

<b>Value Proposition:</b> <b>Dimensions of Value to the EMBR Digital Media Client</b>	<b>Bars &amp; Hospitality</b>	<b>Price &amp; Product</b> Eg New World, Smart Marine	<b>Branding &amp; Promotions</b> Eg Avis Budget	<b>Back of House</b> Eg Employee comms & culture
<ul style="list-style-type: none"> <li>• Reduce/eliminate time and cost of Creative Agency for digital media content creation and easy to use.</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Flexible Multi Site Media Control – local, regional, national</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Music is a custom Cloud Digital service from a 230,000+ song library</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Create ambience, do the base music well &amp; control ip when employees move on</li> </ul>	✓	✓	✓	✓
<ul style="list-style-type: none"> <li>• Advertise, promote and sell products &amp; services through the base AV system: Products, Services, Promotions &amp; Events.</li> </ul>	✓	✓	✓	
<ul style="list-style-type: none"> <li>• Revenue opportunity to “sell” targeted advertising space to supplier’s in-facility and across multi facilities.</li> </ul>	✓	✓		
<ul style="list-style-type: none"> <li>• Suppliers love it!               <ul style="list-style-type: none"> <li>○ Advertise in-brand</li> <li>○ Sell &amp; promote targeted products</li> <li>○ Extend use of existing promotional resources – videos, advertising</li> <li>○ Make use of their marketing resource library</li> <li>○ Tell their story well!</li> </ul> </li> </ul>	✓	✓	✓	
<ul style="list-style-type: none"> <li>• Legal use of copyright music/video</li> </ul>	✓	✓	✓	✓