

A flexible structure that can easily be adapted to the changing requirements...



“solutions that make a difference,,

#### About TURCom Teknoloji

Establishment: 1993

##### Main areas of Activity:

- System Integration, Voice/Video/Data Communication
- Corporate Telecommunications, Internet and Data Center Administration
- Infrastructure Solutions
- Information and Access Security and Management
- Server, Information Storage and back-up Solutions
- Document Management and Archiving Solutions
- Mobile Solutions and Applications
- Call Center Optimization Solutions
- Technology and Telecom Infrastructure Relocation Services
- Help Desk and Line Maintenance – Product Support Services

##### Services and Coverage:

With 7/24 service availability; headquartered in Istanbul, with sales / service offices, and pop centers throughout the country and numerous data and disaster recovery centers in line with the global standards...

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“solutions that make a difference”



“Broadcasting TV”



IP Based  
Multimedia Solutions



“solutions that make a difference”



Technology that enables customized broadcasting to targeted audiences...



- If you would like to reach your mass audiences (customers, employees, students...) in a non-traditional way,
- If you would like to transmit updated information from your headquarters to the branches and franchisees, or to train via distant learning,
- If you would like to achieve these ambitious goals by using cost-effective IP-based technologies; then, let us introduce you to TRCtv.



Being structured according to the diverse content needs of each and every sector, TRCtv is a data station that transmits content from a central location to numerous end points through an IP-based structure.



## What is TRCtv?

TRCtv is a closed circuit loop TV system with IP broadcasting priority assignment feature that performs video and audio transfer from one central location to the end points within the headquarters, and/or at distant locations.

Besides date and time information, dynamic data may also be provided to the attention of the viewers as desired.

Users themselves can easily prepare and update the content as desired. The TURCom team backs the user-friendly TRCtv infrastructure with cutting edge graphic/video products.

Furthermore, if so requested, TURCom designs content, provides dynamic template screens and broadcasts to the desired locations.

## Who can use TRCtv?

TRCtv can be applied in companies in all sectors. It could be applied from a single firm with few sites to organizations with widespread presence (branches, franchisees, campus areas) for: marketing, sale, training, information and other purposes. Such as:

- |                                       |                                |                           |
|---------------------------------------|--------------------------------|---------------------------|
| • Mass transportation terminals       | • Culture and congress centers | • Large shopping centers  |
| • Governmental institutions           | • Cinemas                      | • Stores                  |
| • Hospitals                           | • Theaters                     | • Supermarkets            |
| • Military facilities                 | • Billboards                   | • Entertainment centers   |
| • Banks                               | • Corporate TV                 | • Spas and sports centers |
| • Schools                             | • Automobile/art galleries     | • Sports facilities       |
| • Universities and other campus areas | • Gas stations                 | • Kiosks                  |
| • Libraries                           | • Travel & lodging centers     | • Hotels                  |
| • Bookstores                          | • Real estate agencies         | • Holiday villages        |
| • Museums                             | • Housing complexes            | • Tourism agencies        |

## Some Application Areas

• Broadcasting real-time announcements and advertisements to targeted audiences in public areas such as: subway/ bus/ railway stations/ airports, recreation facilities, military compounds...

• Distant training, orientation of personnel and customers in the health sector.

• Education, visual broadcasting, announcements at the universities, factories, organized industrial zones, widely spread campuses.

• Promotion/Advertisement in the service sector such as: hotel lobbies and rooms, near-by touristic locations and facilities.

• Instantly changing promotions, advertisements, campaigns and announcements at the shopping centers, kiosks, gas stations and ATMs.

• Simultaneous broadcasting for promotion, employee training, etc. at franchises, numerous stores in wide ranging activities.

• Timely news and announcement broadcasting in military facilities and campuses.

• Service, activity announcements and nearby business advertisements in housing complexes/ residences.

• Guidance, notices and other services (reservation and mapping services etc.) for enterprises, restaurants and cinemas, shopping centers.

Besides the many applications listed above; creation of multi-purpose static, or interactive screens, display of real time announcements in the form of subtitles as well as slide shows and many other applications that you might imagine are made possible with TRCtv.

## What are the features of TRCtv?

### HIGH QUALITY

IP based continuous broadcasting, fast applications, high quality audio and video.

### EASE TO UPDATE

It is possible to transmit real time broadcast to any point. The desired message can reach the target audience directly and economically through localized broadcasting. It is very easy to update the data any time because TRCtv makes dynamic data entry possible.

### FLEXIBILITY

It has a flexible structure, with its easy-to-update features, with localized broadcasting capability that can be independently programmed on a point-by-point basis.

### ADAPTABILITY

It can be integrated to all platforms.

### SUITABILITY FOR DEVELOPMENT

TRCtv operates with a technology that broadcasts with an IP-based special configuration and it can be managed from a single center. Its technology and software are suitable to be developed further.

### SCALABILITY

TRCtv screens in all broadcasting points are connected to the center and are centrally controllable. Furthermore it is also possible to send special broadcasts and advertisements to selected sites without interfering with the general broadcasting.

Dynamic information such as presentations, advertisements, product films, weather reports, news, time, calendar, announcements and foreign exchange rates, etc. are displayed in an interactive manner within the TRCtv information screens.

## Why use TRCtv?

It offers unique and innovative features to boost your advertising efficiency and revenue, video and music on-demand can be billed. It provides unlimited advertisement possibility. Moreover, it is flexible to provide user participation; games and competitions can be conducted.

Due to its advanced technology, TRCtv performs localized broadcasting management and transmits unlimited advertisements, announcements and promotions to targeted audiences in real time. It is time saving, and operational efficiency is achieved through effective information flow.

It enables dynamic data entry with ease. For example, in cases where arrival and departure information can not be updated by hand, TRCtv can be integrated to the existing database and present the information obtained in its own screens with a graphical design.

It provides an effective way to use knowledge and information in educational and commercial institutions. Up-to-date teaching can be transmitted to institutions enabling distant learning.

TRCtv is an environment friendly application as it eliminates excessive paper, ink waste, saving natural resources and supporting prevention of global warming.

TRCtv can provide great contribution to all marketing and sales activities. In addition to the strengthening and reinforcement of corporate identity, it improves brand recognition and reputation. TRCtv not only strengthens the prestige and image of the corporation, but also contributes to the improvement of the communication. It can provide corporations with great help to compete and to increase their market value.

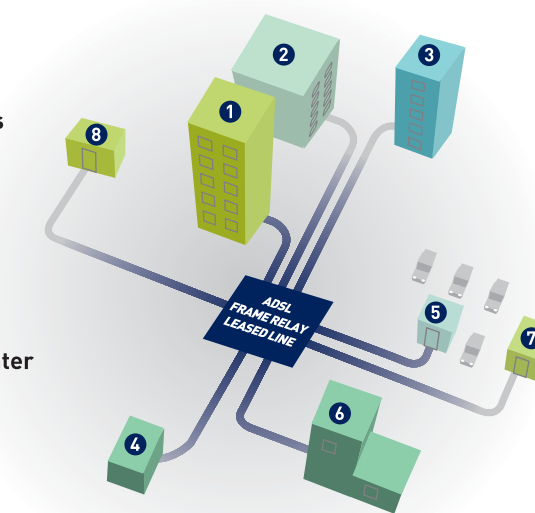


## How does TRCtv platform work?

Preferably, TRCtv information displays are chosen as LCD monitors. The visuals are transmitted via Set Top Boxes (STBs) to these screens. The content of the broadcast that are transmitted to the information displays of the STBs are prepared and broadcasted on the TRCtv server located at the center.

The updating, supervision and intervention of the content on the STBs are all achieved by using the TRCtv software.

- 1 Head Quarters
- 2 Shopping Centers
- 3 Branch Office
- 4 Retail Shop
- 5 Gas Station
- 6 Performance Center
- 7 Metro Station
- 8 Airport



In spite of the very rapid progress in the communication world; it is getting more and more difficult for advertisements and promotions to reach to their targeted audiences; and more so, to be differentiated among other advertisements and promotions. TRCtv conveys the desired messages to targeted audiences in the most effective way. With the help of monitors placed in the right spots, remarkably high viewing results are achieved. TRCtv abolishes the classic methods, and provides a very effective, advantageous, and economic marketing opportunity! TURCom is proud to provide the most effective media trend.