



Excite Visual Systems

Making Your Messages Come Alive

For Immediate Release

Excite Visual Fulfills Patients' Desire For More Information

SAINT PAUL, MN – Excite Visual Systems, Inc. (EVS) introduces to the medical community its *ExciteDental* and *ExciteMedical* system, a cutting-edge, turn-key, digital video display system that fulfills patients' needs for more information about their doctors through captivating images with informational and educational text displayed on flat plasma and LCD screens in reception and treatment areas. Designed as a unique, fully customizable visual system, Excite Visual helps patients understand individual medical practice's elective procedures, products, capabilities and staff, all inspiring greater interest and confidence while enhancing the brand and value of the practice.

"With the Excite Visual system, I finally found an effective means to provide patients the information they were looking for," says Dr. Paul Belvedere of Cosmetic, Family and Sports Dentistry, LLC, Edina, MN. "The *ExciteDental* system provides a highly-engaging, artful way to communicate to patients about all that a practice has to offer."

Being first into the medical market, the Excite Visual system is built from the patient's perspective. The concept was borne out of a conversation between a patient and a doctor during a routine visit, about the topic of the newly emerging industry of digital video displays and how it would apply to fulfilling patients unmet needs for additional information about various medical procedures. The Doctor, Dr. Fred Hermanson, saw that the large flat screen display medium would be a perfect vehicle to artfully convey the satisfaction his patients experienced, some of whom realized success at the pinnacle of personal appearance, the Miss America Pageant. The patient – an entrepreneur with Union Hill Ventures, a venture catalyst organization that specializes in bringing new technologies to the market – conducted research and beta testing with the assistance of Dr. Hermanson. The goal was to cost-effectively develop a custom digital video display system to communicate directly to patients while they were waiting. Fortuitously, through a convergence of technologies in large display digital screens, digital software, and the



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Internet, compelling practice-specific visual information can now be created and delivered electronically through the Internet to large display screens in reception and operatory areas. The display of compelling practice messages onscreen, which makes information easier to learn and remember, fully utilizes the internal time patients spend in the reception areas and fills the costly gap between external marketing and the patients' time in the treatment areas. The net result is improved patient retention and increased revenue from elective procedures.

Industry experts recommend medical practices invest from 4-6% of their annual gross revenue on marketing. They also state that internal marketing has been proven to be six times less expensive yet, dollar for dollar, more effective than external marketing since existing patients and their referrals are the best source for additional procedures. Taken together, these facts solidify Excite Visual's position as a high-value, effective, and affordable instrument for the practice.

"Doctors spend thousands of dollars each year just to get new patients in the door, but invest very little to explain their capabilities once the new patients have arrived – that's like a restaurant advertising heavily and then not providing any menus," explains prominent industry consultant Gary Takacs of Scottsdale, AZ. "The *ExciteDental* system is an outstanding solution to that problem."

To keep implementation of this technology as worry-free as possible for the dentist, the Excite Visual system is completely turn-key. It includes design services for creating custom patient information and education content, and complete system installation and management to go along with the hardware and software – dentists don't have to hire staff specialists, computer consultants or graphic design firms to get and keep the systems running. Further, Excite Visual systems are powered by proven, award-winning and world-leading proprietary software running on hardware optimized specifically to that software, and all custom content is remotely transmitted to the display screens through an internet connection – eliminating the need for outdated CD's, DVD's, and VHS tapes. And with the Excite Visual systems being a digital technology, doctors can have new information placed on screen quickly and affordably, eliminating the lead times, logistics, and high costs required with printing.



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Although a seemingly new technology, digital video displays are well established overseas and growing remarkably in the United States. Renowned research firm Frost & Sullivan, an international technology research firm founded in New York 40 years ago, recently published a research report stating the ability of digital displays to enhance brand image using targeted messages at the “moment of truth” makes it an opportune medium, and projected the U.S. growth rate to be over 40% every year for the next six years. Comparing the numbers from this authoritative report to those of other technologies, it is predicted that digital displays will become as commonplace in all service businesses as telephones, fax machines, copiers and computers are today – especially now that the cost of this technology has dropped to the point of being affordable for individual-location businesses. For most medical practices, the Excite Visual system costs less than the revenue generated by one additional referral, elective procedure, or case.

“Since having the *ExciteDental* system installed, my revenue from elective procedures has jumped as much as 40% higher than previous monthly bests – I’m so enthused about how this technology helped me that I strongly endorse it,” exclaims Dr. Fred Hermanson of Smiles By Design in Apple Valley, MN. “And the fact that the system is completely managed by Excite Visual is perfect – I can continue to focus on what I do best...helping patients improve their smiles.”

Excite Visual Systems, Inc., St. Paul, MN, is a leader in providing digital video display systems to branded professional service firms, providing completely turn-key systems of the highest quality at the greatest value, with the stated goal of being the best and first in class. More information can be found at www.excitevisual.com.

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