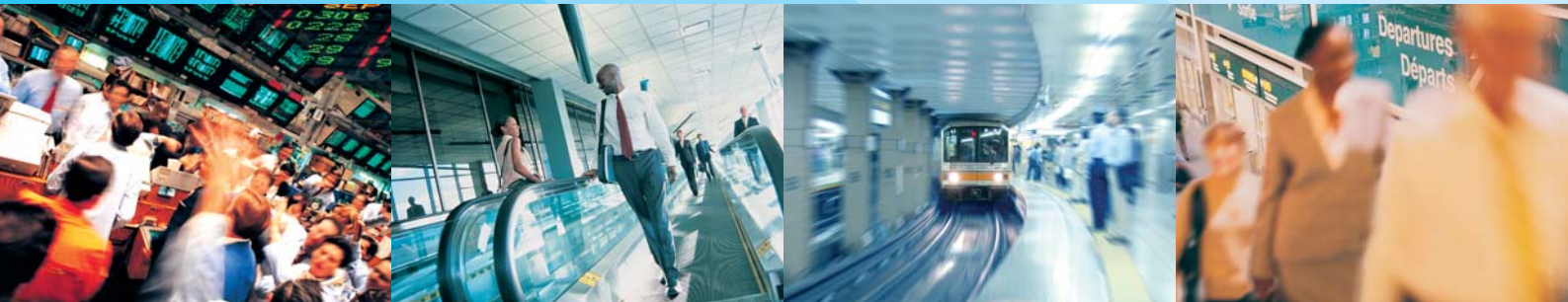


Wherever people gather, wait, work or shop  
there's an opportunity to use Target TV



Anywhere away from the home where people gather, wait, work or shop there is an opportunity to use Target TV to tell them about your products and services.



### What is Target TV?

A captive audience is a marketer's dream. Finding a simple, cost-effective way of broadcasting tailored promotional TV programming to that captive audience is that dream come true. Target TV from SIS delivers this opportunity. It lets you reach your customers with TV programming, free from competitive brands and tailored to their interests and information needs, wherever they are.

Where there's an audience there is an opportunity...supermarkets, travel agents, fast food chains, shopping malls, railway stations, airports, hotels, banks...the list is endless.

Target TV is not just limited to TV sets but you can also use plasma display panels, LCD screens, interactive kiosks, computer monitors or any combination of these. Match the display medium with the environment or simply find a new use for existing hardware.

Target TV from SIS gives you total control over what you broadcast, when and where. With SIS' broadcasting expertise and sophisticated satellite delivery network at your disposal, you can fine-tune your programming – from a single screen to individual scheduling for thousands of screens across your retail network.

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## communication

### Why is Target TV so effective?

Customers respond positively to Target TV. Far from being just passive entertainment, it actually improves their shopping experience. They become less aware of the time they've spent queuing. They linger longer to catch the programme. They're more likely to make a booking if up-to-date schedules, availability and pricing are delivered to them just when they're in the mood to buy. They're in the perfect place for you to cross-sell and up-sell with messages managed right down to individual screen locations.

And because you can give them information that makes their lives easier and more enjoyable, you enhance your company's credibility and reinforce your brand at the same time.

Nearly all buying decisions are made at the point of sale. Target TV gives you the opportunity to influence that decision to your advantage.



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### The SIS Solution

Digital signage is an emerging market, and many providers are as new as the technology. SIS' heritage and expertise in broadcasting production, technology and delivery translates perfectly to Target TV. SIS' complete bespoke solution includes:

**Programme provision:** As one of the world's leading live television broadcasters and producers, SIS can create programmes for you at its fully-equipped London studios. Alternatively, SIS can work alongside independent production companies or buy-in content for you.

### Design and integration:

However complex your broadcasting needs, SIS can handle them. SIS can combine your existing systems with new hardware and its own back-end to create a flexible and cost-effective solution. As the leading communications supplier to the bookmaking industry, SIS has installed systems with tens of thousands of outlets. National or even pan-European installations are well within SIS' capabilities.

**Delivery:** SIS offers streaming or store and forward technology for the management, distribution and broadcast of video data to remote sites via satellite. SIS can provide cost-effective satellite capacity on Sirius 2, enabling secure pan-European reach to individual sites, groups of sites or full estates. You can update content as often as you need and you can be sure that SIS' delivery is tried and tested.

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## innovation

### 360 Onboard



### Case study

The drudgery of the daily commute is fast becoming a thing of the past, thanks to an entertaining, informative on-train TV channel from media organisation 360 Onboard, using SIS' Target TV services.

Commuters on Central Trains, C2C and Southern can already enjoy a lively mix of news, weather and sports from ITN along with specially-commissioned topical, showbiz and business news and local live travel information. WAGN, Silverlink, Arriva Trains Wales and One Railway commuter services will soon be getting the near real-time programming, which is beamed to stations and forwarded to trains as they pass through stations.

With such a sophisticated service, 360 Onboard wanted to keep suppliers to a minimum, so SIS handles installation, programme distribution and maintenance. "SIS had the right solution," says Kieron Walker, Distribution Sales Director at 360 Onboard. "The initial set-up costs are low but the system can be expanded rapidly. SIS really understand what they are doing and add a level of consultancy that we didn't find elsewhere."

The benefits of the service are immense. Advertising revenue makes it self-funding for train operators and initial surveys show that commuters enjoy it. It looks like TV on trains is here to stay.

You can be sure that SIS will keep your Target TV installation running smoothly for years to come.



### Service and Support

Service and support are as important to SIS as technology. Whatever the scale of the installation, SIS has only directly employed and specially-trained field engineers in the UK and Ireland – who are fully versed in health and safety compliance for working in public spaces. Should you have a problem, SIS helpdesk support staff man the phones until 10pm during the summer, when your outlets may be open late. If a problem can't be resolved over the phone, an engineer will be sent out to fix it.

All SIS' logistics operations are run out of its impressive 36,000ft<sup>2</sup> Milton Keynes depot, which is also a centre for equipment repair, overhaul and refurbishment. So you can be sure that SIS will keep your Target TV installation running smoothly for years to come.

## integration

BrandTV is the cost-effective way to reinforce your brand through association with existing top-quality programming such as news or sports channels.



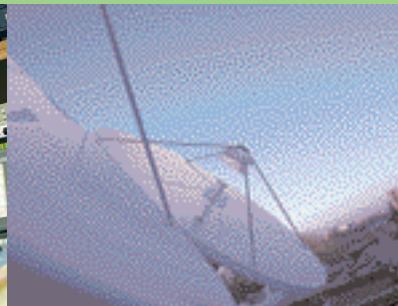
### BrandTV

Not every business wants, or needs, a customised TV channel, but they may still want the opportunity to reinforce their brand with a captive audience. BrandTV from SIS is the answer: a simple, cost-effective system that broadcasts a station of your choice within a 'frame' featuring your corporate logo and textual information. You have total control and update access to the text content, so you can keep your viewers well informed wherever they are.

BrandTV is the ideal solution for retail businesses with only a small number of outlets that still want to reinforce their brand and stand-out from their competitors. It's also a great way of sending training materials to shop staff or updating customers on your latest promotions.

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Broadcasting remains a key area of expertise for SIS. It is one of the most experienced television production and outside broadcast companies in Europe, and the leading supplier of television programming and sports data to licensed betting offices. Now, SIS has applied its advanced technology and the skills and expertise gained during its many years as a broadcaster to the exciting new media of Target TV and digital signage.



**SIS' core business is the collation, management and distribution of business critical data. SIS is the trusted partner of many FTSE 100 companies. Markets around the world entrust SIS with their vital data, as well as commissioning the company to produce live and recorded programming. SIS is dedicated to delivering both programming and data when, where and how they are needed.**



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