



ChyTV for Restaurants & Bars



Communicating information is integral to our society. We convey a message to an audience with the objective to inform, instruct, inspire and thereby have impact on the individual. The audience we address needs to be aware of the message and willing to absorb it. If the message is not received, was it actually sent? (If a tree falls and no one heard it did it make a noise?)

Digital Signage is a dynamic and effective way to convey your message. Public Space Television (or Captive Audience TV) provides an environment to communicate by presenting dynamic visual images and sounds that attract attention. Once you have the audience's attention, you can then successfully deliver the message with real impact and stimulate a response.



The following are just a few of the areas the ChyTV Solution can help.

Point of Sale Advertising

ChyTV delivers eye catching dynamic content to your patrons where and when you need it. You are already delivering engaging entertainment why not combine it with your very own unique advertising. Creating repeat customers and increased guest checks.

Promotions

Posters and flyers can never be as eye catching as a ChyTV video information system. This means getting the word out to your customers about specials and promotions are easy with ChyTV. Promotions can be programmed based on the time of day or the date. Making it easy to remind patrons of the big game this weekend or the fight your hosting on pay per view.

Cost Effective

You spend good money to get your customers into your establishment what do you do to keep them coming back? With thousands of dollars invested TV's for the entertainment of your customers shouldn't they be watching your advertising message? With ChyTV your patrons will be exposed to your advertising message for less than 1% of what it would cost you to buy traditional television advertising.

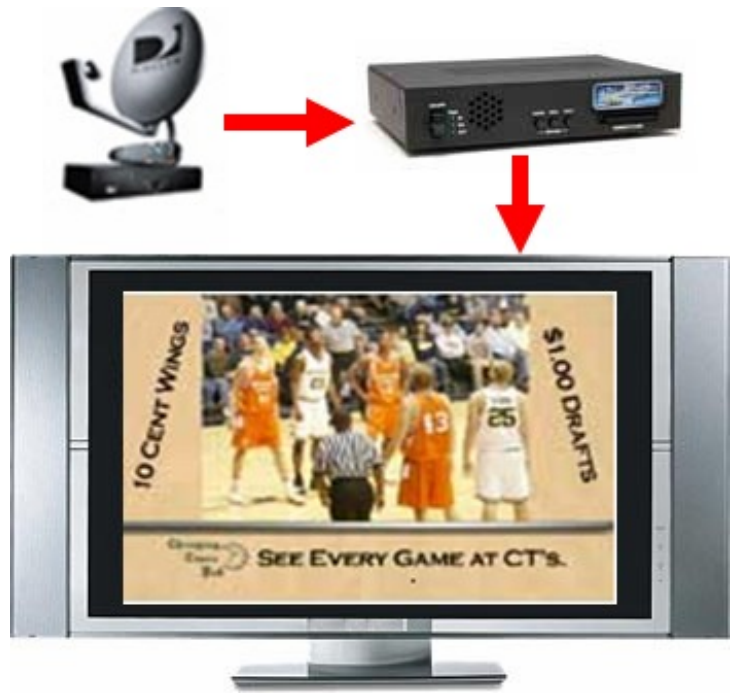


For More Information

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Simply connect ChyTV with the video and audio path and then easily add your own dynamic graphics, text and audio content to the external video and audio sources such as TV, Cable, Satellite, DVD, VCR or media player. Capture the audience's attention with the video programming and then add your message to that program. ChyTV is easy to install and use. With ChyTV it is easy to create content, easy to distribute and manage that content and easy to schedule and play the messages.



Easy To Use Interface: ChyTV Tools is an extremely intuitive software utility to create, manage, schedule and distribute content for the ChyTV Video Graphics Information Display Systems. All graphic pages can be individually controlled via a schedule that permits looping on duration or specific days of the week and time of day. For multiple device deployments, ChyTV Tools enables you to control many IP and/or USB device from a single location over LAN or WAN. ChyTV Tools combines powerful graphic, video, and audio capabilities with an easy to use interface. Page layout and design are readily composed with well known third-party applications such as Microsoft PowerPoint. In addition, pre-canned templates supplied by Chyron make it even simpler.



IPN Data Solutions offers professional consultative services to assist your organization in building the right solution for your needs today and in the future. We can assist in technology assessment, project management, installation, implementation, training and ongoing support.



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