

## The J Brand Monthly Technology Update

### J Brand & D Touch Launch Digital Signage Solution

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Europe’s fastest growing digital point of sale solution has been launched in the UK by D-Touch and J Brand. Already established in Europe and with customers including **Yamaha Motors** and **Carphone Warehouse** the D-Touch hardware comprises touch screen technology and passive players and the Microsoft .NET award winning InStoreMedia content management system.



**“The D-Touch system has seen customers who have trialed the solution getting sales uplift of more than 130%. ”**

Key features of the solution include:

**John Muir**  
**D-Touch UK Sales Director**

- ⇒ Ease of use
- ⇒ Centralised updating
- ⇒ Customisable
- ⇒ Scalable
- ⇒ Interactive (when used with touch screens)
- ⇒ Low total cost of ownership
- ⇒ Demonstrable return on investment

#### A total solution!

During June and July we are offering a **risk free trial** of this exciting new solution; to take advantage of this opportunity and to find out how the D-Touch digital signage solution can increase sales in your business, simply click on the link below.

The D-Touch and J Brand solution package is designed to offer a complete solution, from the screens and player through to content, installation and on-going maintenance.

While many organizations offer parts of the digital signage, the D-Touch & J Brand offering is a true “one-stop-shop”.

[Click here to book a free demo and trial](#)

### Digital Signage in Education



While the retail sector is an obvious vertical market for digital signage technology, it is not the only market that is taking advantage of this exciting opportunity.

In education the dramatic reduction in cost of flat screens has meant that digital displays are appearing in receptions, canteens, as well as the classroom. As the amount of screens increase, the challenge is to manage the content to ensure that the right display is on the right screen at the right time.

**“Many businesses have put screens in their receptions without really considering what content to display on the screen. At J Brand we make content provision both easy and scalable.”**

The D-Touch solution is robust, scalable, flexible and most importantly centrally operable which makes the management of the content a painless and quick process. With J Brand’s education team able to install, commission and maintain the D-Touch hardware, it really is a great investment in your time to take advantage of a **risk free trial**.

**Tim Oldershaw**  
**J Brand technical Director**

[Click here to book a free demo and trial](#)