

The Technology Renewal ADVANTAGE



Learn What The "As A Service" Model Can Do
For Your Digital Display Strategy

Prepared by NanoLumens
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Can you relate to this story?

- You buy a shiny new smart phone.
- It's the most amazing smart phone you've ever seen.
- In what feels like a blink of an eye, you see an ad for an even more dazzling smart phone.
- Now yours doesn't feel quite as special.
- And you're forced to choose: Buy the new one, or have the second best until you do.

Sure. We all relate. That's why NanoLumens just rewrote the story of technology obsolescence with our [ADVANTAGE Technology Renewal Program](#). And this story has a much happier ending.

ADVANTAGE is the next-generation technology renewal program from NanoLumens. It lets you finance your entire digital display strategy on a monthly basis, eliminating the primary fear of digital display purchases: technology obsolescence. It gives you state-of-the-art digital display design as a service. You don't need to be a technology expert, because the experts are part of the package. And you maintain the ability to add upgrades and new assets to your existing contract. ADVANTAGE is the easiest path to gaining a competitive advantage in digital displays.

"Advantage lets you finance your entire digital display strategy on a monthly basis. It eliminates the primary fear of digital display purchases."

The ADVANTAGE Technology Renewal Program Eliminates Obsolescence Risk.

ADVANTAGE eliminates obsolescence risk with an automatic five-year upgrade schedule. NanoLumens is already the industry leader in innovation. Combined with our vigorous R&D cycles, ADVANTAGE customers can rest assured: Just as other technologies try to catch up to the "wow" factor of your display, we set you apart from the pack.

"As A Service" Model Delivers Benefits of Digital Displays, Not Obligations

NanoLumens borrowed the "Software as a Service," or SaaS model, and applied it to digital displays. "As a Service" works for digital display technology for the same reasons it's been successful for companies such as Salesforce and NetSuite. It delivers benefits in a client-centric format. It frees clients from upfront capital investments and IT obligations. You don't need to be a technology expert, because the experts come with the package. It's the most user-friendly model in LED digital display ownership.

Let's Take a Look at NanoLumens ADVANTAGE in Three Parts:

• Opportunities • ADVANTAGES • Freedom

The Opportunities of LED Digital Displays

When we talk about the opportunity of digital displays, we're talking about two things: creating income and building value. We're talking about display conversion — the incremental sales generated by each display. And we're talking about display branding, which is the "wow" factor. It's the switch that flips on in a visitor's mind that says, "This is amazing. I'm coming back here."

NanoLumens optimizes your income opportunity by giving you the most creative platform in the industry. And creativity is key to display conversion. Designing the most effective displays requires a technology that can yield to creative design. That describes NanoLumen's anything-is-possible engineering.

NanoLumens "wow" factor quality optimizes your display branding. To make a big impression, we create clarity and brightness people have never seen before. And we continually follow it up with innovations that keep NanoLumens ahead of the pack.



The ADVANTAGEs of the ADVANTAGE Technology Renewal Program

Gets You in the Game

If you don't have the capital or credit for digital display equipment, ADVANTAGE clears the hurdle for you. Make payments over time, while beginning your benefits immediately.

Delivers Best-In-The-World Quality.

ADVANTAGE sends you straight to the head of the class. You're not making an entry-level investment. Visitors to your venue will view display quality they didn't know existed. That "wow" factor translates to income and value.

Guarantees Your Place at the Head of the Class.

ADVANTAGE customers are on a 3 year upgrade cycle. Every ADVANTAGE customer is ensured ongoing innovation without the need to purchase new equipment. With ADVANTAGE, you know you have the best, today, tomorrow, and every day.

Ensures a Competitive Advantage.

All displays are not created equal. Having the best distinguishes you from your competitors. Having automatic upgrades means you are always leading that pack.

Preserves Credit Limits.

Because ADVANTAGE doesn't require you to tap your credit lines, you can use that credit elsewhere. That's a lot like getting another credit line.

Frees Capital for Other Strategic

Investments By metering the cost of your display, you can invest your capital in other strategic investments.

Makes Budget Approval Easy.

ADVANTAGE is the easiest way to present digital display ownership to your CFO. You don't need to present it months or quarters, in advance for budget approval.

May Give You Tax Benefits.

In some cases, you can record "Visualization as a Service" payments as a tax deduction. (Consult with a tax accountant to determine whether or not that's true for your business.)

6 Year Nixel™ to Pixel Warranty.

While Pixels may fail. We won't. We provide you an industry-leading 6 year warranty because when you are truly serious about something, you stand behind it.

Complete One-Call Solution.

It's easy to remember: NanoLumens for digital display means never making another phone call. You'll have the best technology, the best guarantee, the best ownership plan, and the best partner for all of your visualization solution needs.



Freedom

Freedom in business is freedom of unnecessary obligations — freedom from mission creep. But owning technology does not guarantee the freedom to focus on your specialty. It's not the right fit for every organization and every circumstance. Ownership can tax human resources in unexpected ways. And it can divert capital from essential activities. That's not freedom.

ADVANTAGE's service model frees you from traditional ownership obligations. Instead of technology owners, you become technology beneficiaries.

What Does The Freedom of a Service Model Look Like For Your Organization?

It's simple. Instead of getting mired in the financing or technical implementation of digital display strategies, you get to ask your own experts "What can digital display do for us?"

- For architects
- For designers
- For integrators
- For retailers
- For venue owners
- For managers

You get a creative partner, a technical guide, and a financing solution all in one. And letting us do what we do best helps you to focus on what you do best.

Anything's-Possible-Engineering Gives You The Ultimate Creative Platform

NanoWrap

360-degree LED displays let you wrap around columns in digital wallpaper.

NanoSlim

Sleek, flat and lightweight for indoor applications.

NanoLumens Gallery Series

The world's first true curved, outdoor LED solution.

NanoCurve

Freedom from straight lines.

It All Starts with a Single Question.

Our relationship almost always starts with a single question. "How can digital display increase our sales?" Or, "Can NanoLumens build this?" "Is this even this possible?" The answers to those questions are more exciting today than they've ever been. And with the ADVANTAGE service model, apprehensions about cost and technology are no longer reasons not to ask.

An Invitation

We invite you to call us. Share your questions. Explore the possibilities knowing the benefits have never been greater and your path has never been easier.

Call us 1-888-771-NANO (6266). Go ahead. Ask us anything you like.





About NanoLumens

NanoLumens, headquartered in Atlanta, Georgia, creates display visualization solutions that deliver truly immersive customer experiences and great return on investment. We provide unique solutions to problems that haven't been thought of yet. Our fully custom display solutions provide engaging customer experiences and the ability to realize solid returns on investment. Our brilliant displays, designed and assembled in the USA, are so thin, lightweight and curvable, they fit almost anywhere. With quality backed by an industry leading, Six Year Warranty, NanoLumens is your collaboration partner for visualization solutions that live up to your imagination. For more information, visit: www.NanoLumens.com

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