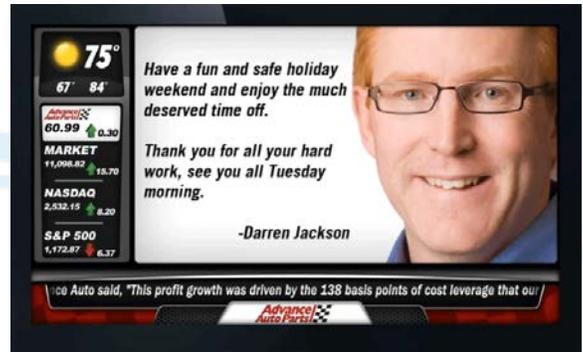


## Digital Signage & Music Solutions

11Giraffes is a leading, innovative provider of business media software supporting the management, scheduling and presentation of digital signage and audio. Our signature digital media platform is the most straightforward, affordable and easy-to-use Software-as-a-Service (SaaS) on the marketplace today. This self-managed, web-based service allows you to create content in minutes, present existing media and communicate your advertising/marketing message locally, regionally or across an entire brand portfolio.



Flight No.	Airline Name	Destination	Departure Time	Flight Status
4224	US Airways	EWN	11:31	On Time
2861	United Airlines	EWN	11:31	On Time
2327	US Airways	CLT	3:54	On Time
2590	United Airlines	CLT	3:54	On Time
5085	Delta Air Lines	ATL	5:10	On Time
3029	US Airways	CLT	5:55	On Time
3080	United Airlines	CLT	5:55	On Time
2585	US Airways	CLT	7:40	On Time
2952	United Airlines	CLT	9:40	On Time

During our more than ten years in the digital signage and in-store media industry we've seen a lot of things. As our product has evolved, our approach to the technology has focused on just a few key goals.

- Keep it simple for the end-user.
- It always has to work.
- The solution must be affordable.
- Some clients are small. Others are big...very big. This must scale.

Adhering to these goals, we developed a solution that was different from all others in the industry in that it offers a complete end-to-end solution that works and scales.

11Giraffes provides the most attractive features available in any digital signage system in the marketplace today.

- Easy to Use – our solution is user friendly and simple to use.
- Scalable – our web-based software-as-a-service handles complex environments with ease.
- Simple to Deploy – our solution is operationally easy to deploy across dozens or 1000s of locations.
- Cost Effective – our flat-fee, one-price solution is affordable and makes sense for business.
- Flexible & Robust – our solution can be self-service, managed-service, integrated with third-party systems and customized – it's up to your goals, needs and budgets.

*"The 11Giraffes solution worked as advertised right out the box. It was the simplest and most robust digital signage solution, and the most stable that we have ever used."*

**Bass Pro Shops**  
Steve Hargis, Director of Film & Video





## Technology

11Giraffes best-in-class technology provides a complete in-store media solution through our easy-to-use and highly scalable software-as-a-service fully converged digital media platform. Our robust media players present full HD video, and support up to three audio outputs for digital signage, music and audio messaging. With multiple video output options, an installation mounts, and support for both wired and wireless networking, it's not only feature-rich and flexible, but it's also inexpensive and easy to install. Further, our software was built to operate on a variety of hardware devices and in complex multi-location environments. We welcome the opportunity to conduct a simple hardware analysis of your current network to determine the feasibility of utilizing your existing hardware to deploy our digital media solutions... saving you even more time and money!

## Industry Experience

11Giraffes has both broad and deep experience in many industry verticals. Due to the flexibility and affordability of our web-based digital media solutions, clients from large national brands to corporations are experiencing the many benefits and ROI that 11Giraffes provides. A few industries that we service both regionally and nationally are:

- QSR (Quick Service Restaurants) • Retail • Healthcare • Assisted Living Facilities • Banking • Corporations • Hospitality
- Transportation • Supermarkets • And many more

## Marketplace

The digital signage industry is highly fragmented and there are many products built upon antiquated technologies that do not scale and result in huge expenses and cost increase surprises for customers. We offer potential partners a few simple caveats:

- Beware of both seen and unseen “costs” of multiple vendors.
- Beware of lack of technological and economic scalability.
- Beware of lack of an integrated cohesive message between technology systems.
- Beware of obstacles and costs to synergize disparate systems.
- Beware of the wrong content and the message that unprofessional content can send.
- Focus on the customer, with customer-driven technology, not a build it and they will come technology.
- Think of digital signage as a solution vs. just a product.

## 11Giraffes Dealers

There is a perfect storm brewing in the digital media industry as DOOH (Digital Out Of Home) is becoming a necessity for businesses to compete and differentiate themselves to customers. Partner with 11Giraffes to take advantage and seize the moment:

- Large, fast-growing digital media solutions market.
- Clients and Customers – need simple, affordable solutions that work.
- Highly fragmented and broken competing product and service offerings giving clients headaches.
- Our web-based software solutions work, offer affordability and are highly sticky with customers.
- Deploy a highly-scalable technology and market leading digital media solutions.
- Enjoy multiple revenue streams, including:
  - Hardware revenue.
  - Recurring monthly Software-as-a-Service (SaaS) revenue on software.
  - Content creation, customization, managed-service & installations revenue opportunities.
  - Advertising revenue.

Get started today! Speed time-to-market with complete converged-platform digital media solutions. Scale rapidly to 100,000+ units on a stable and reliable network.