

# Dr. Know Screens

Dr. Know's Screens turns your service area TV's into a sophisticated communication centre. Dr. Know allows you to provide your customers with up-to-date and informative messages, and more importantly, promotions and specials which help your bottom line. It's a great way to keep your customers informed about the variety of services that you offer. Use the display for corporate messages, vendor videos and remind your customers of upcoming service needs like tire change over. You can also inform them of special offers, your community involvement and any other advertising or promotional messages you can think of.

Dr. Know updates the messages seasonally with new videos and messages. On a monthly basis we change the Products of the Month and weekly we post an automotive special take from the weekly flyer. The best part is that **YOU** can easily make messages about your store which will be displayed on the TV screen. No, you don't have to be a computer wizard to do it as we have developed a simple and effective way to create messages. All you do is layout your message in PowerPoint or a paint program and save them as a jpeg (a standard image format). Put the images on a USB stick and insert them into the player computer and the messages automatically appear on the screen.

Dr. Know's Messaging System Includes\*:

- a. Setup, installation and connection to the TVs and Internet.
- b. All features of the Dr. Know Messaging system.
- c. Create and manage messages from available Canadian Tire media.
- d. Videos can be added as available.
- e. Messages are changed in Spring and Fall.
- f. Weekly updates of one automotive special from the flyer.
- g. Products of the Month updated monthly.
- h. Remote, phone and email support.
- i. Software updates.



\*Note: does not include the TV's or TV installation

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