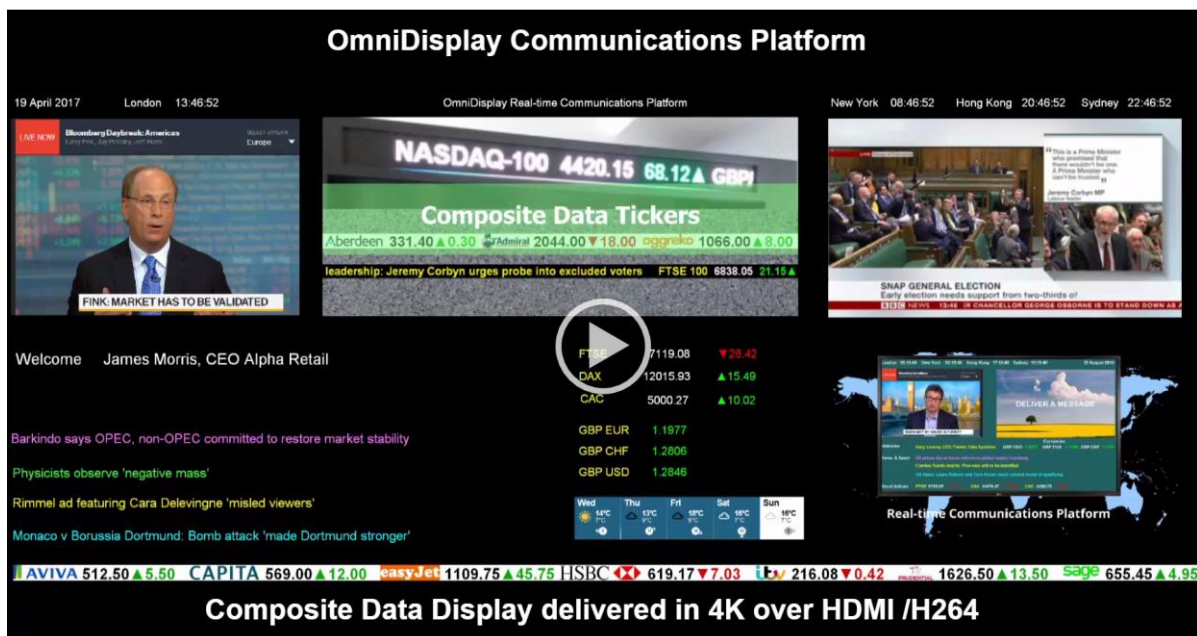


Initiostar acquires Telefax Data Systems

The last 6 months have flown by – Initiostar completed the acquisition of Telefax Data Systems and OmniDisplay, bringing together the technology advisory services of Initiostar with OmniDisplay, the real-time communications platform from Telefax Data Systems. This created the opportunity to broaden services offered and to further invest in OmniDisplay.

Content-as-a-Service

With our combined products and services, Content-as-a-Service has become a reality. With content design services from Initiostar running alongside OmniDisplay, real-time multimedia streaming and AV over IP is delivered using single and multiple 4K composite images to any surface, video walls, LED displays and standard displays of any size and shape.



Any reception and meeting area will benefit from a real-time information system; they provide marketers, and publishers an opportunity to deliver targeted information alongside live news channels, news feeds, company information and personalised messaging; all tailored to their target audiences with schedules (time and date) and playlists (frequency and interval).



Professional 4K monitors and high-resolution LED displays together with OmniDisplay have created the opportunity to deliver visually compelling and informative displays at a lower cost than was possible just a few years ago. Further advances, the availability of Windows IoT (to complement system-on-a chip solutions) will drive cost of ownership and installation lower still.

Working with Channel Partners

Initiostar and Telefax Data Systems have worked with many channel partners over the years; AV companies, marketing agencies and display providers as well as many end user clients. Our business approach is focused on extending and creating further channel partnerships to address our customers' requirements and to broaden the appeal of OmniDisplay.

OmniDisplay - the Integrated, Software Driven, Real-Time Communications Platform

The screenshot displays a complex dashboard with the following components:

- Top Bar:** Shows time and location for London (11:16:05), New York (06:16:05), Hong Kong (19:15:05), and Sydney (22:15:05).
- Left Panel:** 'URL Sourced TV' showing a Bloomberg news feed with market data for Nikkei 225, Tokyo MEXI HD, DENACO LTD, and Softbank.
- Center Panel:** 'Single Datastream for Video Walls' and 'Video & Picture Playlist'.
- Right Panel:** 'URL Sourced TV' showing a news anchor and 'URL Web Frame' with weather information for London.
- Bottom Section:**
 - Table:** Financial performance metrics.

	Month Sales	Month Target	Target
Software Licenses	£340,000	£450,000	76%
Software Services	£322,998	£345,000	94%
IT Services	£210,000	£245,000	86%
Managed Services	£334,557	£500,000	67%
Total Revenues	£1,207,555	£1,540,000	78%
 - OmniTicker:** A scrolling list of stock market indices including FTSE, DAX, CAC, S&P 500, and various currency rates.
 - OmniRSS:** A window for RSS data feeds.
 - Application Frame:** A window displaying a 'Month Sales' pie chart and other application-specific data.

URL TV & Static Web pages, RSS Data Feeds, Yahoo Finance (API) and Local Windows Apps, composed into a single data stream, vertically rotating & horizontally scrolling tickers, conditional formatting (+/- range changes), application frames, video and picture playlists.