



You're a retailer. It's a difficult, changing world. You face increased competition from big box stores and on line merchants. You carry a lot more products so you can compete, but they get lost in the vast sea of aisles.

What is the one thing you can do to sell more higher margin products? Use innovative point of purchase signs. These signs have a very important impact on sales because they can influence the customer on the spot, facilitating impulse buys or drawing attention to higher cost items. Yet they are underutilized because stores still rely on traditional print shops to make their in store signs.

In the traditional world, signs must be ordered 3 to 5 weeks in advance. This still does not guarantee that the signs will arrive on time for that big sale of yours.

And misprints will take days or weeks to correct, leaving you without the signage you were relying on for your big event.

You want graphics on those signs? That will cost you extra. Multiple colors? That costs extra, too. Signs geared to specific individual products? You're kidding, right? Short run test signs? Oh, please!

So you continue on, making your signs as traditional and boring as possible. All to fit with the traditional way of doing things, because you never had a choice.

What if there was a way to overcome all these obstacles and fully utilize in store signage in innovative, creative ways? And what if it could actually save you money as well? Here it is.

The Psyne Creation Station is an innovative product that will free you from the traditional way of dealing with your point of purchase signage.

Advantages:

1. It allows you to create signs on the fly and put them up immediately. That's right, no 3 to 5 week wait time.

2. It lets you correct errors immediately.



3. It gives you total control of the design and printing process, to reduce errors in the first place.
4. It allows you to design individual signs for specific products.
5. It allows you to use images and graphics in your signage. It allows you to better utilize color in your signage.
6. It helps you to differentiate yourself from the competition.
7. It gives you options, expands your horizons.
8. Most importantly, it lets you be innovative rather than force you to be traditional.

When faced with competition, the more options you have, the better your chance of success. And since the cost per sign is the same whether you use one color or several, graphics or no graphics, short run or long, print one sign or many, it saves you money!!!

So, what is the Psyne Creation Station?

It is everything you need to get you started designing and printing signs right away.

What you get

- A powerful Psychsoftpc Psyborg Extreme PC with high-end ATI graphics card, fast Intel Core 2 Duo processor, plenty of RAM and a large SATA Hard Drive.
- The latest Microsoft and Adobe software, so you can design your signs, do your own layout and save your designs as PDFs for delivery to affiliate stores while preventing other people from altering them.
- A large graphics tablet for free hand drawing, a high-end flat bed scanner and a high end Digital Camera so you can more easily capture images and graphics for use in your signs.
- To print your signs, you get the C9600hn large format color Signage Printer from Oki Printing Solutions, specially tweaked to handle all of the various signage formats including banner printing.

And to handle the printing chores at other locations, we offer the Psyne Print Station, which is the same PC and Oki Printing Solutions Printer, but without the software and extra hardware. This way, your folks can receive your designs in PDF format and print them without having to worry about creating them on their own.

So contact Psychsoft right away and start taking advantage of all the possibilities in-store signage can present.

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