



VIDEO CONTENT OVERLAY FOR YOUR DIGITAL DISPLAY SHOWROOM

Get Your Message Across

Display and manage content-over-video from anywhere in the world



Overlay. Engage. Increase Sales.

In a single click, you can display targeted sales and ad campaign messages in full HD and 4K over live background video to any or all of your showroom's TV screens. The Kramer Video Content Overlay solution automatically overlays engaging static or animated content such as electronic price tags, push notification campaigns, product specs, logos, and more.

Complete Solution for Video Overlay

Kramer VCO is a complete solution for video content overlay and digital signage with both modular software and scalable hardware. It can be integrated with any retail management system and scaled to any number of screens in any location. The solution uses your existing display network infrastructure and can be operated and controlled from a centralized corporate database or a single PC in a single store. Hardware includes Kramer VCO specialized distribution amplifiers, HDMI equipment, Ethernet switchers, a control server, and Kramer's award-winning cables.

Tailored for Your Showroom

With Kramer VCO, you can easily display any combination of overlay messages to accurately reflect differences in pricing, product specs or timely promotional campaigns for specific models. After you add text or image overlays, the VCO-1, VCO-5UHD, VCO-8, or VCO-16 distributes them over each of their corresponding source videos.



VCO-1



VCO-5UHD



VCO-8



VCO-16

Easily move overlay to any position on the screen



Speedy ROI

You'll enjoy fast ROI by more quickly and effectively engaging and converting customers with promoted products. With digitally and elegantly overlaid prices, specs, features, and promotions, your TVs will virtually sell themselves! You will also reduce the need for printing features, specs, prices, logos, promos, etc. And it's free to change overlay content to reflect price changes or special promotions. By using your existing HDMI video infrastructure, the solution keeps your installation costs down, further speeding up your ROI.

Modernize Any Showroom

Display your product content digitally and elegantly. No unsightly cables. No printed price tags or specs. No bulky hardware. Each display needs only a single HDMI cable to connect to the solution. Any other hardware is hidden from sight.

Designed for Non-Technical Users

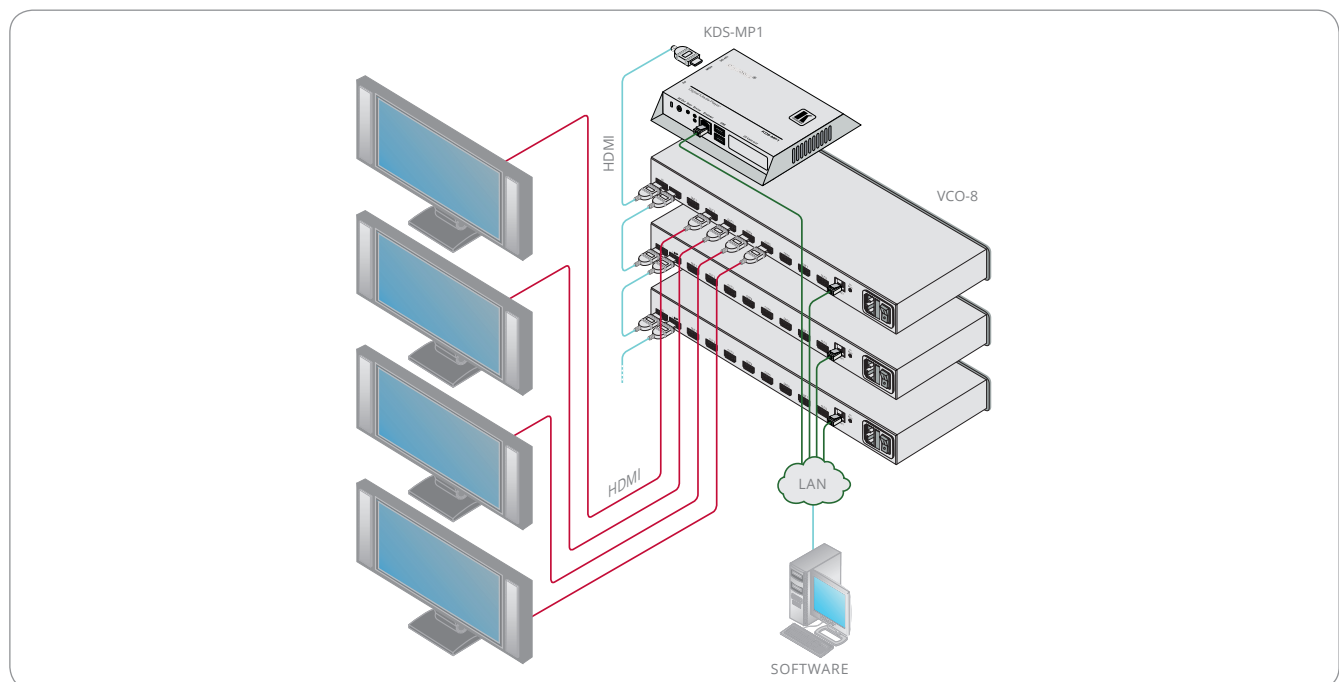
Kramer VCO makes it simple to transform your showroom into a cutting-edge, customer-targeted powerhouse. The solution provides a set of overlay templates to get you started. Just add your text and (standard PSD) graphics files for overlay — that's all! You can easily control and manage your overlays from a single PC. The solution's hardware installation is also easy. The VCO-1, VCO-5UHD, VCO-8, and VCO-16 are connected to your TV displays with a single HDMI cable.



World's First Fully-Featured VCO Solution

- Static or animated dynamic color image overlays in full HD and up to 4K with the VCO-5UHD
- Any-size overlay content with full transparency control
- Diverse templates for any retail scenario
- Built-in looping output for daisy chaining multiple TVs (VCO-5UHD / VCO-8 / VCO-16 only)
- Centralized control of all promotional overlays
- Integration with customer management system for dynamic modification of promotion/pricing overlays
- Support for unlimited number of overlays in any number of retail locations
- Secure access from any web browser, anywhere in the world
- Comprehensive error reporting for connected displays and overlays
- Automation for entire process from design to display in multiple showrooms
- Easy-to-use feature-rich software: design, schedule and display
- Digital signage with unlimited viewing zones
- 7-year global warranty with localized support across six continents

Installation Example



Kramer is a recognized market leader in Pro AV with numerous global awards for innovative solutions and customer support. Find out more about Kramer's Video Content Overlay solution at: kramerAV.com/VCO