

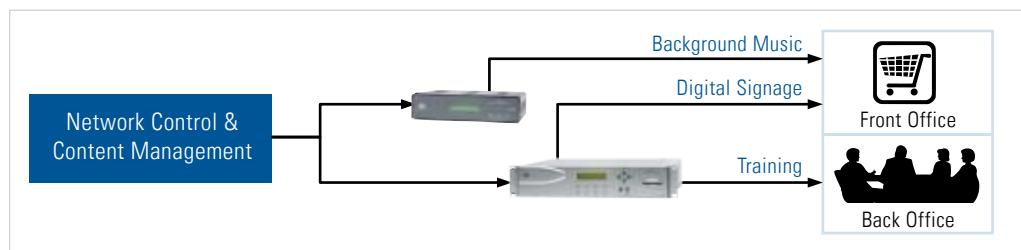
Case Study: **GOVERNMENT NETWORK**

WEGENER front office solutions:

- Integrated network control for multi-site video signage and audio networks
- Store forward devices for most efficient delivery and playout
- Quickly replace, update or delete ad spots as advertising contracts change
- Remotely schedule timely refreshes of the shopper's environment

WEGENER back office solutions:

- Multi-channel training environment
- On-demand access with VCR controls
- Quickly replace, update or delete erroneous content
- Deliver instant product and news alerts



A government network operating a global network of retail stores uses WEGENER® solutions to launch digital signage, background music, on-demand training and time-based training applications.

WEGENER COMPEL® Network Control and MediaPlan® Content Management system drives WEGENER receivers. The network has installed a single iPump Media Server and Unity 201 audio receiver at each location. Each iPump Media Server can be used for digital signage and distance training applications simultaneously.

The iPump has two independent video outputs. The first video output can drive a back-room training center for employees with on-demand access via the on-screen-display and time-zone friendly scheduled programming. The other video output drives dynamic front office video advertisements at point-of-sale locations.

The government network business case calls for:

- Revenue from advertisers to off-set the cost of running the multiple networks
- Reduce network complexity and maintenance costs at each location by using the iPump to drive two networks
- Eliminate management of different hardware platforms for each application.

OPTIMIZE MEDIA DISTRIBUTION

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