Showroom Digital Media System
John Deere Showroom Digital Media System

Make your products the center of attention with the Showroom Digital Media System from VS Networks. Through a custom-built dealership system developed in partnership with John Deere, VS Networks offers a groundbreaking way to educate, excite, and influence your customers. Targeted, timely messaging reaches customers at a critical moment, increasing awareness and boosting sales.

Readerboards
Showroom and parts counter HD monitors display dynamic video content to customers browsing and waiting in lines. Strategic showroom analysis pinpoints ideal placement for readerboard messaging. Engaging digital spots raise product awareness and guarantee execution of sales message.

Touchscreens
Catalog of virtual inventory gives products a stronger presence in showroom and encourages greater customer interaction and education. Staff use creates a powerful sales tool. Lightning-fast navigation speeds up sales cycle. Touchscreen placement capitalizes on showroom traffic patterns for optimal visibility.

System Management
Categorized ad library allows dealers to view spots and custom-build messaging content for display on readerboards. Exclusive content is developed specifically for digital platform. Offers powerful control of marketing campaigns across multiple locations from a single computer. Updated, fresh content pushes products and seasonal events.

View additional images and FAQ’s at: www.vs-networks.com/jddealers

Make your products the center of attention with the Showroom Digital Media System from VS Networks.

Phone (312) 929-1411

July 2012
The potential is nearly unlimited for the additional opportunities this type of sales tool can bring to our sales floor.

Frontier Ag & Turf - New Richmond, WI

Value of VS Networks Showroom Digital Media System

- Cutting-edge point-of-sale marketing with guaranteed delivery directly to your target customers
- Commercial grade equipment ensures investment with 5-year guarantee
- Dynamic demonstration of features and benefits brings products to life
- Manage content centrally across multiple locations for advanced control with minimal time demands
- Virtual inventory stimulates interest in out-of-stock items
- Relationship with Deere assures exclusive content and highest quality materials
- Specialized knowledge of Deere products, dealer channel, industry, and customers
- Existing framework provides fast and easy start-up, reliable service, and affordable hardware

- Research proves digital signage is 12x more effective than print

Notice Rates

<table>
<thead>
<tr>
<th>Digital Signage</th>
<th>Print Signage</th>
</tr>
</thead>
<tbody>
<tr>
<td>54%</td>
<td></td>
</tr>
<tr>
<td>17%</td>
<td></td>
</tr>
<tr>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>

Unaided Recall
Parts Counter & Mobile Readerboards

• Customizable setup options for showrooms of all sizes

• Dynamic visual content captivates, educates, and influences top of mind awareness without intrusion of constant audio

• Stylish, varied messaging keeps customers engaged – National Deere products, Local Weather & Commodities, store events, and seasonal updates

• Focus content based on readerboard location to seize opportunity to reach unengaged customers waiting in line at parts counter or browsing showroom

• Flexible campaign start/end dates and automatic updates of marketing strategy for more timely messaging

• Fully portable fixture and local data storage to media computer allows use at farm/trade shows

• Upload dealer-produced content for display

• VS Networks Creative Team available for spot design, creation, or editing to optimize message effectiveness

Readerboard Features

- 42” or 46” Commercial-Grade HD Monitors
- Wall Mounts, Counter Stands, or Mobile Fixture Models
- Only Requires Power Source
- No Sound
- Automatic Daily On/Off
- Nightly Updates

After getting his parts he pointed to the screen above his head and asked the Parts Clerk who he could talk to about a Frontier Landscape Rake that he saw on the screen...A week later the customer picked up his new rake.

146 Supply - Millbury, MA
Interactive Touchscreen

• Vast virtual catalog provides opportunity for customers to interact with products and shortens sales cycle
• Enhances product features via video, voiceover audio, bulleted list, and specifications
• Dynamic, dedicated content brings benefits to life and better educates customers while assuring uniform messaging
• Built-in media computer stores data locally for fast and seamless navigation without need for internet service
• Proven valuable sales tool for products not displayed in showroom or stocked
• Site specific Used Equipment listings with MachineFinder integration
• Fully portable from showroom to farm/trade shows
• Content created and managed by VS Networks and Deere National for optimal performance and minimal dealer maintenance

We recently sold a front snow blade attachment to a company looking for a property solution. We did not stock one but were able to secure an order based on the information provided by the [touchscreen].

TriGreen Equipment - Murfreesboro, TN
Used Equipment Applications

- Showroom readerboard and touchscreen displays let customers “See What’s New In Used” at a critical moment in the decision-making process.
- Touchscreen MachineFinder app allows customers to browse used equipment listings and view images, product details, prices, and more in seconds.
- Catalog navigation is faster than a web browser and allows engagement of customers directly on showroom floor.
- MachineFinder touchscreen app displays used equipment specific to dealer group only.
- Custom-made “Equipment Spotlight” readerboard ads help sell used inventory by providing greater visibility to equipment of dealer’s choosing.
- Used equipment is always dealer-centric, provides advantage over website which may display competitors’ offerings.
- MachineFinder account integration and automatic updates allow dealers to manage listings through existing online system.

Used Equipment Features

- Your dealership equipment only
- Nightly updates
- Easy navigation
- Custom “Equipment Spotlight” ads at request
- Seamless MachineFinder account integration

Product Details

1997 John Deere 566

$14,500

Pickup: Regular
Tire Size: 31.5/15
Status: Offlot
System Management & Network Connectivity

- Webview Content Library offers dealers an online portal to manage system and view digital spots
- Dealers populate readerboard by selecting from over 160 digital spots hosted in Webview Content Library
- Serves as powerful tool to diversify content and push products geared to customer base or season
- Programmable start and end dates to remove limited time offers or seasonal content from readerboards automatically
- Growing system offers regular stream of new and fresh content
- Updates automatically download and install overnight to avoid draining bandwidth during store hours
- Devices will seamlessly reconnect to the network when returned to dealership from farm or trade show
- Dedicated VS Networks support reps provide system training, 24/7 monitoring, and new content alerts

System Features

- Nightly Updates
- Manage Multiple Locations from Single Computer
- Over 160 Pre-Existing Spots
- Programmable Start/End Dates
- Pro-Active System Monitoring
- Automatic On/Off Times
- Guaranteed Delivery

Our customers are constantly looking at the [readerboards] and commenting on the commercials. Because of the VS Networks readerboards our customers see our promotions and ask about them while they are in the store.

Barker Implement - Clarinda, IA

July 2012
Setup Process

1. Customized install plan includes site survey to determine ideal readerboard and touchscreen options and placement

2. Dealerships can conduct self-survey with VS Networks support at no cost or have 3rd-party technician perform evaluation for small fee

3. After survey VS Networks provides dealer with installation plan for approval

4. Dealers have option of self-installing system with VS Networks support at no cost or having 3rd-party technician perform installation for small fee

Pricing

**Monthly Service Charge**

<table>
<thead>
<tr>
<th>First Location</th>
<th>$150/month</th>
</tr>
</thead>
<tbody>
<tr>
<td>Each Additional Location</td>
<td>$125/month</td>
</tr>
</tbody>
</table>

**Hardware Pricing**

<table>
<thead>
<tr>
<th>Showroom Size</th>
<th>Small</th>
<th>Large</th>
</tr>
</thead>
<tbody>
<tr>
<td>42&quot; Parts Counter Wall-Mount Readerboard</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>22&quot; Touchscreen</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>42&quot; Showroom Mobile Readerboard</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

**Hardware Cost**

- $2,450
- $3,950

**Monthly Service Features**

- Access to Webview Content Library with vast library of targeted spots
- Live Weather and Commodities
- Used Equipment sales support
- Touchscreen product catalog, system management, and automatic updates
- Dedicated Account Representative
- 3-year warranty

**Upgrades**

- 46” Monitor Size Upgrade: $200
- Technician Site Survey: $125
- Technician Installation: $225

- Hardware is customized per location based on showroom size and layout
- Commercial-grade hardware offered at-cost to Dealers
- Pricing includes media computer for each device to run the network and wireless access point

Contact Us Today

For further information or to schedule a demo please contact:
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