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SMART SIGN INTERACTIVE



The Cairns Foundation Innovation Challenge 2nd Place Winners

Brendan Tackney & Sheldon Pasciak





Smart Sign Interactive is a software service which enables a person viewing a digital electronic sign, to control it remotely to choose the information they are interested in.

Smart sign is an advertising platform for use with digital signage.



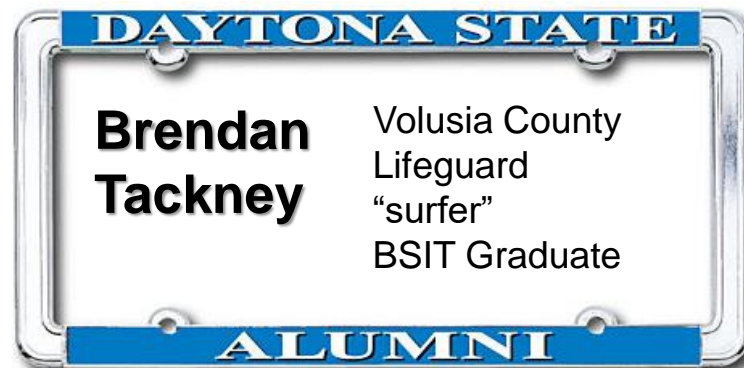


Who created the **World's Smartest Signs?**



After retiring from the US Army, Sheldon returned to college under the Post 9/11 GI Bill and graduated with high honors.

Bachelor's Degree in Information Technology.



Born here and raised by the Florida Sun, Brendan works as a Volusia County Lifeguard and surfs every chance he gets.

Bachelor's Degree in Information Technology.

How we met. Daytona State & Hack-a-Thons



Major League Hacking is the official student **hackathon** league. We organize the **hackathon** seasons in North America and Europe and support the 50,000 student hackers who participate annually in student **hackathons**.



The screenshot shows a news article from the Daytona State College website. The header includes the college logo, navigation links (ADMISSIONS, ACADEMICS, ATHLETICS, STUDENT LIFE, HELP, DISCOVER, FACULTY/STAFF), and a search bar. The article title is "DSC pair wins 2nd place at ERAU HackRiddle". The main text describes how two students, Sheldon Pasciak and Brenden Tackney, won second place in a 24-hour HackRiddle competition. It mentions their "Public Puzzle" game, which is based on collaboration and can be played on various devices. A photo of the two students is included on the right side of the article.

DAYTONA STATE COLLEGE

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ADMISSIONS ACADEMICS ATHLETICS STUDENT LIFE HELP DISCOVER FACULTY/STAFF

Home » Marketing » Press Releases » DSC pair wins 2nd place at ERAU HackRiddle

DSC pair wins 2nd place at ERAU HackRiddle

Contact Us News Releases Services

“Public Puzzle” based on collaboration from anywhere

DAYTONA BEACH, Fla. (Nov. 11, 2016) - Two [Daytona State College](#) students, one who is an Army veteran, have high hopes for an interactive digital puzzle they developed that took second place in the inaugural [HackRiddle](#) 24-hour competition hosted by Embry-Riddle Aeronautical University.

[Public Puzzle](#) is the brainchild of Sheldon Pasciak (photo left) and Brenden Tackney, both pursuing [Bachelor of Science in Information Technology](#) degrees at DSC. It's a game that emphasizes collaboration over competition, where players anywhere in the world can log in and work together to solve the puzzle. Presently in prototype development, the game uses a webcam video feed as the image for a jigsaw-type puzzle that can be viewed on a TV screen, computer, tablet or any mobile device. Players simply use their devices to join the game and move pieces in real time to complete the puzzle.

"Anywhere you are, whether a group is in a room or in different cities or countries, you can build a public puzzle, bringing a community together into a common experience," said Pasciak, 46, a retired Army veteran attending DSC on a post-9/11 GI Bill.

Always a winning team.



Multiplayer jigsaw puzzle game



Crowd sourced video surveillance



Automated Parking Garage



Multiplayer arcade game

The Problem

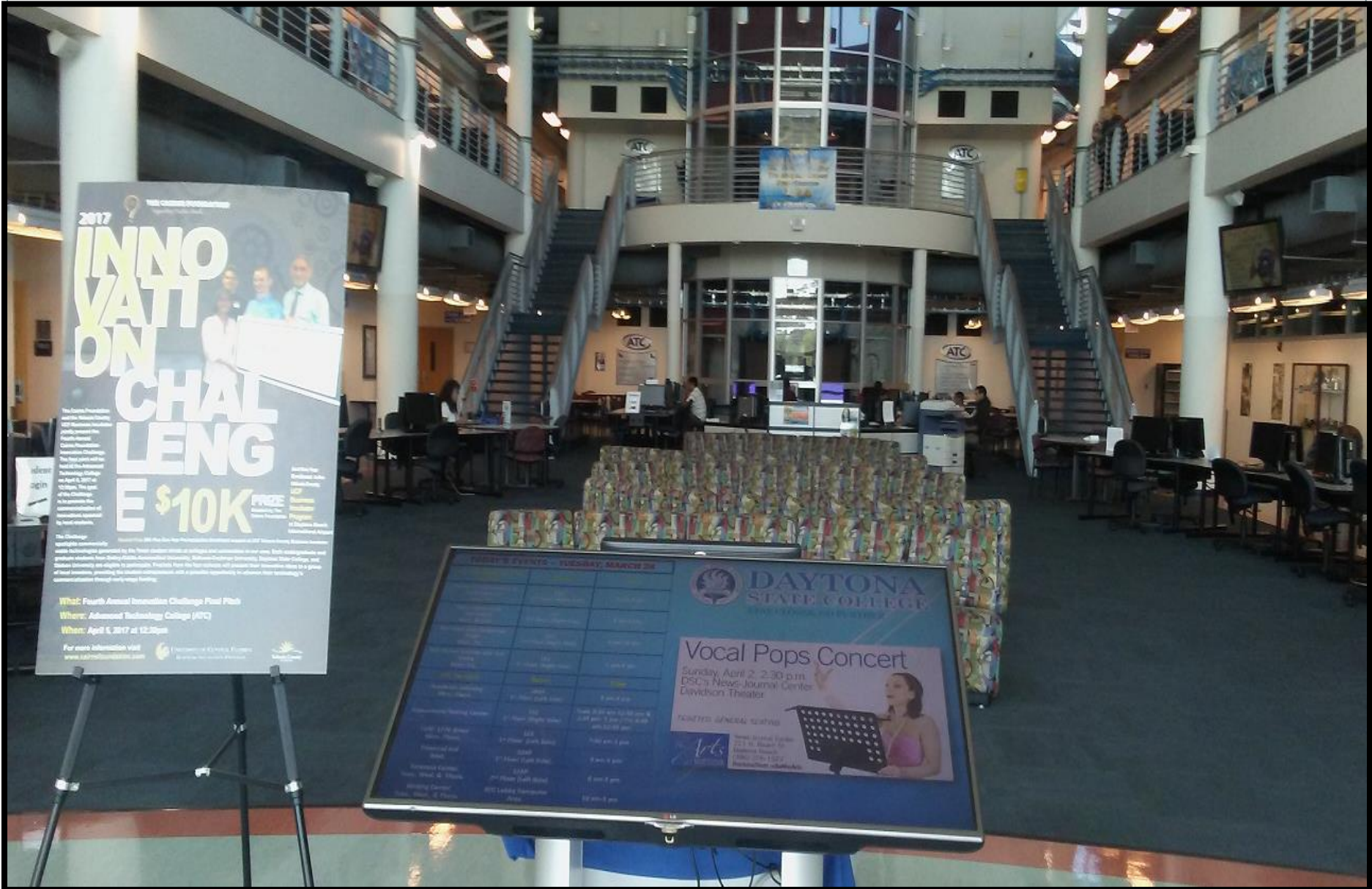


- Customers **MUST WAIT** for the information they are hoping to see.
- Often current digital signs are off or broken or stuck.





The Problem





The Problem

Here's a sign announcing an event.

2017 INNOVATION CHALLENGE \$10K PRIZE

What: Fourth Annual Innovation Challenge Final Pitch
Where: Advanced Technology College (ATC)
When: April 5, 2017 at 12:30pm

For more information visit www.innovationchallenge.com

Event	Time	Location
ATC Open House	10:00 am - 12:00 pm	ATC Building
ATC Open House	1:00 pm - 3:00 pm	ATC Building
ATC Open House	4:00 pm - 6:00 pm	ATC Building
ATC Open House	7:00 pm - 9:00 pm	ATC Building
ATC Open House	10:00 pm - 12:00 am	ATC Building

Vocal Pops Concert
 Sunday, April 2, 2:30 p.m.
 DSC's News-Journal Center
 Davidson Theater

TICKETS: GENERAL SEATING

Free Will Contribution
 \$10 - \$20
 \$25 - \$50
 \$75 - \$100
 \$150 - \$200



The Problem

Here's a digital sign wastefully used as a static display.

2017
INNOVATION CHALLENGE \$10K PRIZE
The Grand Prize is \$10,000.00. The runner-up prize is \$5,000.00. The first prize will be awarded to the team that wins the Innovation Challenge on April 5, 2017 at 12:00pm. The team of the Challenge will receive the prize money and a possible opportunity to advance their technology to commercial markets.

What: Fourth Annual Innovation Challenge Final Pitch
Where: Advanced Technology College (ATC)
When: April 5, 2017 at 12:00pm

For more information visit www.atcinnovation.com

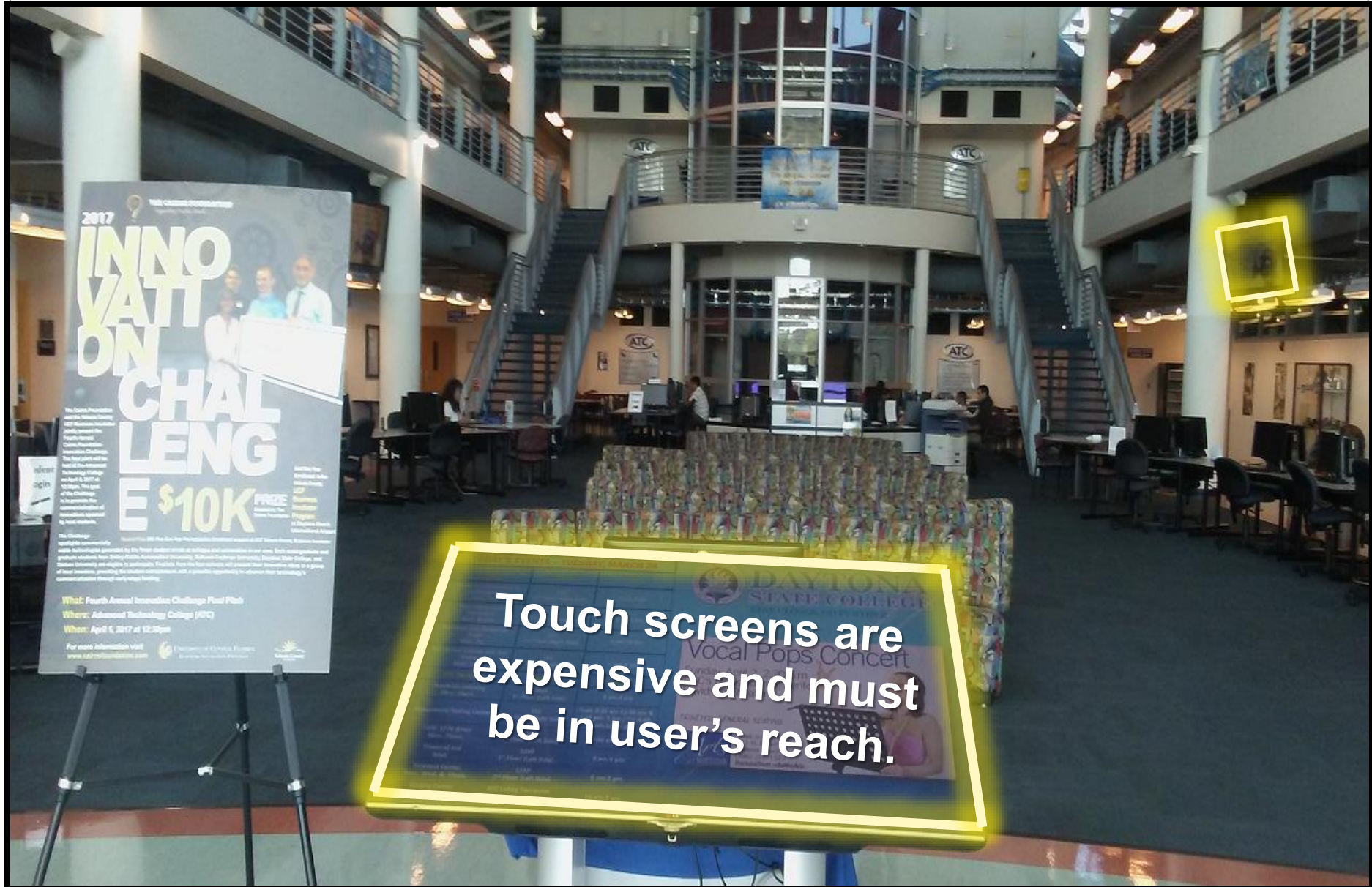
DAYTONA STATE COLLEGE
Vocal Pops Concert
Sunday, April 2, 2:30 p.m.
DSC's News-Journal Center
Davidson Theater

Artist	Setlist	Time
Daytona State College Vocal Ensemble	1. "The Prayer" (Celine Dion)	2:30 - 3:00 p.m.
Daytona State College Vocal Ensemble	2. "I Wanna Dance with Somebody" (Gladys Knight & the Pips)	3:00 - 3:30 p.m.
Daytona State College Vocal Ensemble	3. "Billie Jean" (Michael Jackson)	3:30 - 4:00 p.m.
Daytona State College Vocal Ensemble	4. "I Wanna Dance with Somebody" (Gladys Knight & the Pips)	4:00 - 4:30 p.m.
Daytona State College Vocal Ensemble	5. "The Prayer" (Celine Dion)	4:30 - 5:00 p.m.

TOURNEY GENERAL SEATING
General Admission: \$10.00
Student: \$5.00
Faculty/Staff: \$15.00
Patron: \$20.00
Reservations: 385.226.1100



The Problem



2017
INNOVATION CHALLENGE
\$10K PRIZE

The Dayton Foundation and the University of Dayton invite students to participate in the 2017 Innovation Challenge. The first prize will be \$10,000. The challenge is open to all students at the University of Dayton. The challenge is open to all students at the University of Dayton. The challenge is open to all students at the University of Dayton.

What: Fourth Annual Innovation Challenge Final Pitch
Where: Advanced Technology College (ATC)
When: April 5, 2017 at 12:30pm

For more information visit www.usd.edu/innovation

Touch screens are expensive and must be in user's reach.

The Solution

SMART SIGN INTERACTIVE

Smart Phone Controlled Signs

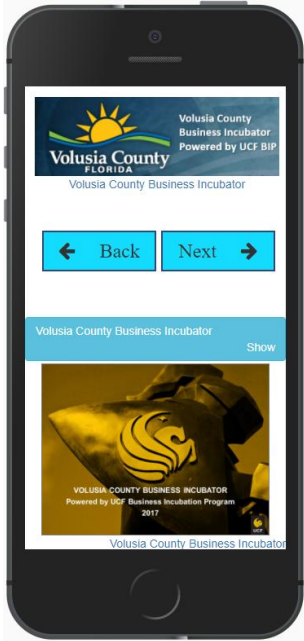
Remote Sign Management





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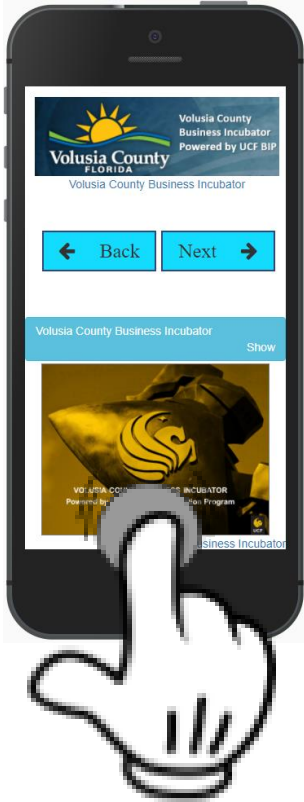
Smart Sign Interactive, Inc





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Virtually touch any sign you can see.





smartsigntechnology.com

How to use Smart Signs

Scan this code



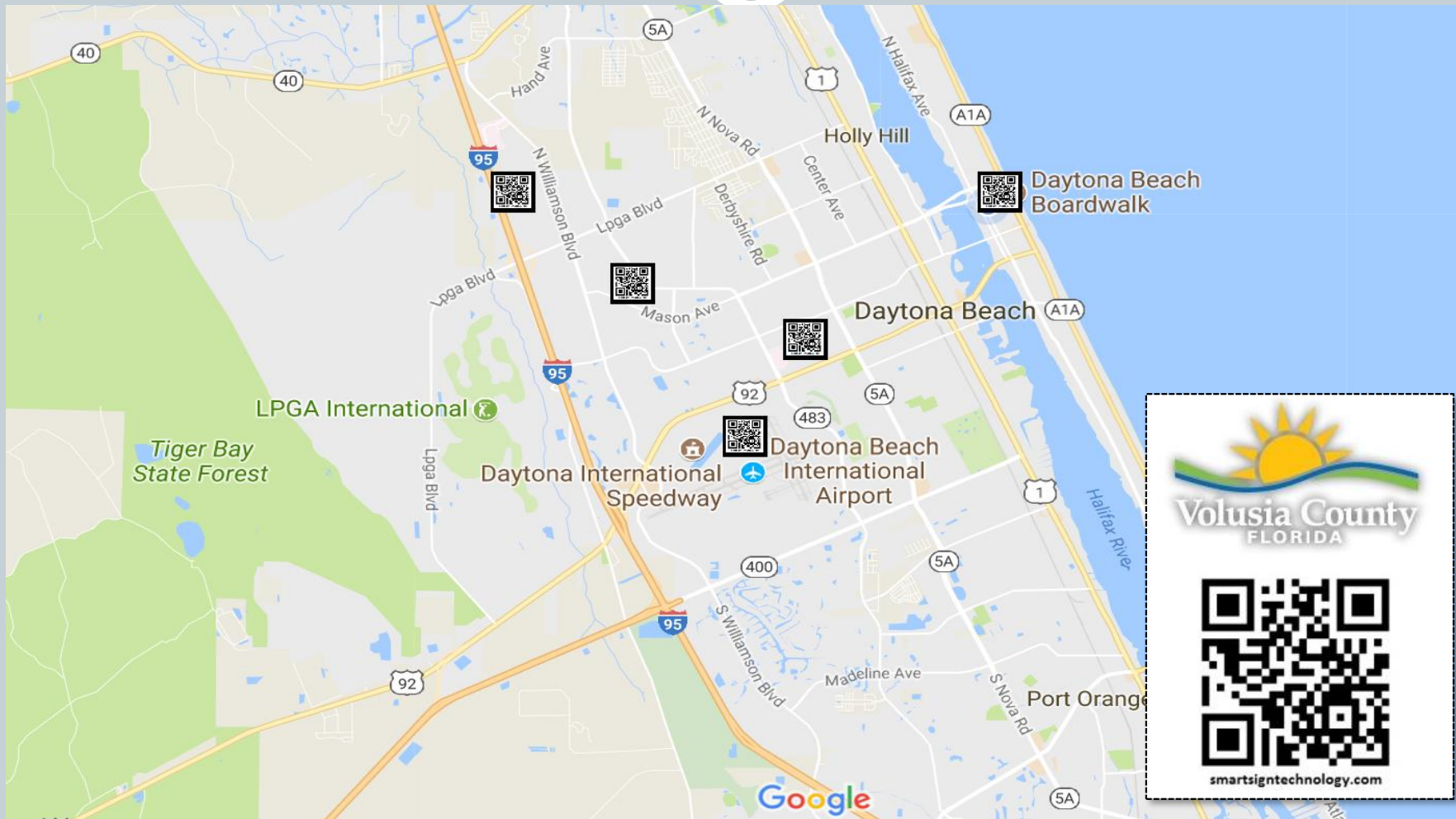
Control This Sign!

Smart Sign Locations



- Ocean Walk, Band Shell, Health Department, Lobby and Public Spaces
 - News and Events, **Dynamic Information** and Maps.
- Retail Store
 - **Customer engagement** for Sales specials and featured products.
 - “**Window Shop**” using Digital Signs.
- Sports Bar/Restaurant
 - **Full color pictures** and descriptions of menu items.
 - Search items by type, ingredients and price.
- NASCAR and Bike Week Events
 - An **advertising sensation** as well as a memorable community experience.

Smart Sign Locations



Engage visitors with access to your information, anytime and everywhere.



Are you hungry yet ?

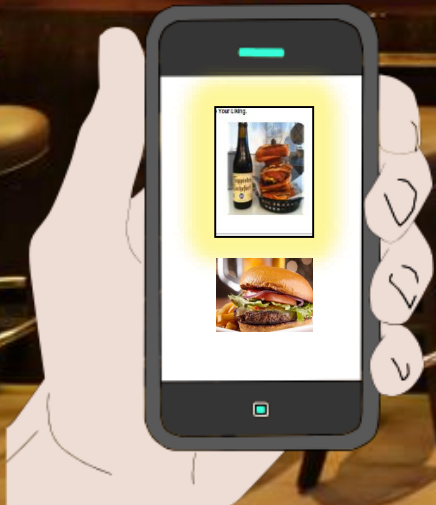


Gourmet Burgers
Our Beef is 100% All Natural Angus Chuck,
% is Beef Fully Charged To Your Liking.

The Man VS Food Burger \$19.94

1lb of Beef, Bacon, Onion Rings, Our
Fries, Bacon Jam, Chili Sauce Topped
with a Fried Egg & Layered Between
Three Grilled Cheese Sandwiches.

GO AHEAD, DARE YOU!



Full color menu pages



Yummy, Yummy!



Are you looking for a specific product?



Are you looking for a specific product?

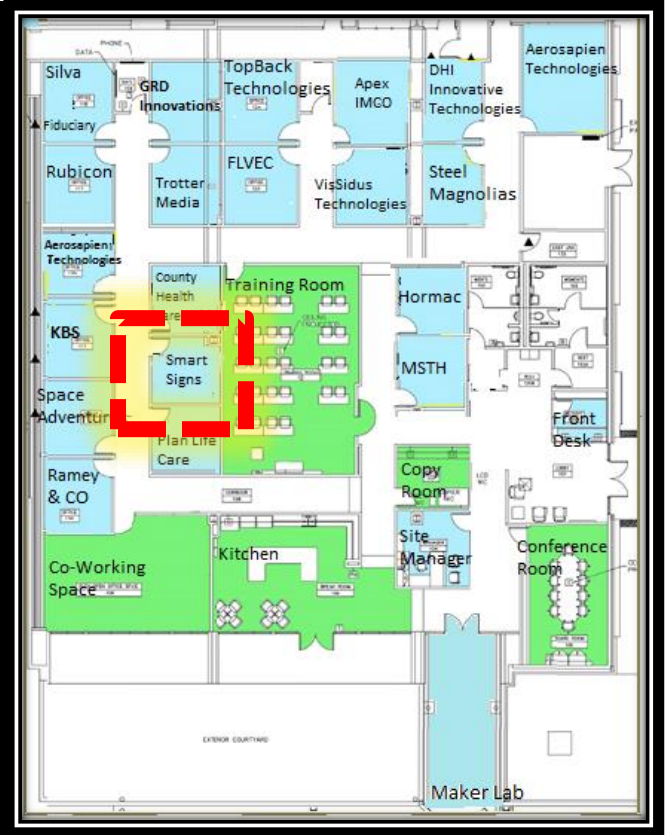
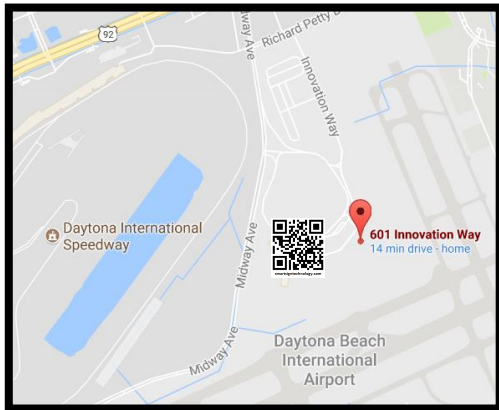


Are you looking for a specific product?



Are you looking for a specific product?

Go straight, then left, and then turn right. We're at office 113!



Are you lost ?

Sales and Marketing Plan



- Smart Signs not only advertise, they provide an unmatched information and sales experience.



Sales and Marketing Plan



- Seeking opportunities to work with local businesses and marketing agencies to bring Smart Signs to everyone.
- Revenue through a service model with pricing tiers that pay us for:
 - Monthly fees leasing use of the sign technology.
 - Digital sign creation and management for a small business.
 - Event specific installations.

More to come...

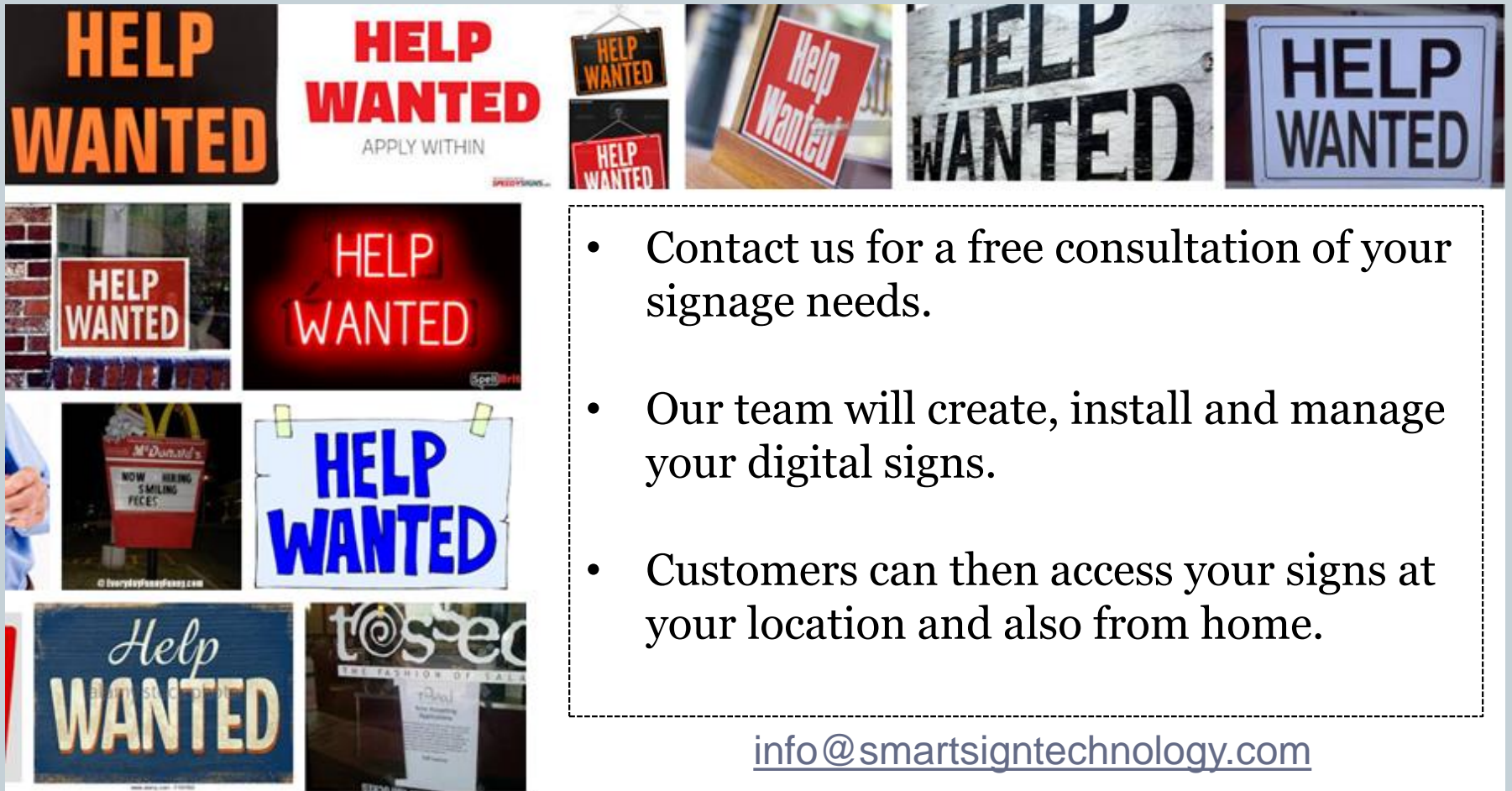


- New innovations that make wide use of digital sign content.
 - Mobile app which allows customers to browse your store signs from home.
 - Links to LEARN MORE within mobile app which allows customers to connect to your specific content like jobs page and buy now buttons.
 - Plugins that allow for dynamic content, voting with the crowd favorite plugin, and even the ability to take a Smart Sign Selfie.

How to get started with Smart Sign



smartsigntechology.com



- Contact us for a free consultation of your signage needs.
- Our team will create, install and manage your digital signs.
- Customers can then access your signs at your location and also from home.

info@smartsigntechology.com

Current Business



- **Volusia Manufacturers Association**



- Smart Sign Installation at Daytona State
- Announced during 2017 VMA Awards Banquet

- **Incubator Client Showcase**



- Smart signs will be used as event information kiosks



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Smart Sign Interactive, Inc

Brendan Tackney & Sheldon Pasciak



ABOUT SMART SIGN...

SMART SIGN TECHNOLOGY IS A SOFTWARE SERVICE WHICH ENABLES A PERSON VIEWING A DIGITAL ELECTRONIC SIGN, TO CONTROL IT REMOTELY. WITH SMART SIGN TECHNOLOGY, VISITORS TO A BUSINESS NOT ONLY VIEW THE INFORMATION BEING SHOWN ON THE DIGITAL SIGNS, BUT NOW THEY CAN ALSO CONNECT TO THE SIGN AND ACCESS SPECIFIC INFORMATION ACCORDING TO THEIR CHOICES.

SMART SIGN IS AN ADVERTISING PLATFORM FOR USE WITH DIGITAL SIGNAGE.

Near Term plans for Smart Sign Locations



- Opportunities await...



- Public/Government Information Kiosks. (Votran, Health Department...)
- Visitor signs at **Welcome Centers and Events.**

See signs from home.

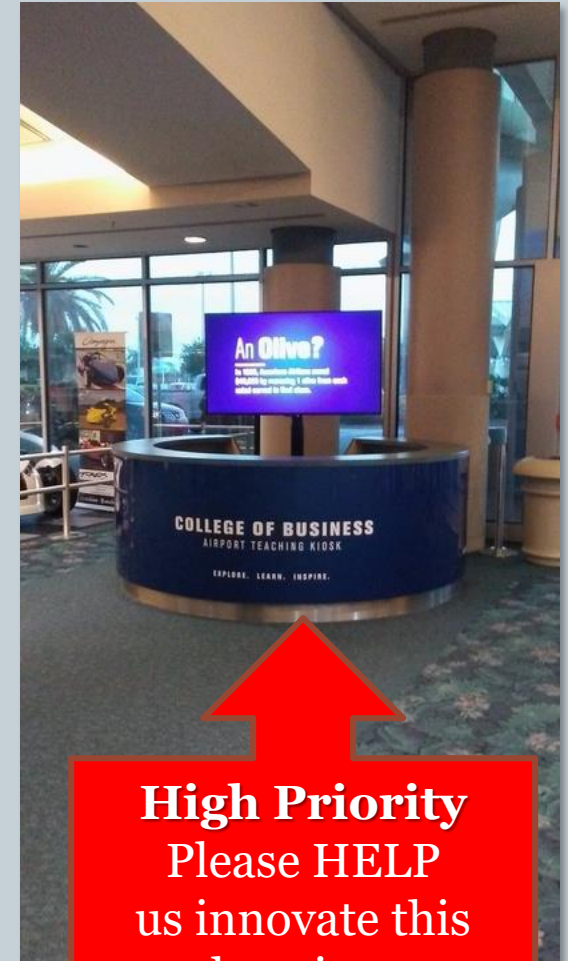
Information at your fingertips.

Multi-lingual capabilities

Daytona International Airport



- Current information sign in operation by ERAU.
- Often non-operational/off, or stuck.
- Excellent opportunity for Innovation and Technology using Smart Signs.



High Priority
Please HELP
us innovate this
location.

Not just a sign, a Smart Sign!



- Ocean Walk Shoppes
- December to Remember
- Bandshell concert performances and Event Schedule
- Vendor directory.
- Volusia Events Information.



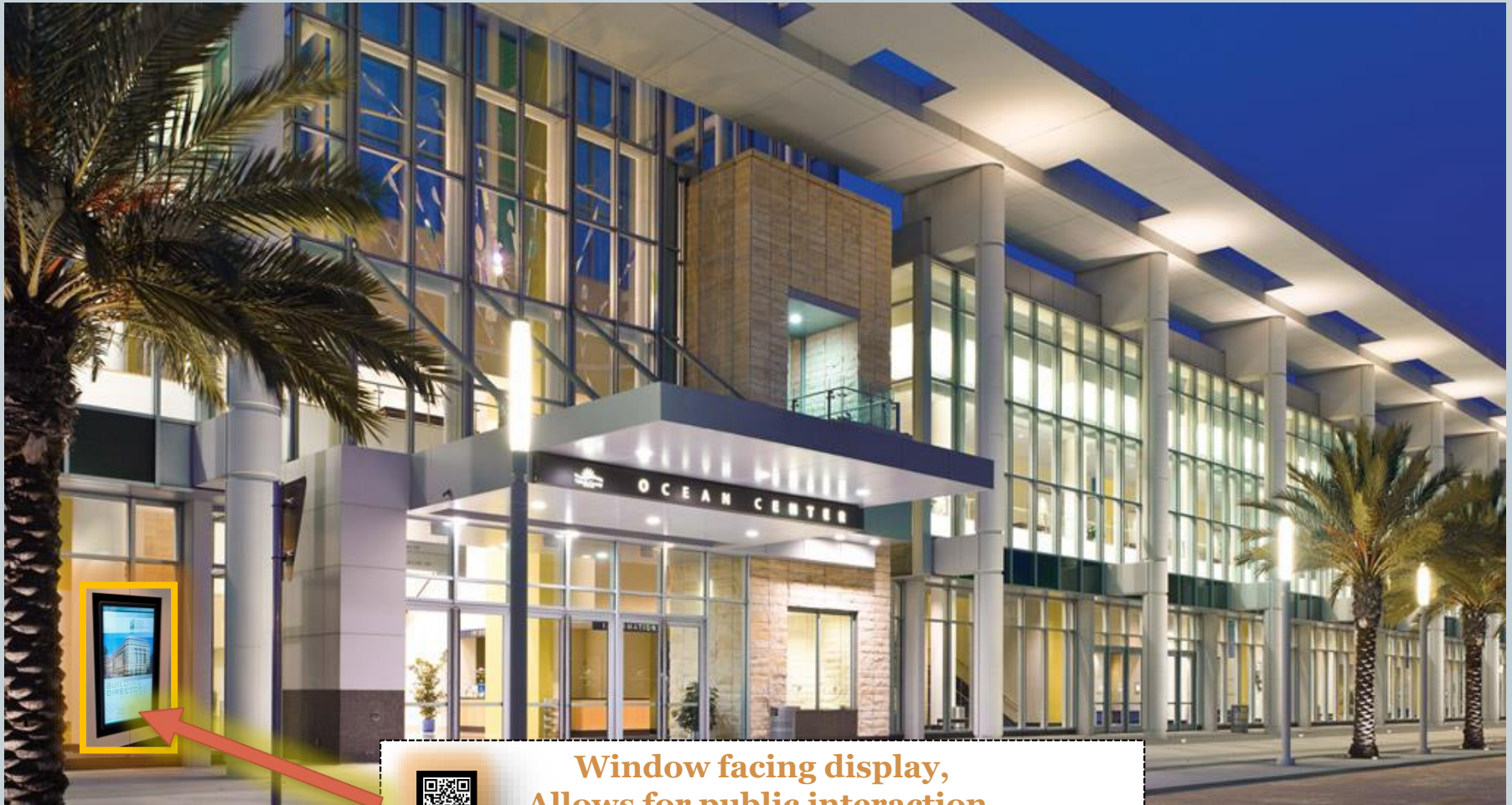
Opportunity awaits...



- Take a Smart Sign Selfie to commemorate your visit to Daytona Beach.

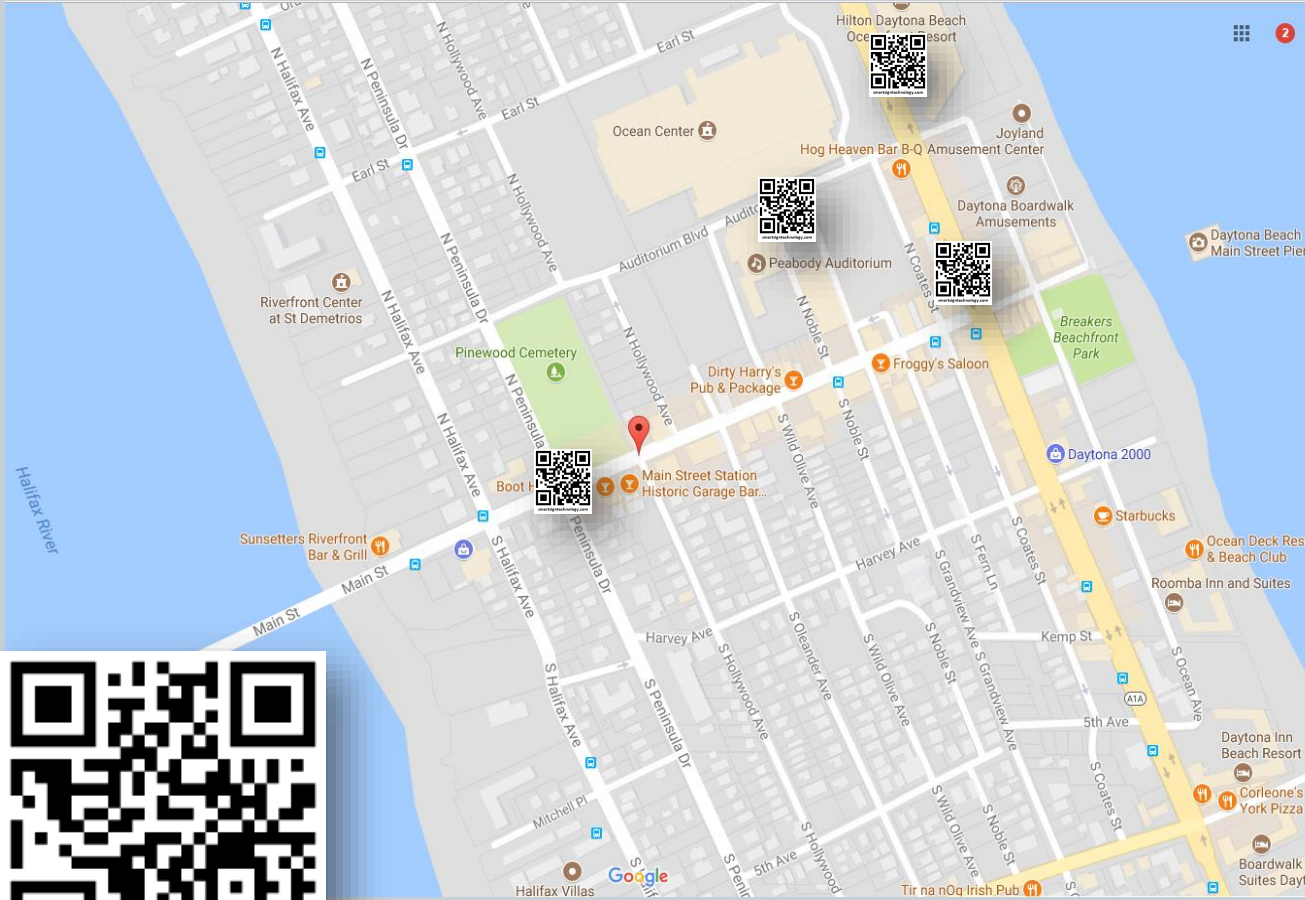


Ocean Center, Conference Center



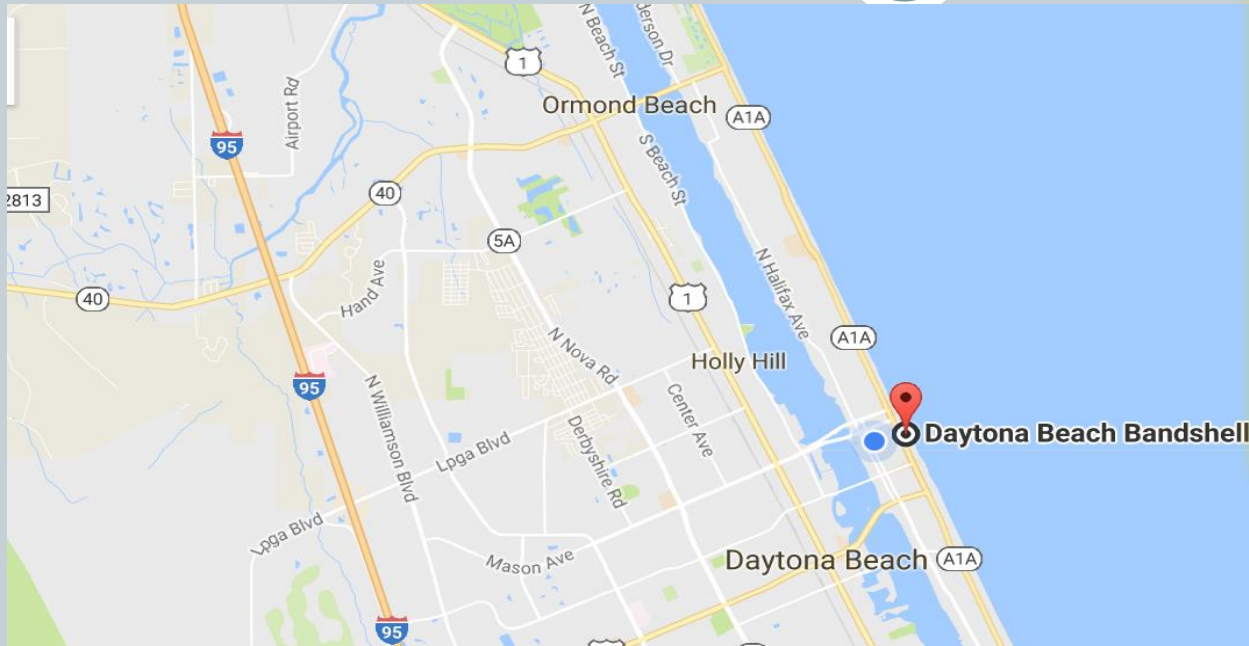
**Window facing display,
Allows for public interaction,
even when building is closed.**

Smart Signs to Welcome you to Daytona Beach



smartsigntechology.com

Showcase Volusia County during Bandshell Concerts and Events



**High Priority
Please HELP
us innovate
this location.**



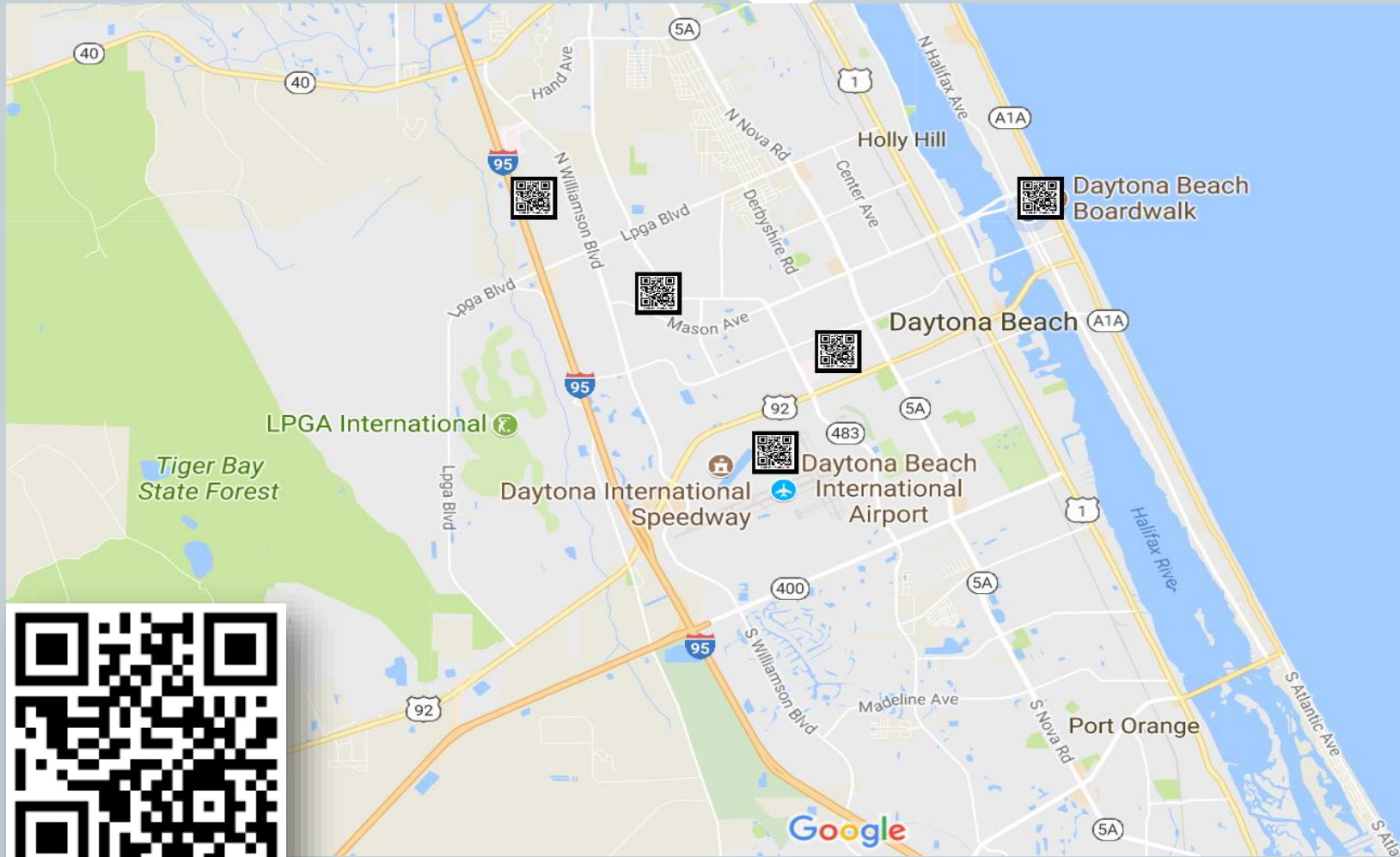
Daytona Beach Bandshell

70 Boardwalk | 386.671.8250

A service of the City of Daytona Beach



Consistent Information across Volusia County



Smart Sign Possibilities



Peabody Auditorium > Events

Wed, Nov 29 7:30 PM Tango Buenos Aires

Sat, Dec 2 2:00 PM The Nutcracker

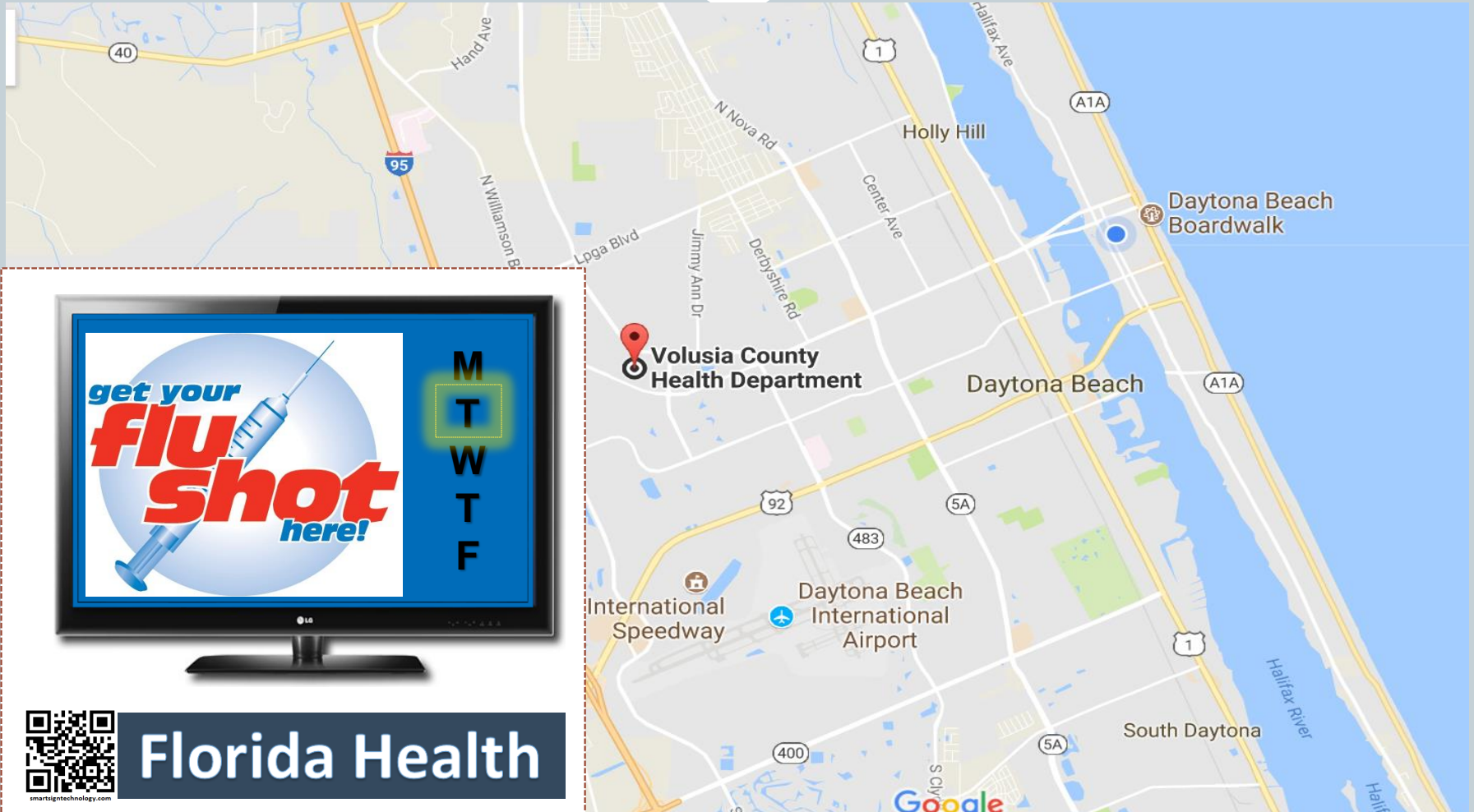
Sun, Dec 3 2:00 PM The Nutcracker

Wed, Dec 6 7:30 PM Tenor Ghaleb

Important Information
where it's needed



Florida Health



Florida Health

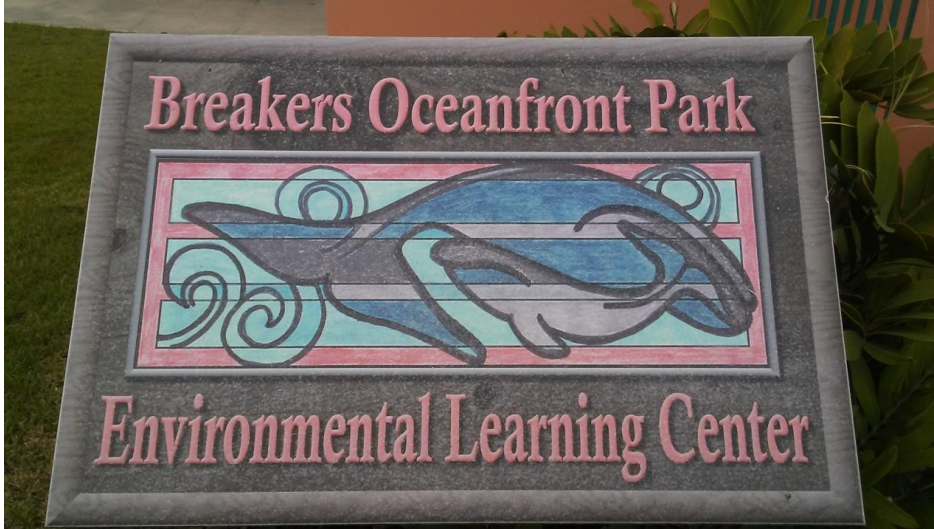
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Public Transportation Information





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<h3>Help</h3> <p>All of the world's sea turtles are either endangered or threatened. They need your help!</p> <p>Only one turtle is called "hatchlings". This is Green sea turtle hatchling.</p> <p>A mature Green sea turtle reaching six years of age. They are the only sea turtles that lay eggs.</p> <p>Observe sea turtles from a distance. It is illegal to touch or disturb existing sea turtles, hatchlings in their nests.</p> <p>Remove all beach furniture and trash when you leave to minimize obstacles and entanglement risks for wildlife.</p>	<h3>Florida's</h3> <p>In Volusia County sea turtle nesting season is from May 1 to October 31.</p> <p>The Loggerhead is the most common sea turtle in Florida.</p> <p>A Loggerhead hatchling. As many as 40,000 Loggerhead nests are laid in Florida every year.</p> <p>Only drive in designated areas, do not park or drive inside the conservation zone (marked by Aqua colored poles).</p> <p>Watch out for turtle nest barriers. Use designated dune walkers when crossing the dune system on foot.</p>	<h3>Sea</h3> <p>Sea Turtles Dig the Dark.</p> <p>The Loggerhead is the largest of the sea turtles, growing up to 4 feet in length.</p> <p>Ensure that lights do not illuminate the beach at night and no source of light can be seen from the beach.</p> <p>At night, avoid using flashlights or flash photography. For more info about lighting visit www.volusia.seaturtles.org.</p>	<h3>Turtles!</h3> <p>Help sea turtles survive.</p> <p>The Kemp's Ridley sea turtle is the rarest and smallest of all the sea turtles.</p> <p>The Kemp's Ridley sea turtle is the rarest and smallest of all the sea turtles.</p> <p>If you see an adult or hatching sea turtle, DO NOT attempt to put it back in the water.</p> <p>If you see suspicious activity, please call</p>
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the World's Smartest Signs, at the
World's Most Famous Beach!



Like the seasons sow a farmer's seeds, we
are nourished by the opportunities provided by
all of you.

Thank you,



Daytona State College
Major League Hacking
The Cairn's Innovation Challenge
Volusia County Business Incubator, Powered by UCF BIP

Smart Sign Interactive

See a Sign? Control it in real-time
“Virtually” touch any sign
you can see.



Imagine a world where the signs no longer control you,
But instead, you control the signs!

