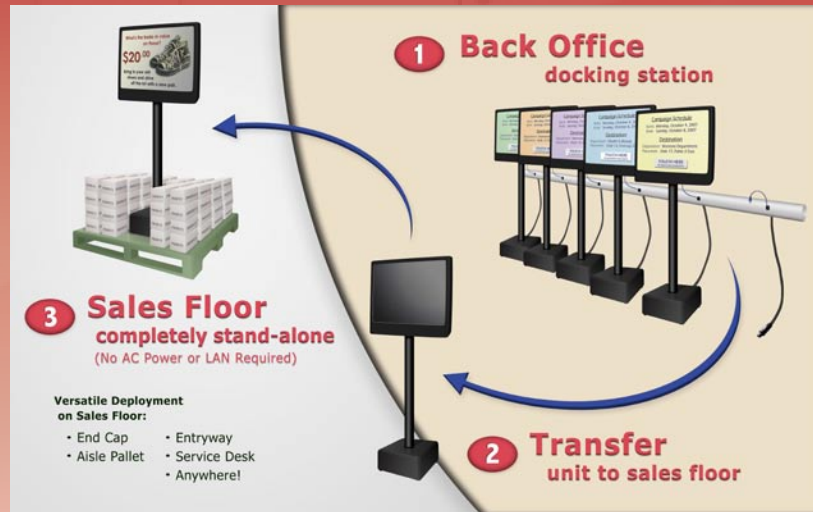


# ACD Unveils New Service Targeting Retail Co-op Marketing Programs



## There's Digital Signage... Then There's Protean™

The dictionary defines Protean as: *That which is able to change frequently or easily; able to do many different things; displaying great diversity or variety.*

When ACD's intrepid CEO, Marco Scibora came across it, he immediately knew Protean was the perfect name for the new digital signage solution he had been envisioning for some time. A combination of analytical research, entrepreneurial spirit and good old-fashioned gut instinct led Scibora and his engineering team to actively pursue the development of a *mobile* digital signage solution that would free retailers' from the restraints associated with traditional digital signage solutions.

Imagination, ingenuity and hard work gave birth to Protean™. "Ultimately uncomplicated and absolutely mobile, Protean™ is designed to operate independently of any in-store LAN infrastructure or AC power availability", says Scibora. Though totally portable, Protean™ is a complete multimedia powerhouse, capable of delivering high quality digital media content. Content can be linear (loop video or graphics) and/or interactive via the integrated touch screen user-interface.

The main benefit of Protean™ is the process by which the retailer can easily control the placement of the Digital Displays on the sales floor and manage content updates, scheduling and other back-office services via ACD's patented **Remote Data Control Services (RDCS)** on an "as needed" basis.

Scibora has created a business model similar to the real estate time-sharing concept. True to its dictionary definition, Protean™ is able to do many different things. It is tailor-made for weekly, on-demand in-store promotional events shared by multiple departments. Use it to fulfill a co-op pallet promotion for Brand A's new golf clubs in sporting goods this week, then move it to house wares to facilitate Brand B's co-op end cap cookware promotion next week. Place additional Protean™ units at the store entrance and checkout aisles to rotate weekly specials, dispense coupons, register customers or conduct surveys. The revenue generating possibilities are unlimited.

Scibora has high hopes that ACD's newest service will redefine in-store digital communications. At launch, the response from retailers is exceeding already high expectations. Given the homogeneous state of conventional Digital Signage technology, it should come as no surprise.