L-POS™ **Software for retailers** L-BOSS MODULE

On-screen advertising

SPECIAL 6 COLA
$1.99
ALL WEEK

Cola

CAISSE

WWW.LOGIVISION.COM

ON SCREEN ADVERTISING module

The on-screen advertising module is a great tool for increasing product visibility by using existing in-store equipment when it isn't doing anything else.

Why not maximize your investment in the front end monitors?

And you just may want to negotiate rebates with some of your vendors by promising them advertising space in your store.

LOGIVISION

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System features include:

Display modes

- Display continuous advertising on a window while you are using the system.
- After a programmable inactivity period on the whole screen.

Image display

- Add images manually from the backend-PC to deploy to the POS terminals.
- Add text messages to overlay the images.
- Add special effects for added visibility.

Trigger items

- Product images can be "triggered" by the sale of a specific product. This helps when negotiating with vendors to sell them the advertising space.
You could, for example, display an image for one cola brand every time a competitive cola brand is sold.

Price batch interface

- Items added to batches can be added to the advertising display automatically.

- Simplify the advertising set-up by importing items from batches. All you need to do is put the corresponding image into the image folder and the Ad-batch interface will do the rest.

Compatible formats

- Standard image files like BMP, JPG, etc.
- Animated images (animated gifs, etc.)
- Short clips (AVI, MPG, etc.)

System requirements

Windows XP or Windows 2000.
PC PIII 700 or greater with 256 meg ram and 30 gig hard drive.
L-BOSS and L-POS are required to use this optional module.