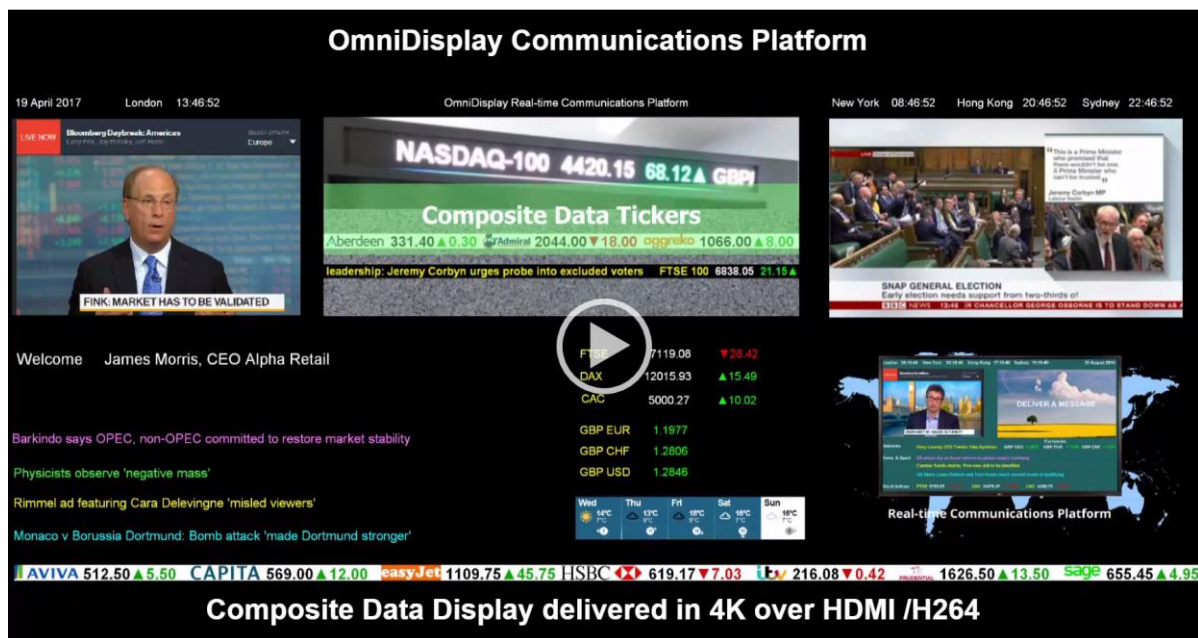


Initiostar acquires Telefax Data Systems

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 v6.2

The latest version, to be released this summer, includes an extensive collection of customer enhancements for OmniDisplay, OmniTicker and OmniRSS. Functional and operational, they are intended to support further integration with AV provides such as Matrox and Cabletime.

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

The screenshot displays a complex dashboard with the following components:

- Top Bar:** Shows the date (16 December 2016) and time for London (11:15:05), along with other global locations like New York, Hong Kong, and Sydney.
- Left Panel:** Features a 'URL Sourced TV' section with a 'Nikkei 225' chart showing a 3.40% increase and a 'Welcome James Morris, CEO Alpha Retail' message.
- Center Panel:** A large 'Single Datastream for Video Walls' section with a 'Video & Picture Playlist'.
- Right Panel:** Includes another 'URL Sourced TV' section with a news anchor and a 'URL Web Frame' showing weather for London (11°C).
- Bottom Section:** Contains a 'Month Sales' table, a 'CAPITA' ticker, and an 'Application Frame' with a pie chart.

Month Sales Table:

Category	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 Revenue	£1,207,555	£1,540,000	78%

Market Tickers: FTSE 7011.97 ▲12.95, DAX 11430.07 ▲63.67, CAC 4847.49 ▲28.26, S&P 500 2262.03 ▲6.76, GBP USD 1.2444, GBP EUR 1.1901, GBP CHF 1.2790, CAPITA 486.70 ▼0.70, HSB 666.10 ▼3.20, Lloy 195.00 ▼1.50, S&P 500 2262.03 ▲6.76, FTSE 100 7011.81 ▲12.80, NASDAQ-100 4933.41 ▲12.80

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.