

SOME OF OUR CLIENT INSTALLATIONS



"Since installing the screen, I have had to take another person on to cope with the increase in business"

- Steve Smith, Engravers World



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Movement attracts

"Since having the screen in the front window we have seen an uplift in sales of products people didn't know we offered"

Snappy Snaps - Ipswich

inVokeTM
.marketing

WE ARE:

A full-service creative marketing agency based in the Heart of Norwich. As specialists in Digital Signage and Ad-Screen technology, we offer a unique way to capture the attention of your customers. With an ability to display real-time changes in content, schedule moving-image throughout the day or create engagement with our interactive touch-screens; your presentation is limited only by imagination.

DIGITAL SIGNAGE

What is Digital Signage?

Digital Signage is the use of AdScreens to broadcast advertising or multimedia content in an attention-grabbing way that traditional static posters and noticeboards never could. This technology is growing because no other media makes it possible to deliver dynamic content to the right location at the right time for maximum impact.

Why use dynamic AdScreens?

Digital Signage is the best choice for reaching large audiences. Our customers have changed from traditional printed posters and bulletin boards because:

- Digital Signage is a unique and creative way to attract attention
- They have the ability to update content instantly or schedule advertising through the day
- A Digital Display that uses a combination of high quality images and videos can have a powerful influence on buying decisions
- It is the perfect mechanism to project the right image to visitors, clients and employees

THE DIGITAL SIGNAGE MARKET IS DUE TO DOUBLE OVER THE NEXT FIVE YEARS...

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CLOUD BASED CONTENT MANAGED SOFTWARE



VIDEO WALL
50" - 55" panels



SLIMLINE
32" - 84"



HIGH BRIGHTNESS
32" - 55"



PROFESSIONAL
22" - 84"



OUTDOOR
32" - 84"



INTERACTIVE
TABLE
50"



RETAIL
32"



FREE STANDING
46" - 55"

INTERACTIVE
FREE STANDING
46" - 55"

" We buy with our eyes "

" A Picture speaks
a thousand words "

In House Design Studio

Our experienced in-house digital design team will work with you to produce and deliver an amazing dynamic presentation using our cloud based technology platform.

We are a highly motivated Digital Creative design studio, which utilises screen and cloud based Information & Communication Technology (ICT) platforms to deliver dynamic innovative solutions for our clients. We make static images come to life...

Commercial Grade

Our screens are all Commercial Grade Professional Digital Signage monitors designed for the intended purpose of delivering sharp dynamic content. They are upto 5x brighter than a domestic TV and you can leave them on 24/7.

Benefits of Renting

Renting is 100% Tax Deductible. The main reason that most companies rent or lease rather than purchase

equipment, is that lease/rental is 100% tax deductible, meaning that all payments are offset against your tax bill and therefore provide a substantial saving of 20-40% off your payments, depending on the rate of tax you pay.

Return on Investment (ROI)

- 400% More viewers than static displays (Intel Corp)
- 24% Increase in footfall (Computacenter)
- 33% increase in sales (Digital Signage Today)

Self Financing

If you decide to offer advertising space to others we would suggest one of two ways to provide advertising facilities.

Either you keep the top two thirds of the screen for your own promotion and the bottom third you charge for advertising, OR, you keep half of the presentation showing time for yourself (on a full screen basis) and the other half you charge others for.

We would suggest charging £40/50* per month per slot.

It maybe that certain advertisers want to have more than one of the available slots.

We would charge each advertiser a one off fee of £120.00* for the design of their animated slide advert.

Fully Managed Solution

(requires annual licence at £230.00* p.a.)

- Supply and installation (you provide mains electricity to the point and secure WiFi facility)
- Frame or vinyl wrap (£120.00*)
- 1x amendment per month
- 8 x initial slides (supply of any imagery/graphics that you require to be used, we will also use stock footage)

Annual Licence Fee

Cloud network is the most cost effective on the market and is purely for the maintenance and upkeep of the server along with further development work.

It includes all of the following facilities:

- Create custom layouts
- Include photo images - Video - Web page - Scrolling Static text - Time - Date - PDF - Word - Excel - PPT
- Schedule playlists - determine what is displayed and when
- Remote update anywhere in the world via internet
- Connect via LAN - WiFi or 3G
- Unlimited remote content upload
- Future development work and R&D

It works - it will work for you!

Its working for them...



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* All prices subject to VAT

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