

SignStream started two years ago on a mission to consolidate, simplify, and enhance the digital signage infrastructure. We sought to give users the ability to control all their screens simultaneously and help business owners digitally engage with their customers more efficiently. Thanks to our dedication to the mission and how easy our products are to use, SignStream has experienced major growth over these two short years. We developed a series of player apps and made them compatible with various smart TVs to avoid extra hardware. There was such a great interest in them from the local business community that we were able to cross-promote and share content with other businesses. Now, we offer our users a complete custom TV channel with their own content, shared content, and paid content – all of which can be organized and controlled from any mobile device. We have grown to provide our users with everything from software, screens, and hardware to channel management and content development.

Strategy: Your screens are placed in different locations for different reasons, so does it make sense to have each display the same thing? Or, should each screen have a specifically targeted message? Consider what type of messaging you want and where. SignStream makes it easy to create a channel for each area of your space to smoothly and smartly engage your audience.

Deployment: Your SignStream channel can be displayed on any TV, tablet, or web browser. We recommend, however, using Google Chrome or Mozilla Firefox. For use on a smart TV, we have apps available for download on Samsung, Sony, LG, Google Play, and Amazon Fire.

Ad Sharing: When your advertisement is set to public, it becomes available on our marketplace for other businesses to use on their channel as well. You can also invite anyone to use your public ad by email, even if they aren't a SignStream user. Budgets for each ad can be set individually and are distributed evenly based on the equity they give your ad on their channel.

Cross-Marketing Relationships: When you update your public ad, users that have it on their channel will be notified by email and have the option to approve the new version. This ensures your most recent promotion can immediately be displayed throughout the community.

We are reshaping the small-town experience by increasing exposure for local events, sales, and promotions on as many screens as possible. As historic Roswell's premier live music venue, a partnership would be invaluable for us both and the town. I would love to see how a collaboration between us could form and I would be honored to give you and your team a full demonstration of our current and upcoming products.

Thank you so much for your time and consideration. It would be truly amazing for you to be a part of this awesome movement. Please let me know your availability for scheduling a meeting and I look forward to speaking with you again soon!