

# eyeconic.TV

easy | affordable | amazing



## Digital Directories

nothing new to learn

no one new to hire



Digital Signage | Digital Menus | Interactive Applications

[www.eyeconic.tv](http://www.eyeconic.tv) | 866.777.4467

# Digital Directories

Standard static directories, let's face it, are ineffective at best. A simple name and room number plastered on the wall using hand-picked numbers and letters that can easily find their way into the trash bin when you're not looking. A limited number of characters often wind up with multipurpose uses such as an 'M' turned upside down for a 'W' and when you run out of options names can be 'short-handed' or even misspelled. This outdated signage just doesn't stand out.

Plaintiff	Judge	Room	Time
Doris Wilson v. State of Nebraska et al.	Judge Fawcett	321	5:38 AM - 12:31 PM
Amy Smith v. State of Nebraska	Judge Holsinger	352	10:10 AM - 2:30 PM
Ruth Carman v. State of Nebraska	Judge Judy B	203	10:10 AM - 2:30 PM
Abigail Marlow v. John Smith	Judge Brown II	316	5:38 AM - 12:31 PM
Ruth Emmons v. Nebraska City	Judge Brown IV	411	10:10 AM - 2:30 PM
Lucille Tipton v. Jane Doe	Judge Brown II	322	10:10 AM - 2:30 PM
Kathryn Gierly v. John Doe	Judge Fawcett II	363	5:38 AM - 12:31 PM
Lucy Greenawald v. State of Nebraska	Judge Brown III	362	10:10 AM - 2:30 PM
Lela Dickey v. Nebraska City	Judge Judy B	411	10:10 AM - 2:30 PM
Mattie James II v. Nebraska City	Judge Perry I	419	10:10 AM - 2:30 PM
Wynona Leving v. John Smith	Judge Powell	216	10:10 AM - 2:30 PM
Leticia Jacoby v. Nebraska City	Judge Brown I	349	10:10 AM - 2:30 PM
Lida Gibbs v. Cope County	Judge Brown I	014	10:10 AM - 2:30 PM
Russel Mansfield v. Nebraska City	Judge Brown I	017	10:10 AM - 2:30 PM
Eunice Smith v. State of Nebraska	Judge Brown I	521	10:10 AM - 2:30 PM
Jonathan Mitchell v. Jane Doe	Judge Brown I	322	10:10 AM - 2:30 PM

TEACHER NAME	ROOM	CLASS	SCHEDULE
Doris Wilson	201	Psychology 101	5:38 AM - 12:31 PM
Amy Smith	202	Biology 101	10:10 AM - 2:30 PM
Ruth Carman	203	Math 115	10:10 AM - 2:30 PM
Abigail Marlow	216	Chemistry 223	5:38 AM - 12:31 PM
Ruth Emmons	301	Economics 113	10:10 AM - 2:30 PM
Lucille Tipton	302	History 116	5:38 AM - 12:31 PM
Kathryn Gierly	303	Chemistry 222	5:38 AM - 12:31 PM
Lucy Greenawald	305	Chemistry 118	10:10 AM - 2:30 PM
Lela Dickey	401	Biology 221	10:10 AM - 2:30 PM
Mattie James	401	Economics 223	10:10 AM - 2:30 PM
Wynona Leving	223	Psychology 223	10:10 AM - 2:30 PM
Leticia Jacoby	233	Psychology 243	10:10 AM - 2:30 PM
Lida Gibbs	101A	Math 117	10:10 AM - 2:30 PM
Russel Mansfield	101B	History 223	10:10 AM - 2:30 PM
Eunice Smith	501	English 423	10:10 AM - 2:30 PM
Jonathan Mitchell	502	Math 160	10:10 AM - 2:30 PM



## Total Solution

Hassle free complete service including fully managed design, installation, and operation allows you to run your business with nothing new to learn and nothing to worry about.

## Rapid Return on Investment

Low monthly leases and low cost of ownership coupled with increase in revenues of higher margin items means rapid return on investment. We don't just talk about it, we have proven it.

## Dynamic and Flexible

Our design team is able to custom tailor your product to meet your needs. By complementing your look & feel we will seamlessly integrate into the existing environment.

Update Anytime  
items & price changes

Worry Free  
auto on & off

Day Parting  
(breakfast | lunch)

Custom Designed  
(brand consistent)

Modular  
(expands as you grow)



## Raising The Bar

At EYECONIC we're here to raise the bar on what your directories can do. Our philosophy stands that directories should be portals of information, a gateway so to speak. They should be easy to understand and easy to manipulate. Changing an EYECONIC powered digital directory is as simple as changing a spreadsheet on your computer.



## Unlock The Full Potential

EYECONIC unlocks the full potential of your directory with added functions such as advertisements to pull in extra streams of revenue, promotional and information media to inform viewers of company related facts or advice, videos, current weather conditions, and even news or sport feeds from your favorite source. We can even make it interactive with the touch of a finger, displaying photos or contact cards for each personnel on the list.

Name	Specialty	Room
Bryant, Beth A. M.D.	Dr.'s Fitts & Bryant	101
Fitts, John O. M.D.	Dr.'s Fitts & Bryant	101
Glasser, Jack M.D. FACP	The Glasser Clinic	100
Douglas, Todd M.D. FACP	The Glasser Clinic	100
Kelly, Kevin M.D. AAP	The Glasser Clinic	100
Helsky, Catherine O. M.D.	Associates in Physicians Services	107
Campbell, Michael L. MD.	Southern Kentucky General Surgery	201
Hours Diagnostic Services	Hours Diagnostic Services	201
Sutton, Douglas H. M.D.	Southern Kentucky Primary Care	200
Johnson, Douglas J. M.D.	Southern Kentucky Primary Care	200
Quinenz, G.F. M.D.	Southern Kentucky Primary Care	200
Allen, Tara M. M.D.	Center for Urological Treatment	207
Watkins, Michelle L. M.D.	Center for Urological Treatment	207
Edger, Mark M.D.	Graves Gilbert Urology	206
Bergeman, David M.D.	Graves Gilbert Urology	206
Kalish, Samer M.D.	Graves Gilbert Urology	206
Ruber, Matthew M.D.	Graves Gilbert Urology	206
Mynick, Lauren APRN	Graves Gilbert Urology	206
Abdul-Wahed, Mohammad M.D.	Western Kentucky Heart & Lung Associates	305
Smith, David Glenn M.D.	Western Kentucky Heart & Lung Associates	305
Albar, Muhammad B. M.D.	Western Kentucky Heart & Lung Associates	305
Curtis, James R. M.D.	James R. Curtis M.D.	307
Houchens, Nancy Jr. APRN	James R. Curtis M.D.	307

Easy to Edit



Google Drive

Keep everything. Share anything.



directly integrates google drive into  
your directory  
change it. anywhere.

 Features**NO PARTS/PIECES TO LOSE**

With everything digital and on screen there are no pieces to lose, just update the spreadsheet and you're ready to go!

**ACTIVE NEWS & WEATHER FEEDS**

Active weather feeds display current conditions and forecast conditions for your local area.

**(OPTIONAL) TOUCH SCREEN FOR ENHANCED NAVIGATION**

Optional touch screen interface allows for increased functionality and enhanced navigation. Passers-by are able to navigate where they want by sorting through the directory alphabetically, numerically, etc... Touch screen allows interaction with the viewers which offers much more than a standard sign/billboard.

**DIGITAL PHOTO CONTACT CARDS & ADVANCED DESCRIPTIONS**

With interactive functionality, viewers are able to press on any name to view more information about that individual or office. You can add photos and biographical information to inform everyone with more. It also helps to see who you are looking for before you find them.

**NEWS, SPORTS, AND STOCK TICKERS**

You can stream your favorite News, Sports, or Financial feeds directly to the screen. Most RSS feeds are supported along with optional MRSS allowing you to stream video directly from certain news providers.



# Common Digital Directory Content



Custom branded media network makes marketing compliance one click away... guaranteed.



## DIGITAL ADVERTISING SPOTS = REVENUE

You can sell digital advertising on your directories for additional revenue streams. This could help pay off the cost of the digital directory in itself.



## ONLINE SPREADSHEET INTEGRATION WITH GOOGLE DOCS

Integration with Google Docs allows you to update your content instantaneously from ANYWHERE on the go. The updates are instantly pushed to your directory so there is no wait time.



## SEAMLESS INTEGRATION AND CUSTOMIZED BRANDING

Your directory, your identity, your logo, your brand... Your directory will be designed to match the look and feel of the environment that you specify.



## AUTOMATIC POWER CYCLING & LOW POWER CONSUMPTION

Our technology is designed to automatically power cycle. It will turn itself on in the morning and turn itself off at night. (with compatible commercial grade digital displays) It is also designed to run using minimal amounts of power to save on your energy bill.



## NO LINE/CHARACTER LIMITS

Digital format allows you to use as many characters or words as you like. You are no longer bound by a limited character set of stick on letters.

# You are just a few EASY steps away from deploying your very own Digital Signage Solution



## Step 1 **Connect**

We provide you with lots of options. Use our online consultation form, call our toll free number or contact your friendly and knowledgeable local dealer.



## Step 2 **Consult**

We draw upon years of experience from a multitude of global deployments to offer content and application strategies that far exceed industry benchmarks for program results and user engagement. We assess your individual goals and objectives and deliver a customized total solution.



## Step 3 **Solution Design**

We assess your project scope to determine precise costs, lead times, logistics and services required.



## Step 4 **Production | Deployment**

Once things are finalized we design your interface and hardware putting ALL the pieces together to get things installed and running properly.



## Step 5 **Optimization**

With our advanced system Analytics we begin to track user data to offer suggestions and optimize your deployment—keeping it on track and relevant.