

MEDIA CADDY Innovations

TECHNICAL SUPPORT

- 24/7 Technical Support
- 24/7 NOC* Monitoring
- Installation and Setup Support
- Application Training Support
- Maintenance
- Hardware Support
- 1 Year Guaranteed Warranty
**Network Operation Center*

ZERO DOWNTIME

Media Caddy unit patent #D725,911, plug-n-play technology requires no interruption to daily operations. Our dedicated router effortlessly integrates with existing on site Wi-Fi. Your personal digital point-of-sale Network is active the same day it is installed.

HARDWARE/FIRMWARE SPECS

Cloud-based Software Platform
Dual USB Ports for charging cell phone
8.0" LCD Ultra High Resolution Screen
Brightness: 250 cd/m²
Viewing Angle: 70° Left/Right, 60° Top
Aspect Ratio: 4:3
4GB Memory – Inbuilt Flash
512M DDR3 – RAM
Video Supports: MP4, AVI, MOV
Image supports: JPEG, PNG
DC Power 5V 2A, 3.5mm jack

FOR MORE INFORMATION CONTACT:

MEDIA CADDY INNOVATIONS LLC CORPORATE OFFICE
PO Box 105603 #91713
ATLANTA, GA 30348-5603

OR VISIT US ON THE WEB AT:
WWW.MEDIACADDY.COM

Impacting Choices From 3 Feet Away!

Media Caddy Innovations LLC has approval rights for spots running on the Media Caddy units. Whether you are creating a new spot or selecting from creative already produced:

The digital bar caddy has an 8inch LCD screen and does not have audio. It is important to provide the best master possible. You can provide us with a copy in one of the following formats.

A STILL IMAGE SUPPLIED IN DIGITAL FORMAT:

- Joint Photographic Expert Group (JPEG)
- Portable Network Graphics (PNG)
- Dimensions: 1024 x 768 pixels. (4:3) aspect ratio
- Be specific when naming the image. Start with Establishment/Brand-Content i.e. Media Caddy-Wings, Hyundai-ATL AD

A VIDEO SUPPLIED IN DIGITAL FORMAT:

- Moving Picture 4 (MP4)
- Audio Video Interleaved (AVI)
- QuickTime Movie (MOV)
- 10 or 15 or 20 second videos depending on agreement
- Be specific when naming the video. Start with the Establishment/Brand-Content
- (H.264) and the size 640x480 (around 8,000 total bit rate)

MESSAGE GUIDE LINES:

- A simple and concise message is the key to an effective advertising and or branding campaign. Your message should be focused on a single product or unique selling point.

Visual

- Simplicity builds recall. A clear, eye-catching visual coupled with a streamlined message creates an effective campaign.

Text

- Simplicity works. Up to 20 words are recommended, including your company name and location. Avoid complex details, they subtract from your core message.

Colors

- Text should be strongly contrasted against the background. Certain colors – such as red and blue – should be outlined or surrounded by a light color. All text should fit within the designated image area. Borders are not recommended

Send Materials:

- Completed Brief Worksheet along with Graphics
- 7-14 Days prior to agreement start/load date
- 7 Days for Graphics completed by Advertiser
- 14 Days for Acquired MCI Graphic Services
- TO: Claudia Pirkle: cpirkle@mediacaddy.com
- VIA: Dropbox