

**It's a Salesperson.
It's a Point-of-Purchase Display.
It's a Training Tool.**



It's The Digital Associate.

And Here's How It Will Help Your Business:

The Digital Associate quite simply is control central for any type of audio visual information or presentation. What makes it so revolutionary and unique is that it's the ONLY equipment you'll require to run your message. The Digital Associate is a simple solid state device with no moving parts who's brain is a 32-bit micro processor, meaning that it's free of all problems associated with other computer-based solutions. It can be programmed in a number of ways: to run manually (great for interactive retail situations), in a loop (for point-of-purchase displays), or set up with a

print option (for in-store spiffs and coupons). It can also be utilized as a training tool by guiding the user through information via on screen choices. We also considered the visual importance of brand consistency- the Digital Associate technology can be installed into custom fixtures. It connects to external speakers, virtually any TV, monitor or plasma display device. Your message can be communicated with extreme accuracy, and quickly when time is limited. We're quite proud of the Digital Associate; because we can truthfully say: **Press Here For Everything.**



Digital Associate™