

AFFORDABLE DIGITAL SIGNAGE WITH IOMEGA® NAS GRAB YOUR CUSTOMER'S ATTENTION WITH A DYNAMIC DISPLAY



Today's small- to medium-sized businesses (SMBs) are continually searching for ways to boost profits while stretching their technology budgets. That's why a growing number of SMBs are choosing Iomega's StorCenter™ NAS. StorCenter is a powerful, affordable and easy-to-use solution that delivers best-in-class network storage and data protection. So you can rest assured that your business's critical data is safe, secure and accessible.

But StorCenter offers far more than just data storage and protection. It also offers a variety of features designed to help you do more with less. One such feature is affordable digital signage. With Iomega's StorCenter, a wireless digital picture frame and a little creativity, your business can enjoy all the benefits of a digital display at a fraction of the usual cost.

A POWERFUL SALES TOOL

According to a recent Arbitron study, 75% of consumers surveyed found digital displays helpful. Even more impressive, 29% of consumers made an unplanned purchase after seeing a product featured on an in-store display.

Statistics like these clearly show the influence of digital signage. But traditional digital displays are also costly and complicated, putting them out of reach for many smaller businesses. With Iomega StorCenter, however, you can enjoy all the benefits of digital signage without all the cost.

Here's how it works: your Iomega StorCenter doubles as a media server, so it can share multimedia files with a variety of networked media devices, including stereo receivers, game consoles and digital media players—and, of course, wireless digital picture frames. All you need to do is create your content and save it to your media folder on your StorCenter NAS, select the media icon from the settings tab from the StorCenter Management

GUI, and check the boxes to enable media service and scan for content. Once that's complete, just add a Universal Plug and Play (UPnP) or Digital Living Network Alliance (DLNA) compatible digital picture frame to your network according to the manufacturer's directions.

CATCH YOUR CUSTOMER WHERE IT COUNTS

A digital signage solution powered by your StorCenter NAS allows you to reach your customer with an attention-grabbing, dynamic display right when they're in your store or office. So you can showcase today's menu specials, highlight your company's newest product or service, or draw attention to a special offer right at the point of purchase.

EASY TO CREATE, EASY TO UPDATE

Your content can be as simple as a few JPEG files—including PowerPoint slides saved as JPEGs—or as sophisticated as a movie saved as a .MOV file, depending on the capabilities of the digital picture frame. And you can update your content on the fly, making it easy to change your special offers, add new merchandise or showcase a recent development. Just update the content and save it to the NAS. No more time-consuming rendering of DVDs or uploading from memory sticks.

UNBURDEN YOUR COMPUTER

Put an end to using your main computer or a laptop to run digital signage. With the StorCenter NAS doubling as your media server, you can free up your computers and network for mission-critical tasks.

ALL THIS, AND DATA STORAGE TOO

At its heart, the StorCenter NAS is an efficient, multi-purpose storage device that offers a wealth of features and functions designed especially for SMBs. With StorCenter, your business will enjoy the ease-of-use and flexibility that it needs, along with the data storage and protection it demands.

The Iomega StorCenter family of NAS storage solutions blends award-winning EMC storages and security technologies with easy-to-use configuration and management tools purpose-built for small businesses and remote offices. Learn more about Iomega NAS solutions at www.iomega.com/NAS.



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