

# Operator Bulletin



September 24, 2009

## NEW "POSTERS" TOOL FOR THE EQ MAKES IT EASY TO CREATE AND DISPLAY IN-HOUSE PROMOTIONS AND LOCAL ADVERTISING

At AMOA 2009, Ecast unveiled its new Posters application for the Ecast EQ™. Available through Ecast's interactive technology partner LocoModa, Posters give you and your locations an easy way to create professional-looking promotional ads to announce in-house specials/events and promote local small businesses.

The Posters tool joins other applications for the EQ including LocoModa's Wifiti texting and Ecast Fotofeed as value-add applications that bring you extra revenue beyond the cashbox. **With these tools, you can realize almost \$1,000 in additional location revenue per EQ to your bottom line.**



This new stream of revenue is IN ADDITION to:

- The supplemental revenue gained from Ecast advertising
- The significant cashbox bump the EQ sees over digital jukeboxes (as much as 25%).
- In addition, Posters gives you the power to grow their business by selling ad space to promote nearby businesses and services.

To use the Posters, users – either you or your location owner – log into an online account where they select from range of pre-designed creative templates including chalkboard, beer and jukebox/music themes and then simply type in their promotional message. The result is a visually attractive, high definition promotional ad that gets delivered with a mouse-click to that location's EQ unit.

**REMINDER:** From September 15, 2009 through December 31, 2009, Ecast and Firestone Financial are offering a zero percent down, zero financing (or no payments for 90 days) on the Ecast EQ.

**For more information, call Ecast at 1.866.HI.ECAST.**