

DIGITAL MENU BOARD

This display grabs attention at the point of sale and then drives add-on purchases and repeat visits by prominently promoting tire and service offerings as well as specials. Once you subscribe, Goodyear® automatically adds the latest tire, service and offer modules to your Digital Menu Board and routinely updates them so you don't have to do a thing. Or, you can choose from a library of attractive assets designed to help increase sales at your counter — then customize them by adding your own relevant messaging. All you need is a computer with internet access.

WAITING AREA TV

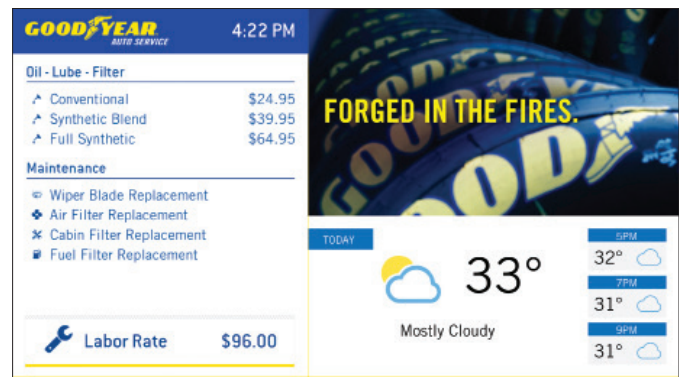
Goodyear TV gives you the opportunity to communicate with your customers by promoting special offers as they watch while they're waiting. Dealers can blend content from nationally recognized programs with their own marketing messages – without having to worry about competitive advertising.

GETTING STARTED:

Once you subscribe, you'll receive a small receiver unit. Besides that, you might already have the following requirements needed for digital menu board installation.

BASIC IN-STORE REQUIREMENTS:

- 50"-52" LED, LCD or plasma display (smaller if space is limited)
- 720p minimum screen resolution
- Minimum of one HDMI input
- Nearby internet connection or Wi-Fi access
- Access to a computer
- Power outlet



INFORMATION AND ASSISTANCE:

Goodyear Digital Menu Boards are provided by 10 Foot Wave, a digital signage specialist. For more information, program cost or to place your order, please contact Glen Clements at glen@10footwave.com. You can also reach 10 Foot Wave at 1-704-313-0392.