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The **wearable media player**, just the size of a name tag, delivers your message through professional video or still content.

The Digital Tag is the ultimate engager. It automatically leads the discussion. When your frontline staff wears this personal media player every customer will engage themselves in the sales process. The Digital Tag turns location specific marketing and sales messages into a one-on-one interaction, guaranteed to draw more sales prospects.



The Digital Tag's content can be set to display individual store specific messaging like specials, company wide marketing or any combination of the two using video or jpg content. Content can be easily uploaded to the Digital Tag using the USB2 port through Windows or Mac drag and drop.

The unit size: 64 x 48 x 10 mm, weighs just 59 gram and averages seven to ten hours of playback time on rechargeable lithium-ion batteries. On board memory and TF memory option can deliver 8 gigs of menu driven file space for hours of video with sound.



Digital Tags are used for many purposes:

- Deliver a message through professional video and jpg content.
- In store promotion to Uplift Sales
- Medium for Advertising by Third Parties
- Enhanced Customer Experience
- Customer Behavior Influencing
- Premium Corporate Gifts
- Point of Sale Advertising
- Dynamic Price Tagging
- New Product Announcements
- Retail Level & Employee Orientation
- Training & Job Fairs
- Conventions & Social events.

