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To: DDG Headquarters and Branches	Category: Program/Promotion
From: Chris Brandt, ACDelco Marketing	Line(s): All

Subject: NEW ACDelco Digital TV Menu Board

Description

ACDelco announces an ALL NEW addition to the ACDelco Image Program and a compelling new benefit for the Professional Service Center (PSC) Program participants, AJPs, and WDs. Introducing the "**ACDelco Digital TV Menu Board**" designed by MoodMedia and configured specifically for ACDelco and our customers.

Make your waiting room work for you and your customers:

- Turn your waiting room TV into a combination menu board, entertainment, education and advertising resource.
- Select from a wide variety of popular CBS network entertainment to blend customer waiting TV entertainment with ACDelco branded and non-branded automotive information and education pieces.
- Select from a variety of automotive vehicle systems simulations—perfect for explaining to a customer a repair that is needed on their vehicle.
- Integrated on-screen menu board allows shops to display services to the customer with or without pricing.
- Up-to-date, relevant content—ACDelco and MoodMedia will regularly add new content to the playlist.
- Ability to upload your own locally developed content.
- Easy computer based customization—update the menu board and playlist from anywhere you have computer access.

Incentive

Cost to the ACDelco PSC or AJP is only \$75.00 (does not include monthly subscription rate outlined below nor the cost of a TV). This fantastic rate is made possible since this is part of ACDelco's Image Program, so the one-time \$149 fee (for media player setup, configuration and shipping) is eligible for 50% subsidy!

Qualifications

Available to ACDelco Professional Service Center (PSC) Program participants, AJPs, and WDs

Order Input

The initial order for this system should be placed by an ACDelco representative via the online image order form. The rep processes the order as follows:

1. Log into acdelcofunds.com
2. Click on forms
3. Select image order form
4. Select "ACDelco Digital Menu Board"
5. Complete the image order form, and if a MoodMedia contract has already been signed by the customer, please attach to the order form—SUBMIT.

NOTE: Completion of the image order form and receipt of contract will initiate billing to the Warehouse Distributor's open account/invoice for the startup cost only.

Following the initial order placement the customer will be contacted by a representative from MoodMedia to facilitate contract signing (if that has not been completed prior to the initial order and attached to the image order form), initiation of billing for subscription and shipment of media player. The billing/contractual relationship beyond the initial startup is between the PSC/AJP (final user) and MoodMedia.

General Information

System Requirements:

- Works with any digital TV with an HDMI input (TV not included) (vendor recommends not using the Dynex brand from Best Buy).
- Internet access required—can be wireless or wired directly.
- TV must be installed in a location with access to Internet and a three-pronged, grounded power outlet for the media player.

Features and Benefits:

- Easily change out menu prices
- Promote local specials
- No software to install
- Update from any web browser
- Great-looking content library that always stays fresh
- Sell more services and products
- Update system-wide promotions
- Improve storefront appearance
- Hundreds of pre-loaded automotive picture and video assets to choose from

Costs:

Startup cost:

- \$149.00 (Final cost after ACDelco subsidy is \$75.00) - includes: media player (modem), IR sensor, remote control and (1) HDMI cable plus installation and user guide - DOES NOT INCLUDE TV plus tech support for installation

Monthly Subscription:

- \$900/year if paid annually at start of contract (equates to \$75.00/month) – If choosing this option, it can be submitted as a business expense on acdelco360.com and use earnPower/EY points to pay for it -- OR -- \$85.00/month if paid on a month-by-month basis

Both options require a three-year subscription contract. Contract includes a 30-day cancellation option at no charge and the option to cancel at any time for \$250.00. Please see contract for all details.

Please copy/paste the link below into your browser to access a demo of the ACDelco digital TV menu board:

www.muzak.com/partner/acdelco

Attachments