



Established early 2002, DataCall Technologies, a Houston based technological firm, has become a major player in the aggressive Digital Signage market. DataCall, using a proprietary process of delivering live data to its customers allows the end user to pick-and-choose their content while at the same time placing a custom message in front of their audience of the Digital Signage system, hence making Direct Lynk Messenger™ a “must-have” product.

- “As Live As It Gets” content
- Currently offering over 28 selections
- Licensed-to-resell content from providers

Direct Lynk Messenger™ informational feed is driven to Digital Signage software via several available formats:

- Streaming ASCII
- XML Lumped
- XML Grouped
- XML Ungrouped
- XML Micro

Categories of informational content range from daily news headlines **to financial headlines...** **Stock market** information is 10 minutes off market... **Sports** selections to satisfy any sports viewer... **Weather** localized by zip code choice...**Amber Alert**.

Custom Messaging, unique to DataCall Technologies Direct Lynk Messenger, allows the custom message to be viewed virtually immediately. Once the message has been posted it begins to flow within the selected content.

Economics

A very economical advertising tool in the Digital Signage industry, Direct Lynk Messenger is available as an annual subscription service. Subscribers are provided with a password-protected interface available from any internet-enabled browser. A *Custom Message* can be sent virtually immediately to multiple locations within that subscription. This allows franchise operations the ability to have all stores offering the same special immediately upon posting to the *custom message*.

Availability

The Direct Lynk Messenger subscription is available through your DataCall approved software manufacturer, an authorized reseller of DataCall Technologies products. The product may also be ordered direct from DataCall Technologies.

Additional information

Please contact your software manufacturer or visit our website, www.datacalltech.com to learn more about this unique “*As Live As It Gets*” marketing tool.

A handwritten signature in black ink that reads "Jim Vance".

James F. Vance,
Strategic Account Manager

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