

# PANASONIC DIGITAL SIGNAGE PACKAGES WITH COOLSIGN®

PANASONIC AND COOLSIGN® HAVE PARTNERED TO DELIVER A FULLY INTEGRATED,  
ALL-IN-ONE, DIGITAL SIGNAGE SOLUTION FOR YOUR CUSTOMERS.



Selling digital signage is easier than ever with fully bundled, completely supported digital signage packages from Panasonic.

We've partnered with CoolSign® – a global leader in digital signage software – to offer your customers a solid, digital signage platform that makes distributing, controlling and displaying digital media on networked Panasonic Full-HD LCDs both easy and affordable.

This solution takes the guesswork out of signage solutions and is the perfect way to sell digital signage technology to a wide customer base – with an overboxed package under a single SKU. All equipment arrives at one time for a simplified installation with fewer chances of work crew delays or confusion.

From quick specification and ordering through a single vendor, to easy-to-track shipping and logistics with coordinated component installation, it's simple, it's supported and best of all, it's profitable.

coolsign®

**Panasonic Solutions Company**

# BEST-IN-CLASS PANASONIC LCD FULL-HD DISPLAYS, SOFTWARE AND PLAYER HARDWARE

ALL TESTED TO WORK TOGETHER FOR OPTIMAL PERFORMANCE AND RELIABILITY



## The Panasonic Digital Signage Package includes:

- Panasonic Full-HD LCD Digital Signage Displays – 42" or 47" LF20U
- CoolSign® Digital Signage Player Software
- Powerful media player with embedded operating system
- Custom mounting for Panasonic display and media player
- Highest quality, cut-to-length HDMI, RS232 control and power cables

## Panasonic makes it easy

Get world-class digital signage solutions – in scalable, all-inclusive packages – from the leader in digital signage: Panasonic.

Visit [www.panasonic.com/digital-signage](http://www.panasonic.com/digital-signage) or call 1-888-762-2097 to find out more.

## CoolSign® Digital Signage Software Platform

Specifically designed for digital signage media, messages can incorporate still images, full-motion graphics and broadcast-quality video, with or without sound. Message elements can be designed to change automatically at any time.

Panasonic Digital Signage Packages are ideal for various applications:

### Advertising/Promotion

Increase sales and promote featured products by targeting customers where they congregate or make purchasing decisions. In retail stores, dealerships, banks, transportation hubs and more, digital signage puts your message in front of your target audience, when and where it counts most.



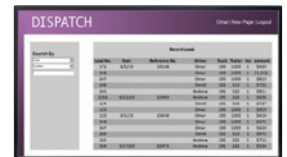
### Information/Notification

Deliver up-to-the-minute information that alerts and notifies your audience in real time. Manage expectations, save time and expense by distributing correct information quickly at airport and train gates, concourses, kiosks and more.



### Wayfinding/Product Information

Avoid crowding, long lines and delays by effectively directing people with wayfinding signage. From lobbies to conference spaces, campuses to hospitals, digital signage can direct, answer common questions and provide continuously updated information. Optional touch screen interactivity provides added options and can even be used to provide product information similar to a webpage.



### Live Video/Entertainment

From waiting rooms to bars and restaurants, automotive centers and airports, live video from broadcast TV and dedicated networks provide entertainment, news, weather, sports and advertising that engages targeted audiences.

