

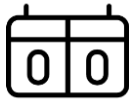
Real-Time Updates, Real Results.

Dynamic Capabilities



Time/Temp

Integrate the local time/temperature into your design



Live Scores

Integrate live professional sports scores into your design – scores update in real time & can also display final scores after the game



RSS Feeds

Pull live feeds into your design, for example jackpots, or live wait times



Countdowns

Celebrate the start of a new promotion or location with a countdown! Reversely countdown to a deadline





Cloudy With a Chance of Billboard.

Conditional Capabilities

Did you know.... We can set conditional triggers based on weather/live scores to display specific artwork

Samples:

Temperature – If the temp is below 50 degrees run the cold weather artwork



Game Updates - Sixers win the basketball game, run the victory creative



Day Parting - Schedule messaging/creative to only run on certain days, or times of day.



Set up for dynamic/conditional content requires a 5-business day lead time. All RSS feeds must be sent ahead of time to ensure they comply with our software.