



SKYCASTING

future technology for intelligent marketing  
brought to you by



ParcSigns

## Introducing Skycasting

Interactive marketing and information communication.

Would you like to get a higher return on investment from your marketing campaigns or reach more customers with up to the minute information in a more dynamic way?

Imagine the power to advertise and inform a new generation of customer, to broadcast your advertisement, public information or educational content freely and direct to the end user via their mobile telephone. Now imagine being able to send that message in full colour animation, audio or video and having the ability to update this as often as you wish. Want to see up to date figures of how well your campaign has been received so you can maximise future potential?

Skycasting can do all of this and much more. Welcome to the future of information messaging.

**Run multiple campaigns from one unit with detailed stats for each**

**Reach up to 21 mobile phones simultaneously**

**Broadcast rich dynamic content to engage and attract users**



## The benefits of Skycasting

Messages are free to send and for your customer to receive.

Easy to use with no further running costs after initial setup.

A dynamic eco-friendly alternative to costly printed leaflets.

Puts the end user in control as customers will be asked if they want to receive the information or opt out.

Detailed campaign statistics which can be monitored in real time allowing you to see how many customers have received your message.

Update your message as often as you wish and send the updates out instantly. Ideal for daily visitor news, special offers, mobile vouchers and promotions.

Gets your message to the 'hard to reach' demographics. For example engaging with teenagers. This demographic relies heavily on their mobile phones so if you have information you wish to get across to them Skycasting is the perfect platform.

Data legal as it takes no personal information such as mobile phone numbers.

## Skycasting features



Remote access via 3G network



Low energy & eco friendly



Can be powered by solar energy



Detailed statistics for campaigns



Send users direct to your website



Broadcast audio tours and music



Eye catching animated adverts



Stream PDF information pages



Broadcast full video adverts



Display photos and graphics

# Our Skycasting package options

## Platinum

Bespoke solution tailored to your needs. For example interactive trails, full marketing strategy, units powered by solar power.

Suitable for: Interpretation, Tourist attractions and museums.

Advanced statistics and Skycasting Live web link to the unit allowing up to the minute detailed campaign statistics.

Full training plus telephone support.

## Gold

Skycast advanced unit.

Multiple campaigns and full web access to unit via ethernet or 3G\* network.

Full training and telephone support.



Detailed statistics and analysis of campaigns via Skycasting Live web link.

12 month marketing support including 6 campaign adverts.

## Silver

Skycast advanced unit – advanced graphics capabilities.

Multiple campaigns and access via ethernet connection.

Full training at Parc Signs & support.



Detailed statistics and analysis of campaigns via Skycasting Live web link.

Supplied with your first marketing campaign advert.

## Bronze

Skycast standard unit.

Simple starter pack to run a single campaign.

Basic statistics.



Supplied with your first marketing campaign advert.

Full training at Parc Signs and telephone support.



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For more details on this exciting new product please contact us or visit our dedicated website

[www.skycasting.co.uk](http://www.skycasting.co.uk)



\*Subject to 3G network coverage, additional fee may apply.