



Content Overview

The development of the Neo Content Live program is an evolving process that is regularly updated with new features, providing information and entertainment to a large captive audience. The concept for each segment was produced specifically for an environment that provided clear readability from up to 80 feet away. Rather than dividing the screen into zones where news headlines, stock quotes, weather icons and advertising compete for equal attention, Neo Content Live dedicates the full screen for maximum impact and legibility.

News Segments

Many DS networks use news headlines to engage patrons and retain eyeballs on the screens. We're constantly striving to provide the newest information and deliver it in a clever way to achieve this objective. Here are some of the attributes of our packages and what we have done to capture one's attention.



The concept for the design was to provide a high definition full motion background that resembled your standard news feel that people are familiar with when watching nightly news broadcasts. There is a 5 second opening animation designed to capture the attention and indicate what information they are about to receive. In case you miss the opening the content category is at the top of the panel throughout the segment.

Clearly DS is not TV so to compensate for the lack of audio we dedicate over 60% of the screen to large headlines (If people find text difficult to read invariably they look away). We limit our headlines to a maximum of 4 lines of text to avoid being too wordy. If headlines exceed a certain number of characters we filter them out. Between each headline we provide a quick flashy transition to attract attention and provide energy to the segment. A clock is always present in the upper right corner and this is relevant to the latest headlines. Each time a new segment opens it retrieves the latest information available over the news wires. On the upper left of the headlines is a red arrow that indicates when the story was updated. It's not uncommon to see a story that was released 1 minute ago on Neo Content Live!

In fact all stories that have been updated in the last 15 minutes will display in reverse chronological order followed by random headlines and ending with the 2 most important headlines as determined by our content provider. The 2 most important headlines appear at the end of the segment so each time the broadcast begins you won't see the same 2 messages right away. It's important for the audience to become educated on the information and that it's up-to-the-minute and not a day old. Should a headline be over 24 hours old we remove the updated arrow.

While the look of our content is very important to the overall presentation and the manner in which we display the news is of equal value.



Entertainment Categories

Entertainment is a much lighter category than News, Health or Business therefore our approach was to spend more time developing unique creative concepts. While Entertainment headlines follow the same format as the News, the other categories were developed for a younger demographic.

Three new segments include Top 5 CD's, Top 5 DVD's and Top 5 Movies. These are updated on a weekly basis and with some careful collaboration between production and programming it was determined the best approach was to make this a dynamic segment as well.

The challenge of each segment was to integrate the dynamic components into the production to make it as seamless as possible. While it's nice to see cool effects if the objective of delivering relevant information is overshadowed by a dazzling graphics ultimately the segment will fail.



Sports

Sports scores have always captured the attention of an important demographic. Even if they knew their team won the night before they like to see the winning score displayed again and again. Like many of our categories we place priorities on what information appears first. In the case of sports depending on the time of year certain sports scores will appear first. For example on Sunday and Monday during the fall and winter NFL scores will appear before basketball or hockey. After a certain hour the results are no longer displayed but the time and matchups of the evening games are shown. Sports are also updated live like all other categories so games in progress will display the latest scores.



Dynamic Advertising

One of our clients approached us about a new campaign promoting the HTC touch phone and having weather on the go. They wondered if it was possible to have the current temperatures and icons appear on the phone as they would on the actual device. Since we already have a full weather package in place, acquiring the local temperatures across the country was quite simple.

After completing the programming of this segment every location received the exact same creative file but each would display local weather conditions and temperature. After 6:00 sun icons are replaced by moon icons. Almost the same spot ran on TV networks across the country but without dynamic weather information. This clearly demonstrates to the agencies, the power and flexibility that digital signage can provide that few other mediums can match.

