



## Welcome

Thank you for considering Swiftclips for your organization.

The following is an introductory package regarding the Swiftclips Media Networks service.

In it you will find information such as:  
The products Swiftclips chooses for their network, and how we can tailor these products to work within your environment.

Swiftclips not only maximizes your current marketing budget, but offers potential advertising revenues.

Swiftclips is committed to working with you to design the best touch solution for your environment.

If at any time you require any additional information please feel free to contact us with the following information:

**Swiftclips Media Networks**  
**9938 104 Street, Suite 504**  
**Edmonton, AB**  
**T5K 2X7**  
**Canada**

**Phone: (780) . 634 . 2547**  
**Email: [info@swiftclips.com](mailto:info@swiftclips.com)**



# What's in this Document?

What is Swiftclips? 3

How it works 4

Touchpilots 5

Touchscreen 360° 6

Liveteam 7

The Process 8

Proposal Phase 8

Development Phase 9

Deployment Phase 10



## What is Swiftclips?

More than a simple video billboard network, the Swiftclips Media Network is a touch-based interactive advertising medium that lets your customers engage with your product samples, instructional videos, and service information. With Swiftclips you have complete control to add, update, or remove content across your entire retail network, 24 hours a day, 7 days a week.

Swiftclips can deliver endless media types to your customers in rapid pace. From recipes to movies trailers, instructional videos, specials, graphics, and even music tracks. There are no redundant bandwidth costs or unwanted delays in download times, and quality is not compromised. Media libraries are remotely updated on a routine basis so your customer can view exactly what you intend to offer.

Not only can you update your media inventory, you can target and position media for specific geographic regions, different retail departments, special events, and promotions. Within a daily management interval you can update your entire Swiftclips Media Network from a secured account online.

In addition to offering customers a new ways for product interaction, you can extract consummate statistics and demographic information from touch screens at an individual or regional level and customize your layout to respond to the demographic automatically.

Pairing statistics and demographic information with advertisement streams allows each individual touchscreen to become more than an individual information point. It allows for targeted marketing and the possibility of an independent revenue generator.

## Your brand is important to us.

At Swiftclips we are in touch with the importance of advertising initiatives and brand equity. We know it can take several years to achieve a particular look, feel, and message for a group of products or services.





## How it works.

Swiftclips Media Networks help with you with developing the concept, purpose, and storyline behind your interactive network. More than words or text, we help create a retail persona, a Touchpilot, that communicates on a personal level with your customers. We help you bring your ideas, messages, and brand from the storyboard and into a personality that works in the shopping aisle.

Swiftclips manufactures, delivers, and installs the touch screens and network hardware selected for your retail locations. With a variety of panels ranging in size from 17 to 42 inches, Swiftclips can match your needs in specific locations. Our touch screens can be wall or kiosk mounted and additional server hardware is no larger than a phone book. Installation is simple, clean, and easy.

The Swiftclips Touchscreen is a true High Definition, optically controlled, LCD touch screen, with on-board sound output via speakers or optional headphones. The Swiftclips touch screen contains an integrated high-performance computer which supports numerous forms of media.



Once installed, you have access to your Swiftclips Media Network through a secured web portal. This gives you complete control over the multimedia displayed on each screen at each retail location. The Swiftclips Media Network gives you the power to administer your branded interface, keeping your content and message fresh to consumers.

## Portal Control

Swiftclips gives you complete control over your network through a secured internet portal. You can even manage the audio, video, Touchpilots, images or textual data for each department on a individual or regional level to match your demographic needs.



From the portal you can update your interfaces or work with statistical data to understand how customers interact with your branded touchscreens.

Over the course of time you can tailor your touchscreens application, targeting specific market segments and leveraging the power of your network.

If you need help with content management, Swiftclips can offer you your very own LiveTeam. A scalable group of professionals who updates the touchscreens with the latest provided content and constantly monitors how consumers are interacting with your streams.



## Touchpilots

As consumer communications develop, it is not enough that interactive media devices simply capture the attention of users. Long-standing, emotional connections to your brand are the key to market growth.

Touchpilots are interactive characters that are installed within your retail environments. As branded professionals, they communicate exactly what you need to communicate to your customers. Touchpilots allow you to express the value of your products while interactively demonstrating their use and benefits.

Touchpilots reflect friendly attributes that your targeted demographic can relate with, while offering authoritative advice on the products they represent. Touchpilots represent the possibility of real help.

Promoted as retail resource points, the Swiftclips touch screen Network can place branded Touchpilots anywhere that your consumers can physically connect and learn more about your products.

Unlike the varied consistency of in-store staff, product representatives, customer service, and outside market forces, Touchpilots are a controlled Medistreams of rich information. Considered as trusted authorities, Touchpilots provide customers with valuable product and service information.

Whether you have a branded spokesperson or would like to reposition your products through a fresh persona, Swiftclips can work with you to produce that live concept and deliver your message to users.



## Multi-Lingual

The Swiftclips Media Network has been built as a multi-lingual system allowing you to offer your content in as many languages as you can translate.



This not only broadens the horizons of who can receive valuable information, but reduces the amount of resources required to deliver this information. This is all made possible through Swiftclips' self-service options that are unparalleled in today's touch market.

Branded interfaces are produced, from the ground up, with multi-lingual functionality that can be paired with the multi-lingual Medistreams that are sent downstream to your touch screens. But that's not where it ends.

Swiftclips extends its multi-lingual service to its Touchpilots so your customers have a truly interactive, trustworthy, and fulfilling experiences dealing with your organization.



## Touch Screen 360°

Unlike resistance touch screens, Swiftclips works with optic technology so your screen surfaces provides more accurate usability, superior visual display, and less pattern wear.

Our optic touch screen panels come in a range of sizes, from 17" to 42". Swiftclips doesn't just offer visuals at a maximum scale, but it offers them in maximum resolution, featuring 1080p HD. Swiftclips' touch screens can be installed horizontally for menu-style interfaces or vertically for Touchpilot interfaces that require more personal, face-to-face interaction.

We know what makes people tick and we know it's important to be heard before being seen. That's why Swiftclips includes on-board speakers to let your in-store customer hear what they are missing. But don't let volume be a concern. Swiftclips provides independent remote controls with most touch screen models so staff can adjust the volume on units for both the quiet and busy times.

For those that do not like disruptions, Swiftclips can equip touch screens with multiple high-grade headphones so customers can hear everything you want them to hear with the quality that was intended.



## The Core

Swiftclips installs an on-site server, the Swiftclips Core, that schedules downloads of all new content, media, text, and interfaces. The Core acts as a single point of contact to the Network, significantly reducing the costs associated with rich media downloads while serving up media at rapid rates throughout your local touch screen networks.



The Swiftclips Core measures in at 8.27" X 11.6" X 2.1", or about the size of a medium-sized book, so very little space is required for installation.



## LiveTeam

Swiftclips offers you the level of support you require. Whether you feel your organization is 100% capable of managing your Swiftclips Media Network, or you feel your organization is 100% prepared to let Swiftclips do the dirty work, we are here to offer you a scalable solution.

It all starts with Liveteam.

Swiftclips' Liveteam is a group of dedicated professionals trained with assisting you in whatever capacity your network requires. Swiftclips acts as "One Point of Contact" for your team, so there is never the need to speak with call-centers or a group of employees that are unfamiliar with your brand and level of needs.

Liveteams are scalable inline with the size and requirements of your organization and tasked specifically to help maximize the capabilities of your Swiftclips Media Network, whether that applies to daily support or annual strategies.

Swiftclips' Liveteams are responsible for two specific roles. While Liveteams create the smooth transition for your live network, they also address concerns regarding your content management skills, media file preparation, and odd trouble shooting. For a Swiftclips client, Liveteam is a first point of contact.

In the long-term, a Liveteam member contributes to a client's overall strategy for how a brand or product is presented in a touch screen environment. Liveteam can help decipher logged statistics and leverage that within the content presented to users.

Swiftclips' Liveteam Members are responsible for considering your brand, audience, product and service. This creates clearer objectives, clean execution, and greater return on your interactive investment.



## Blindbid Adstreams

Swiftclips offers a managed advertisement stream that allows you to create your own, or pull from a pool of acceptable advertisers who bid blindly for advertisement space on your touch screen application. Advertisers bid on daily, weekly, or monthly spots and in return are passed information regarding the usage and demographic in which they've successfully deployed their advertising to.

Swiftclips Blindbid Adstreams give you the chance to preview advertisements before they're deployed. Swiftclips collects and forwards all payments to your organization on a monthly basis giving you access to never-before seen revenue.



## Our Process

To better understand how we produce your Swiftclips Media Network in one or many locations, we have provided the following summary of what occurs from day one.

### Proposal Phase

Swiftclips starts with the initial assessment of your retail needs. In most cases this means a one-on-one meeting with your organization to discuss exactly what you're looking for and what Swiftclips can deliver. In most circumstances Swiftclips can offer an out-of-the-box solution that fits your exact requirements, but you'll soon find there are far more possibilities for a Swiftclips Media Network than you have yet conceived.

Assessing the scale of your deployment, Swiftclips requests a set of initial walkthroughs for the respective install locations, as well as concise building plans related to those locations. This allows the Swiftclips Installation Team to accurately assess how long a rollout would take.

In addition to the hardware requirements, Swiftclips goes to the drawing board to determine the customized software solutions and media development needed. This goes beyond customizing the Touch Screen Layout, included in every Swiftclips deployment. Customizing your software solution can entail specialized Mediastreams, training systems, gaming systems, or integration with external databases.

Having taken into account the exact nature of your software, hardware, and installation needs, Swiftclips delivers a proposal including all financial commitments and timelines related to installation, as well as any proposed equity your organization might expect through the Swiftclips Media Network.

## Your Needs

When considering how Swiftclips can work for your organization, we take into account:

- Target markets
- Multilingualism
- Media conversion or input needs
- Touchpilot requirements
- Mediastream types
- Adstream Revenues
- Education Systems
- Corporate Initiatives
- Installation Environments



## Development Phase

Upon agreeing to the terms of the initial proposal, Swiftclips starts with the development of custom Touch Screen Layouts. Custom layouts can be used to display different information in different departments or sections of your locations, and will be customized to include the Mediastreams, Adstreams, and Touchpilot interactivity deemed best for your target audience.

Development may also include the engineering of Touchpilot content. Swiftclips will develop and design any additional hardware requirements, such as external branding, custom casing, or kiosks.

### **At this point Swiftclips will present your organization with the following:**

- A number of independent layout designs (agreed upon in the proposal phase) created by separate designers.
- A series of suggested Touchpilots with video demos.
- Any designs applicable to hardware branding requirements.

Upon agreeing to the Layout, Touchpilots, and hardware design, Swiftclips will move to the second phase of development.

- Integrating approved layouts into the touch screen application and rendering them as usable interfaces.
- Touchpilots are scripted, cast, and produced in HD video for integration with the touch screen application.
- If you require Swiftclips to do the initial conversion or input of any media, Swiftclips will start this process.
- Any translation services required by your organization for the Layout, Touchpilot, or Media are undertaken.
- If your organization has interest in Blindbid Adstreams, Swiftclips will help you develop the advertising pool for your Swiftclips Media Network. If your organization already has established relationships, Swiftclips can work with you, or behind the scenes to develop your Blindbid Adstream.

## Casting Call

A casting call for an acceptable demographic of Touchpilots is called by Swiftclips when you decide you want one or more personable, and interactive representatives for your organization.

If more than one Touchpilot is required, Swiftclips will present a video of all acceptable Touchpilots for selection by your organization.

Swiftclips also retains a large library of Touchpilots that are accessible at any time if you wish to expand your Touchpilot fleet.



Once all of the previous challenges are met, Swiftclips places these elements together into a mobile demonstration unit that does not include any external hardware designs. This allows our clients the opportunity to experience the application and make any notes regarding the changes that need to be made before the initial deployment.

All final changes are incorporated into the design. This is referred to as the Pilot Deployment. The Pilot Deployment is generally the completion of all touch screens, Layouts, Touchpilots, Mediastreams, Adstreams, and translation for the first (or only) location in which the Swiftclips Media Network is being installed. This is usually comprised of 2 – 8 touch screens. This Pilot Deployment is then setup at a Swiftclips facility to allow your organization to experience a full network before a full-scale rollout.

Upon the agreement that your Swiftclips Media Network is complete, we proceed to the final phase, deployment.

## Deployment Phase

Once you have experienced the operational success of your first Swiftclips Media Network we continue with the deployment phase.

If your organization requires use of the Swiftclips Media Portal (in the case that Swiftclips is not contracted to manage your media and/or advertising streams), Swiftclips then schedules a training session with a pool of your employees.

Swiftclips begins the shipments of all hardware units in a pattern that matches your requirements for installation. Most network installations that are medium-to-large in scale require 3 – 6 month for complete deployment.

As the Swiftclips Media Networks are being installed throughout your locations, Swiftclips will assign a Liveteam to your account with operations beginning as scheduled.

**Your Swiftclips Media Network is complete.**

## Stay in touch

### Swiftclips Inc.

9938 104 Street, Suite 504  
Edmonton, Alberta  
T5K 2X7  
Canada

**Ph: (780).634.2547**

**Email: [info@swiftclips.com](mailto:info@swiftclips.com)**

**web: [www.swiftclips.com](http://www.swiftclips.com)**