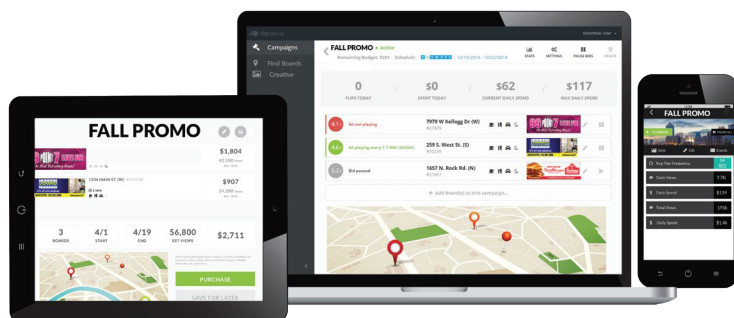


Generate new revenue with online customers

Daktronics and Fliphound have partnered to drive operator occupancy, revenue, and help Daktronics display owners attract new, local out-of-home advertisers. Daktronics has integrated Fliphound into its Visiconn® display management solution to offer seamless activation of Fliphound for operators.



EARN \$. DIVERSIFY. INCREASE ASSET VALUE. FOR FREE!

Q: WHAT IS FLIPHOUND?

A: An online selling and buying platform.

Q: HOW DOES IT WORK?

A:  & fliphound We made it simple!

Fliphound delivers real results and revenue.

- 500+ advertisers; adding new advertisers every day.
- 20,000+ campaigns run on Fliphound since inception.
- Increase your local ad revenue by enabling online buying and attracting new advertisers.

92% of advertisers recommend Fliphound*

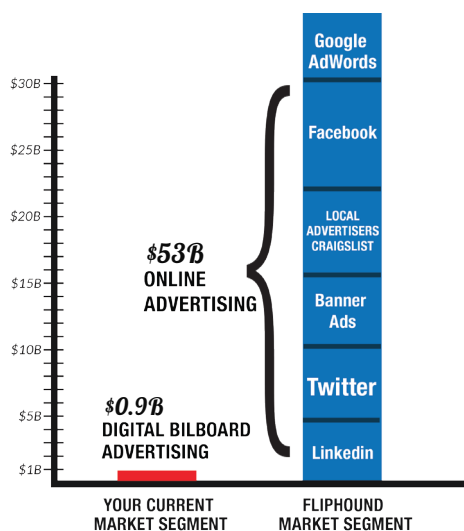
85% of Fliphound users are new to outdoor**

After 20 months, operators are generating **5 to 20%** of board sales online**

Advertisers purchased **2-6** billboards on average for each campaign

ACCESS NEW ONLINE ADVERTISERS

Tap into the \$53B online advertising industry and stay ahead of competition!



- Call Fliphound to get plugged in. FREE to enroll for board owners and advertisers.

Favorite/Most Useful Fliphound Features:

- Pausing/stopping - 81%
- Buying outdoor online - 73%
- Budgeting by board or campaign - 62%
- Ability to choose and change boards - 58%
- Ability to swap and change content - 50%
- Day of week parting - 42%
- Monitoring performance/online reports - 42%

- Operator sets pricing on per-flip basis, no pricing or channel conflict.
- Content reviewed - you set approval process and restrictions and are alerted of new content.
- Automated configuration with Daktronics.
- NO scheduling hassles — schedule Fliphound once and let the ad-serving platform do the rest. Add/remove slots at your discretion.
- Feature rich: Day parting, real-time bidding, analytics & MORE!
- Fliphound guarantees monthly payments. 100% of advertisers pre-pay no collection problems.

GET PLUGGED IN TODAY!

FLIPHOUND:

Customer Service & Software Support: (316) 854-8668 or support@fliphound.com

DAKTRONICS:

Customer Service & Software Support: 1-877-325-4357 or billboardservice@daktronics.com



New online sales formula



DEMOS & WEBINARS

- Train sales team/board owner to hold demos and weekly/monthly webinars



ONLINE MARKETING

- Google AdWords
- Social media (post and advertising)
- Create a local Google and online presence, landing pages and custom widgets
- Email marketing



CONTRACTS & LEADS

- Quickly respond to RFPs
- View advertisers' activity in real-time
- Inside sales calls and leads



PRESS

- Press release templates for local media
- National and industry coverage



SALES TRACKING

- Assign sales staff to accounts
- Real-time sales analytics and commission reports
- Event alerts



CUSTOMER INCENTIVES

- Referral programs
- Giveaways, contests and coupons
- Loyalty programs
- Customized marketing materials and proposals



SUPPORT

- Online chat (M-F, 8AM-5PM CST)
- Low cost creative services
- Live sales person to help with strategy and campaign set up
- How To videos

Upcoming features and services



REAL-TIME BUYING

Available online and for mobile devices

RFP & CONTRACT

- Respond to and negotiate rates
- Generate proposals and contracts

CONTENT GENERATOR

NATIONAL OOH PARTNERSHIP

STATIC INVENTORY — AVAILABLE ONLINE

TRADING DESK PLATFORM

TAB CERTIFICATION

INTEGRATE WITH DSPs (Demand Side Platforms)

- Advertiser controls the type of audience to target
- Allows advertisers who are buying online to buy Fliphound at the same time