

DIGITAL SIGN



# Digital Sign Controller

Display Real-Time POS Transaction Data  
and Multi-Media Advertising to Customers at Checkout



Keystroke Digital Sign Controller (DSC) turns any secondary monitor or dual-monitor POS terminal into a highly functional customer display system – A versatile and impressive upgrade from traditional text-only customer display units.

### Fully Integrated and Customizable!

- Use Keystroke Digital Sign to welcome and engage customers at the point of sale.
- Advertise item specials, brands, and neighboring businesses.
- Display your store name, graphics, upcoming sales, and images of items being purchased.
- Customers also see live item descriptions, prices, payment information, change, and more.
- Use standard designs with your own graphic content, or create your own layout using any combination of graphics, text, video, or even web-based HTML feeds.

**Increase sales and enhance your customer's shopping experience!**



Sample customer's view at the point of sale.  
(Other display configurations are also available.)

**To learn more about the Keystroke Digital Sign Controller, contact your local Authorized Dealer or call SBS at 800.359.3458!**

THE CLEAR CHOICE IN RETAIL AUTOMATION

[www.KeystrokePOS.com](http://www.KeystrokePOS.com)

## MORE ABOUT DIGITAL SIGN CONTROLLER

Keystroke Digital Sign Controller software (DSC) is designed to be used as an extension of the Keystroke POS system. DSC is licensed for use on multiple POS workstations at a single store location (\$495 SBS List).

Digital Sign Controller may also be operated independently of the Keystroke POS system as a standalone advertising display.



Standard Display Designs incorporate your graphics and data in designated panels.

### Digital Sign Setup Service

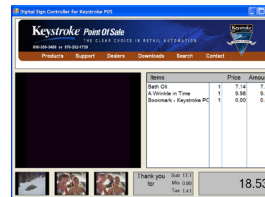
An optional Digital Sign Setup Service (\$495 SBS List) is also available from SBS or your local Authorized Keystroke Dealer.

The Setup Service offers personal telephone and web-based assistance to configure one workstation using a standard DSC display design. One year toll-free technical support and software updates are also included. Basic resizing and file format changes using customer provided graphics files is included with this service. A secondary monitor should be pre-installed and operational.

Additional hourly fees may be charged for custom designs, additional workstation setup, or setup time exceeding two hours.

### Standard Display Designs

Standard display designs allow you to easily load your store logo, brand advertising, and other content to create a unique look for your business. Full-featured XML support can also be used to create a totally custom display design.



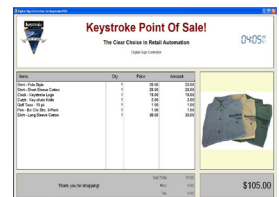
Fixed banner with POS



Alternate



Single panel HTML feed



Fixed banner, POS & item images

### Configuration Recommendations

When the Keystroke Digital Sign Controller is configured to display live POS transaction data, the program relies on the Dataport feature of the Keystroke POS system. The latest version of Keystroke POS is recommended, and may be required for full functionality.

The Keystroke Digital Sign Controller software supports many graphic file types, which can be displayed in a variety of formats including customized screen designs. Due to such potential complexities, configuration of the Digital Sign Controller may require moderate experience working with graphics and XML files. Some Authorized Keystroke Dealers may not offer this experience directly, but may instead recommend SBS or a third-party specialist for setup and custom configuration of the Digital Sign Controller.

Please contact your local Authorized Keystroke POS Dealer for additional information.