



Get connected with your audience by linking content between displays, mobile devices, tablets and the web for a **socially interactive end-user relationship**. Engage users with features such as surveys, instant coupons or targeted marketing programs; close the loop on sales, marketing and corporate communication initiatives. ur-show software applications and content are developed around devices and distribution paths to interact with digital signage infrastructure producing a powerful, innovative platform that leaves **enduring brand impressions** and drives engagement.

## Creative Development

Our Content Strategy is designed with your objectives in mind, from basic clips, promotional campaigns to infotainment, TV-like channels. Combined with our ability to produce vivid content, our in-house Creative & Marketing Department is a 1-stop shop that **manages all areas of the creative process**. Irrespective of your available assets, our team works at the intersection of technology & media to create HD broadcast quality content, giving your message maximum exposure and impact.

## Hardware

Underpinned by strong partnerships with key suppliers, we'll deliver a best-fit solution; bringing you to the **forefront of technology** with media players and displays. We offer small form factor media players to more robust multi-screen synchronized configurations, and everything in between be it **one-way single, video wall, menu boards, or interactive touch screen** experiences.

## Installation, Support and Resources

Unmatched by competitors who must aggregate competencies, UR-Channel ensures **all technical aspects** of your network are managed from initial concept, hardware procurement, designs and fabrication to deployment with **proactive service and support**. Certified personnel take time to understand your store configurations while identifying important connection paths and service lines. Our trilingual Technical Care Centre monitors your network with On-Call Field Service Affiliates across North America, giving you confidence knowing help is only 1 call or email away.

## Broadcast Distribution & Hosting Services

Take your digital signage network above and beyond, with the capability to leverage your reach to any audience via multiple distribution paths, be it for customer or employee communications, all **utilizing a single, integrated platform**. Our hosting architecture is easily setup and scalable to deliver fast performance and uptime with managed support.

**A Focus On 'U' and 'UR' Business: A dedicated Account Manager will oversee your entire channel, streamlining processes and freeing up valuable time, whether at your facilities or ours.**



## CONTACT US TODAY

1-855-4UR-SHOW (487-7469)  
sales@ur-channel.com  
www.ur-channel.com

Visit our showroom  
2281 North Sheridan Way, Main Floor  
Mississauga, Ontario, L5K 2S3

