

**Digital Visual Messaging:
Business Markets and Applications**



**Enhance operational control and
business communications**

FOR YEARS, COMPANIES HAVE USED a wide variety of visual media to communicate to internal users and constituencies. From static signs and banners, to video and projection systems. But the world of visual communication has evolved.

High-quality digital displays, high-speed networks and Web-based content are creating a powerful new visual medium. Organizations can now create, distribute and manage a potent mix of text, graphics and video content. They can display it in a central location or throughout a vast global network. And they can instantly change it as their business demands.

Clarity develops Digital Visual Messaging (DVM) solutions designed to enhance the way companies communicate internally. They demand attention on chaotic trade show floors. Display real-time market news in financial centers. Relay system status in network operation centers. And impress clients in corporate boardrooms and lobbies. From education to entertainment, DVM is the inevitable future of visual communication.

Clarity offers choice

Since 1995, Clarity has designed digital display products specifically for Digital Visual Messaging in business environments. Our display products make use of innovative technologies like Advanced Performance Liquid Crystal Display (AP/LCD™), Plasma (PDP) and Digital Light Processing™ (DLP™). Our worldwide network of value-added resellers, strategic partners and service providers offer application-specific integration, support, processing and software. We give our customers choices. And the unique form factors and optical characteristics of our displays optimize these choices. Displays, processors and software. All can be selected to best suit the application.

Combining technology and common sense

Clarity does more than design digital display technology. We provide custom DVM solutions. From hardware that delivers high-quality images in a wide range of environments. To display management software that works intuitively and can be controlled remotely. Installation support. Content development and management. Experienced system integration. Clarity combines the best resources available to satisfy whatever our customers need.

Command and control

In command and control environments where Clarity DVM solutions present mission-critical data, there is zero margin for error. This means delivering outstanding color and brightness uniformity, excellent contrast in a variety of lighting conditions, and maximum readability from a wide range of angles. 24 hours a day. 7 days a week. Without fail.

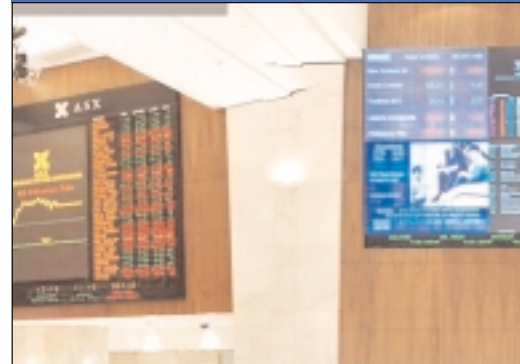
Our DVM solutions meet the rigorous data and video display requirements of utility and telecommunications companies, governmental organizations, and fire and police departments—environments where revenue and safety

depend on consensus and quick decision-making. Our state-of-the-art digital displays deliver high-quality images that clearly communicate every detail of your command operation. Unique design elements are built into our entire line of display solutions to prevent down-time and help ensure successful implementation.

Clarity displays are designed for easy handling, installation and service. And our knowledgeable customer support team ensures any issues are handled swiftly and completely. The result is a DVM environment that runs smoothly and helps viewers make critical decisions.

Photo courtesy of IMTECH Corporation

The Australian Stock Exchange uses Clarity for real-time financial news and information



Data visualization and business pro

For applications where displaying data, graphics and multimedia are important for the decision-making process, Clarity DVM solutions present detailed information with high visual impact. This is especially important for financial institutions, such as stock exchanges and brokerage houses, that rely on display technology to present vast amounts of data from around the world.

The high quality of Clarity digital displays allows employees to see important information from anywhere



At Williams Energy, more than 350 people in the energy trading room and network operations center depend on Clarity products to make real-time decisions.

Entertainment and events

Clarity DVM solutions also enhance your presence at events. Reinforce how investors, customers and employees perceive your company. And when it comes to making an impact in public venues and exhibit halls, there is no replacement for a large-scale multimedia presentation that entertains, informs, and leaves your audience with a lasting impression.

Our solutions deliver the superior image quality and versatility you need for permanent or traveling exhibits.

Whether displaying alphanumeric data or demonstrating the use of your products, Clarity DVM solutions are an ideal way to engage partners and customers.

No matter how they are configured—horizontal, vertical, freestanding or wall-mounted—Clarity displays provide near seamless images that deliver a tremendous visual impression. They are designed for easy, secure installation and allow convenient access to electronics and optics modules, minimizing downtime and maintenance costs.

Clarity displays to present from around the world.

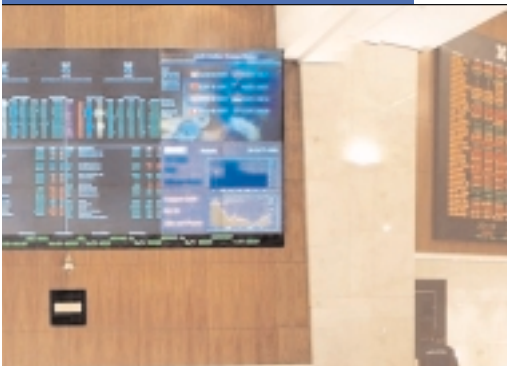


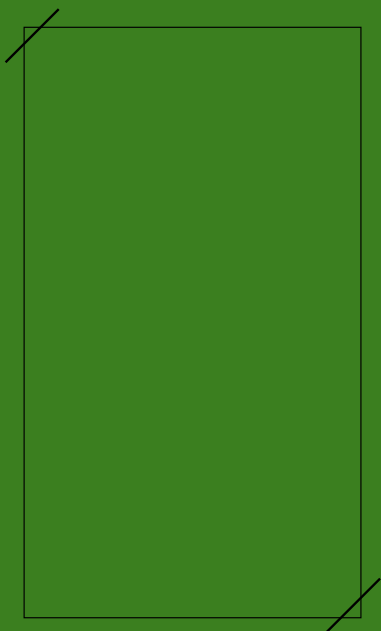
Photo courtesy of Blue Water Audio Visual

Presentations

in the room—regardless of distance, viewing angle or lighting conditions. Our DVM solutions also add power to business presentations and teleconferencing in corporate boardrooms and meeting facilities. Regardless of the environment, Clarity DVM solutions can be integrated with your existing information technology to draw content from nearly any source and present it to the right people at the right time. And do it the most effective way.



A General Motors tradeshow exhibit makes an impact at tradeshow with high quality images on Clarity digital displays.



**For more information on Clarity
Digital Visual Messaging solutions,
contact us at 503-570-0700 or
visit www.clarityvisual.com today.**



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