

INTERACTIVE DIGITAL MARKETING KIOSK

COMPLETELY INTEGRATED TOUCH-SCREEN KIOSK SYSTEM

THE INTERACTIVE DIGITAL MARKETING KIOSK SYSTEM is an internet ready touch screen with a small footprint and sleek design. The IDM Kiosk Program gives your dealership an innovative way to attract and communicate with your customers for increased awareness and sales of accessories and dealership services.

GENERATE REVENUE AND OFFSET COST BY SELLING ADVERTISING

space on your IDM Kiosk. Promote new products and/or specials by working in collaboration with manufacturers, advertise dealership-sponsored events, or promote local and national advertisers to build additional dealership profit with this engaging technology.

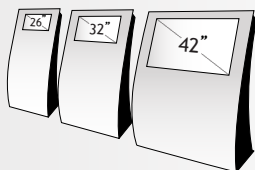
ABOUT INSIGNIA

Insignia, the premier provider of web-based accessories sales and management systems, has been helping dealers for more than 7 years to maximize dealerships' profits by facilitating over \$200,000,000 in accessories sales. Insignia currently supports 20 brands and serves over 1700 dealerships nationwide. From accurate data to useful sales tools, services, and training, Insignia simplifies and streamlines the accessories sales process so orders can be fulfilled quickly and easily. Every deal -- every day.

KIOSK SPECIFICATIONS

LCD TOUCHMONITORS

- 26", 32" or 42" LCD Touch Screen Monitor



- Available in either floor or wall-mount options
- Floor option available in graphite or brushed aluminum finish with customized dealer logo
- Acoustic Pulse Recognition Technology
- Intellitouch (surface acoustic wave) Technology
- Surface-Capacitive Technology

ADDITIONAL FEATURES

- Amplified Stereo Speakers
- Integrated Wireless LAN
- Uninterrupted Power Supply

MEDIA PLAYER

- Industry-standard media format support
- HD and multi-channel capable
- Easy deployment

KIOSK SUPPORT INCLUDES

- Technical support
- Content management, including advertising with local and national advertisers
- Schedule playback
- Monitor network status
- System security
- Network distribution

CUSTOMIZE YOUR KIOSK WITH:

- Digital Advertising
- Retail and Marketing
- Interactive Applications
- Qualified Lead Generation
- Service Check-in
- Accessories Sales
- Blackbook
- Kelley Blue Book
- Trucar.com
- Used and New Car Specials
- F&I Services

REPORTING

- Reports based on date, location, time and media
- Proof of performance affidavits
- Web based interface

BENEFITS

ENGAGE CUSTOMERS WITH DYNAMIC, INTERACTIVE MESSAGING with the capability to display complex graphics and videos

SAVE MONEY AND TIME with the ability to change messages faster, easier, and less expensively than printed signage

DELIVER IN-DEPTH INFORMATION AND PRODUCT DEMONSTRATIONS to aid customers with purchase decisions

REPORTING provides accurate measurement of a message's impact on your consumers

RELY ON FULLY-INTEGRATED, RUGGED AND MAINTENANCE-FREE HARDWARE for user-friendly, unattended use

INCLUDES 3 YEAR WARRANTY

