

LG makes it simple...

with SuperSign Premier - turn-key made simple



LCD Display with
NC2000 Integrated
Media Player



Wall
Mount



Scheduling and
Playback Software
with Starter
Templates



News Feeds



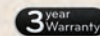
Certified
Content
Providers



Tech
Support



3 Year
Financing
Package



On-Site HW
Swap Out



Life's Good

www.LGMakesItSimple.com



"I want an all-in-one digital signage solution that's simple to use."

Tom wants
Turn-key



Premier-s SUPERSIGN™

Digital Signage Solutions

LG's new SuperSign Premier-s is your all-in-one turn-key digital signage solution. With packages starting at \$149 per month*, minimal set-up time and no up front costs, now everyone can harness the power of digital signage. SuperSign Premier comes complete with hardware, software, and over 50 starter templates - as well as over a dozen news feeds from CNN. Plus you get all the tech support you need.



Ben
Deli Owner



Sara
Retail Owner



key benefits

- It's a simple and affordable solution because it works out of the box – designed with the small business owner in mind
- Merchandising and promotion with increased impact and retention
- Ability to deliver the right message to the right customer at the right time
- Complete control over the sign and the message anytime, anywhere
- Elimination of the upfront expense



Tamara
Bank Manager

key markets

QSR (Quick Service Restaurant)

- Update and transmit an instant promotion or change a daily special based on customer demand in real-time.
- Build your brand image and enhance the quality of the customer experience.

Retail

- Build customer loyalty with consistent branding programs across all locations.
- Improve conversion rates with product information and expanded assortment offerings.

Corporate Communications

- Quickly communicate informational content such as news, events, special announcements, and corporate values.
- Go green with on the fly changes to your communications to reduce the time and cost of printing posters and fliers.

Financial

- Promote products and programs with targeted messaging that can be updated in real-time.
- Engage customers with interactive content that is timely, compelling, and targeted in high traffic areas such as entry ways, lobbies, and teller windows.

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On-Site HW
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3 year
Warranty



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Scheduling and
Playback Software with
Starter Templates



Wall Mount

42" class LCD Display with Integrated Media Player

Simplifying connectivity, the NC2000 Media Player card is designed to slide into the back of the M4214CCBA LCD monitor to deliver digital signage content.

M4214CCBA

- Display Area 42.0" diagonal
- Aspect Ratio 16 : 9
- Native Resolution 1920 x 1080 Full HD
- Brightness 500 cd/m2
- Contrast Ratio 1,300:1 / 40,000:1 (DCR)

NC2000

- CPU - Intel® ATOM™ Processor 339 1.6 GHz (dual core), FSB 533 MHz
- Chip Set - Nvidia® MCP7A-ION
- Main Memory - DDR3 1066 1024 MB SODIMM type, 2G
- Secondary Storage Device - SATA SSD 32G
- O/S - Windows® Embedded Standard

3 Limited Year Warranty / On-Site Hardware Swap Out

We'll take the worry and hassle out of supporting the installation once it's in place. With all components of the Premier solution warranted for 3 years, LG will handle all tech support calls and perform an on-site hardware swap out within 48 hours¹ of confirmed issue.

3 Year Financing Package

Financing package starting at \$149 per month* with a 3 year contract (\$1 hardware buyout)

With no up front investment required, SMB end users are able to pay for SuperSign Premier through a convenient monthly payment plan. You will be able to work with your reseller to lump into your finance package other value-added services such as installation, long/custom cables, ceiling mounts and floor stands, etc. This capability makes it even more affordable and simple to own.

After the three year contract, you can:

- Extend another 3 years and receive new hardware and software
- Continue with your current equipment and pay for content and services on a monthly basis
- Walk away and end your contract

Regardless of which option you choose you will be able to keep the hardware at the end of the term for a \$1 buyout.

Wall Mount

The standard SuperSign Premier solution ships with a ST650 wall mount from Peerless®.

The ST650 features open wall plate architecture that delivers increased electrical access and cable management options. Its exclusive pre-tensioned universal tilt screen adapters deliver the ultimate ease in horizontal screen adjustment and viewing angle flexibility.

Content

Over 50+ starter templates and 100 clip art images pre-installed (loaded) into the content manager allow you to start displaying content right away. Templates target the Corp Comm, Retail, QSR and Financial markets and all templates are fully editable.

News Feeds

SuperSign Premier-s supports multiple content feeds from CNN which deliver syndicated news and other messages to each of your network displays. With CNN you will be able to deliver engaging content from one of the most recognized leaders in news and information.

Tech Support

Keep your investment protected with dedicated 24/7 LG technical support. LG Customer Service Representatives are competent professionals with product knowledge expertise to assist customers with all technical support and service issues.

Certified Content Providers

LG certified content providers will work with you to develop content tailored to your market needs. Make a greater impact with customized product merchandising targeted to increase impact and retention. Deliver the right message to your unique customer base during the best times.

* Monthly packages starting at \$149.00 with 36 month contract. Portrait mode capabilities planned for early 2011. Installation not included. Please refer to the instructions provided or contact your local reseller.

REQUIRED: High-speed (Broadband) internet connection - Data transmission speeds of at least 3 megabits per second (Mbps) downstream and 256 kilobits per second (kbps) upstream. Additionally, if a firewall is active, ensure that the settings do not block any outbound traffic.

¹ 48-hour swap is measured in business days. Based on notification by 3PM local time (not available in all areas).



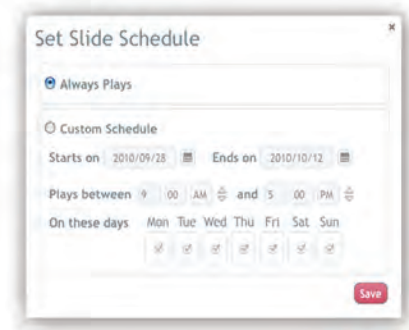
Player Manager - This is your command center allowing you to view the status, edit the content, and preview the playlist of your networked monitors. You can even view what's currently playing on any given screen.



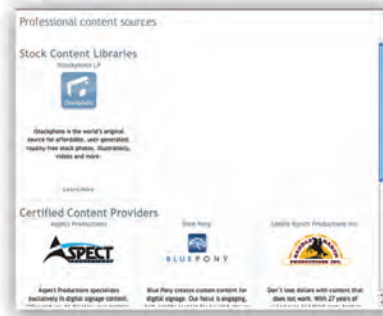
Content Manager - Choose from list of templates to create content that matches your business. Add images and text that will describe your products and services while establishing your brand identity.



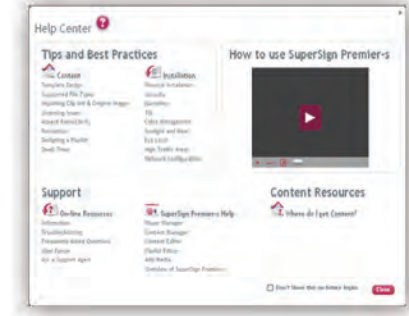
Content Manager - Over 50+ templates have been designed and embedded into your content manager specifically targeting the Corp Comm, Retail, QSR and Financial markets.



Slide Scheduler - The simple scheduling interface allows you to play your content immediately or create a custom schedule based on a range of time and days of the week.



Professional Content Sources - If the embedded templates and clip art do not solve your needs, we have created an area where you can go to get introduced to our certified content providers. Here you can get an overview of the companies, see some samples of their work and contact them directly for more information.




Help Center - Get the most out of your SuperSign configuration with tips and best practices on content design and installation. The Help Center also has support information such as troubleshooting and FAQs to answer your questions.

For complete details of the SuperSign Premier Solution call today 1.800.897.8788. or visit www.LGMakesItSimple.com



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