

Professional Communications Systems has established its reputation in the industry as a highly-experienced nationally recognized designer, specifier and integrator of broadcast, audio visual and dynamic signage systems.

We provide complete turn-key dynamic signage systems - from small stand alone units to large, complex networked systems in multiple geographic locations.

PCS brings to each project proven strengths and capabilities in each of the 10 critical elements. These include:

Project Planning

- Needs assessments
- Establish project goals and objectives
- Total system design and specification
- Project management

Analytics & Measurement

- Establish ROI metrics
- Determine measurement criteria and methods
- Establish time frames for success determination
- Recommend personnel for analysis team

Project Team

- Centralize decision-making process
- Recommend system team members
- Establish team member accountability guidelines
- Identify internal project manager

Content and Design

- Establish content sources
- Determine design and composition standards
- Identify an internal content manager
- Recommend a system for asset storage and retrieval

Signage Locations

- Location planning for signage displays
- Identify potential issues with installation
- Apply existing aesthetics and design standards
- Provide as-built and punchlist documents

System Software

- Determine system for data storage and retrieval
- Match functionality with communications needs
- Evaluate scalability needs
- System recommendations

System Hardware

- Needs assessments
- Plan for scalability and growth of system
- Component compatibility
- Specify manufacturers with strong warranties and technical service

Connectivity

- Network design and component connectivity
- Identify potential
- Compatibility issues
- Establish company-centric connectivity requirements
- Identify key IT personnel for system support

Internal Support

- Build strong internal team for system support
- Project management framework for team
- Promote strategic role for system ROI
- Project management

System Integration

- Procurement
- Installation
- Networking
- Commissioning
- Content support
- Project management
- Technical support
- Customer satisfaction



Professional Communications Systems can help you meet your organization's communications objectives and better engage your customers through visual communications technologies.

Our dynamic signage professionals will listen to your needs, assess your opportunities, and provide a dynamic signage solution that exactly meets your communications objectives.



A Media General Company

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Dynamic signage systems are simply one of today's most powerful and engaging ways to provide communications. The ability to deliver information in a manner that captures viewer's attention and provides interactivity is second to none compared to any other form of visual communications.

PCS brings both knowledge and expertise in dynamic signage systems in many vertical market applications.

Education

- School Classrooms
- College Campuses
- Corporate Training

Entertainment

- Arenas and Stadiums
- Performing Arts Centers
- Community Centers

Healthcare

- Hospitals
- Clinics
- Doctor Offices
- Universities

Hospitality

- Restaurants
- Quick Service
- Conference Centers
- Hotels

Financial Services

- Banking Institutions
- Financial Institutions
- Retail Locations

Retail

- Retail Stores
- Shopping Centers
- Quick Service
- Point of Purchase

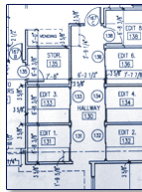
Other Markets

- Professional Services
- Houses of Worship
- Communications
- Mobile Engagement
- Emergency Notification
- Manufacturing
- Transportation
- Government
- Municipalities
- Public Spaces
- Cruise Ships
- Corporate
- Industrial
- Advertising
- Military
- Utilities

Dynamic Signage Applications

- Emergency Notification
- CCTV Integration
- Directional Wayfinding
- Event Promotion
- Room Scheduling
- Distance Education
- Alumni and Donor Wall
- Electronic Gaming
- Patient Check-In
- Wayfinding
- Staff Communications
- Training
- Digital Menu
- Products Education
- Service Promotion
- Corporate Branding
- Customer Information
- Online Transactions
- Lifestyle Branding
- Product Branding

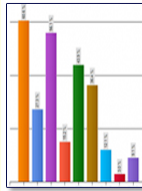
1. Planning



Determining the purpose and the expectations of your dynamic signage system is the first and perhaps most important element to the system's success.

PCS works closely with your organization to define objectives, resources, and issues that create a framework for successfully meeting your organization's goals and objectives.

2. Analytics



Once your expectations have been defined, how will they be measured? How will the system's success be determined, and by what criteria and in what timeframe?

PCS helps establish criteria for measuring the return on objectives, the return on expectations and the time frame for completing the analysis.

3. Team



Who will be on the project team? What are the objectives, expectations, responsibilities and accountability guidelines for each member of your team?

PCS formalizes the decision-making process by identifying team member responsibilities, establishing a clear structure of key task ownership for the ongoing success of the system.

4. Content



What will the content on the screen look like? Will there be video and animation? What about screen layout? And who is to provide the production of these assets?

PCS creates a framework for the content development, and acts as an advisor to both in-house and outside production companies for content creation and implementation.

5. Location



Determining the best location for specific displays has a profound effect on the success of your dynamic signage system.

PCS brings a high level of planning capability specific to signage design and planning. Our strength lies in system design that results in a more interactive customer engagement.

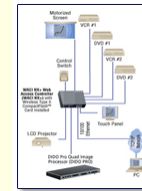
6. Software



The engine that drives a dynamic signage system lies in the composition and scheduling software. With so many products available, which is the best solution?

PCS has developed an operational-level of expertise in key software programs which allows us the ability to provide a high level of support once the system is deployed.

7. Hardware



Choosing the right components, making sure they are compatible with each other and will function correctly on a sophisticated network is a formidable challenge in system design.

PCS offers an extraordinary track record for system design, component specification and integration. The result is a dynamic signage system with scalability for future growth.

8. Connectivity



With all the system components in place, how will they be connected and to what network will they share bandwidth? What internal security issues must be addressed?

PCS evaluates your existing network and infrastructure for potential issues and works closely with IT personnel to design a solution that satisfies all technical requirements.

9. Support



Your organization's support for a successful dynamic signage system is critical. From IT to sales to management - all must be on board and fully on board with the objectives.

PCS provides an internal support team recommendation based on current staff that assures continued success for your dynamic signage system.

10. Integration



Once the system is designed and the signage components are acquired, the system must be installed, integrated and commissioned.

PCS is your integration partner. With our years of experience in broadcast, audio visual and dynamic signage, we have an established nationally-recognized reputation.