



KEY FEATURES

- Advanced Content Curation
- Precision Scheduling & Share of Voice Controls
- Dynamic Loop Management
- Real-Time Proof-of-Play & Analytics
- Role-Based Collaboration

TouchSource Visual Content Loop+™

Next-Level Content Curation for Place-Based Digital Signage

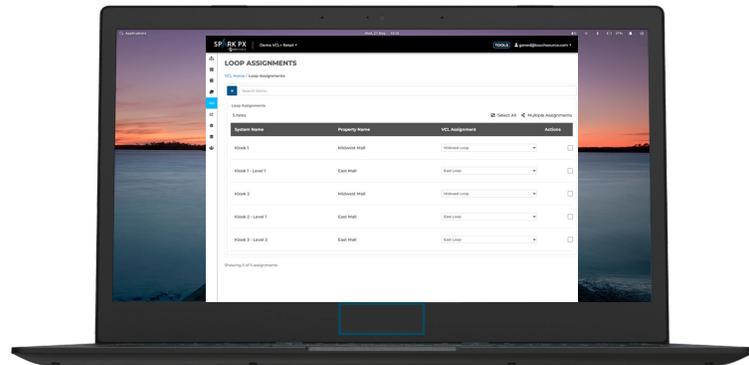
Visual Content Loop+ (VCL+) is TouchSource's advanced content orchestration engine for the Spark PX™ platform. It gives operators, property owners, tenants, and media partners the ability to curate, schedule, verify, and manage content across place-based digital signage networks with precision and simplicity.

Who It's For

- DOOH Network Operators: precision loop management, proof-of-play, and monetization support
- Retail Centers & Mall Operators: blend national, local, and specialty leasing messaging
- Healthcare Networks: consistent system-wide communication with localized flexibility
- Corporate Real Estate & Campuses: centralized oversight with tenant/department autonomy
- Government & Public Spaces: easy compliance, clear audit trails

Key Benefits

- Streamlines complex content workflows
- Reduces manual work and operational errors
- Supports direct-sold and programmatic advertising models
- Ensures transparent, verifiable delivery
- Scales effortlessly across multi-building or multi-market portfolios
- Empowers contributors while preserving centralized control

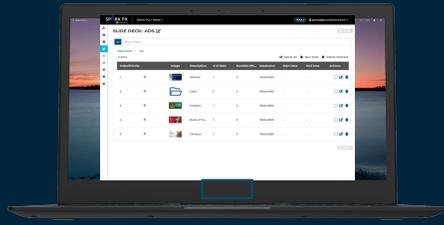


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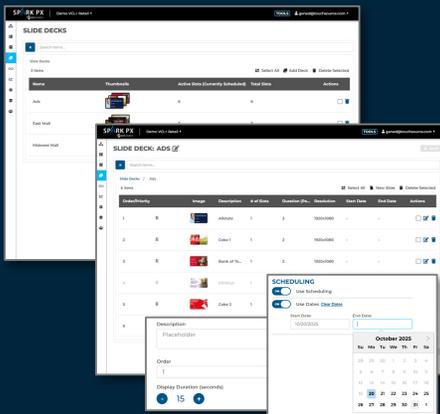
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What Does It Do?

It gives operators, property owners, tenants, and media partners the ability to curate, schedule, verify, and manage content across place-based digital signage networks with precision and simplicity.

Advanced Content Curation

- Build unlimited slide decks and content playlists
- Blend ads, messaging, infotainment, and tenant content
- Control order, priority, and duration with intuitive drag-and-drop tools
- Curate content streams for specific buildings, zones, or screens

Precision Scheduling & Share of Voice Controls

- Set start/end dates, dayparting, and recurring schedules
- Balance messaging from multiple contributors with slot- and priority-based rules
- Support for direct-sold, co-op, and programmatic campaigns
- Ensure transparent, predictable exposure for every stakeholder

Dynamic Loop Management

- Update content across your entire portfolio instantly
- Apply loop assignments to individual screens or groups
- Maintain consistent messaging across multiple locations
- Roll out network-wide content changes with one action

Real-Time Proof-of-Play & Analytics

- Verify campaign delivery down to the second
- Access transparent dashboards for plays, durations, and loop performance
- Eliminate billing disputes with trustworthy analytics
- Gain actionable insights into what content runs, where, and when

Role-Based Collaboration

- Empower property managers, tenants, and media partners to manage only their allowed content
- Keep oversight centralized for administrators
- Reduce operational bottlenecks with independent contributions
- Maintain brand and compliance safeguards across all screens

About TouchSource

TouchSource helps organizations create effortless, engaging place-based communications that elevate every space. Our digital directories, media displays, and smart signage solutions connect people with the information they need—clearly and intuitively. From CRE and retail to healthcare, residential, and public environments, we make it simple to deploy, manage, and scale digital experiences across any portfolio. With more than 12,000 successful customer engagements, TouchSource delivers reliable, modern communication that just works.