

Normal broadcasting, until the commercial break...



...then your ad appears on your TV

**Come on down to Wheely's**

**viable**  
WWW.VIABLECONTROLS.COM

In your waiting room sits an avenue to self-promotion, a television. Television commercials are a part of life. Viable Controls can help you utilize that to create a new method of promoting your own products and services. Introducing ViableTv, a new approach to advertising!

## **Description**

The ViableTv system provides a new, untapped source of self-promotion for establishments that utilize televisions in their waiting rooms. It takes advantage of the existing television commercial time to display your own advertising.

How does it work? The system runs in the background during TV viewing. When commercials appear, the system simply uses that time to present different advertising. The original commercials are pre-empted to provide space for your own material.

## **Benefits**

The primary benefit of the system is self-promotion. Customers waiting in your waiting room will see the advertisements that YOU want them to see. It gives your business the opportunity to use your existing televisions for your own promotions.

The system can display images to advertise anything for your company including weekly specials, sales, events and important announcements. The system can also display your own commercials. If your business already has existing television commercials, we can present those commercials on your waiting room televisions.

The problem with having a television in your waiting room is that customers who are waiting there see the regular commercials, which could unfortunately include your competition's advertisements. ViableTv can display your own commercials during the regular commercial breaks. This allows you to promote your own products and services and at the same time prevents customers from viewing undesirable ads.

The system can be used as a tuner, so its remote can be used to control the channel. If you prefer your existing setup and remote, the system can be run behind the scenes so you and your customers never know it's there. The system can be used for up to 4 separate televisions or global channels (all televisions that are tuned into a global channel show the same channel and are controlled at a central location) and will work with TVs throughout the building.

The hardware is completely serviced by Viable Controls. The establishment and their staff don't have to worry about the operation of the system.

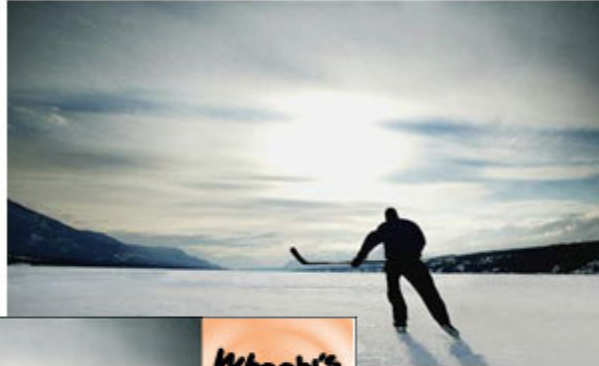
Why should television networks get all the benefits when their commercials are shown in YOUR waiting room? Now you can get in on that action too!

With television, dealing with commercials is a part of life. We offer an opportunity to take advantage of this fact. Contact us today to discover how to capitalize on this opportunity.

See reverse side for our contact information



Normal tv commercial



ViableTV



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