

# touchtown

News You Can Use from the Touchtown Community

## Welcome New Touchtown Communities

Cascades of the Sierras  
Reno, NV  
Digital Signage

ABHOW, San Joaquin  
Gardens  
Fresno, CA  
Touchtown TV+ and Digital  
Signage

Classic Residence by Hyatt,  
Highlands Ranch, Hollywood  
and Plantation, CO and FL  
Touchtown TV+

The Cedars of Chapel Hill  
Chapel Hill, NC  
Touchtown TV+

Leisure Care, La Siena  
Phoenix, AZ  
Touchtown TV+ and Digital  
Signage

Sunrise of Gilbert  
Gilbert, AZ  
Touchtown TV+ and Digital  
Signage

Greystone Senior Living,  
Edgemere  
Dallas, TX  
Touchtown TV+

**Customer Care Webinar**  
Program Kit Training  
Wednesday, June 18 and 25th  
12:00 PM ET  
RSVP: [info@touchtown.us](mailto:info@touchtown.us)

## Story Ideas?

Submit your Touchtown  
success stories to  
[marketing@touchtown.us](mailto:marketing@touchtown.us)

## Village on the Green Switches to Touchtown TV+

After carefully reviewing several in-house television systems, Village on the Green, a residential retirement community located in Longwood, Fla., made the switch to Touchtown TV+.

"We replaced an older, out-dated system with Touchtown because our previous system didn't look that professional," said Maureen Carroll, Director of Administrative Services. "Touchtown is wonderful. It makes our Channel 9 look so much more colorful and professional."

One of the driving factors that persuaded Village on the Green to implement Touchtown was its Web-based functionality.

"Because it's entirely Web-based, I can access it from anywhere so I can preview and make changes if I have to," Carroll said.

Additionally, Pat Leeper, Director of Activities, was impressed with its user-friendly design and customization features.

"I like that it's easy to use," said Leeper. "For instance, I can easily import pictures of our residents to place on the pages and customize the pages with its variety of templates."

Village on the Green uses Touchtown TV+ primarily to communicate with its residents about upcoming activities and events, and the daily menus.

"It's also useful when we need to get information out in a hurry," said Carroll.

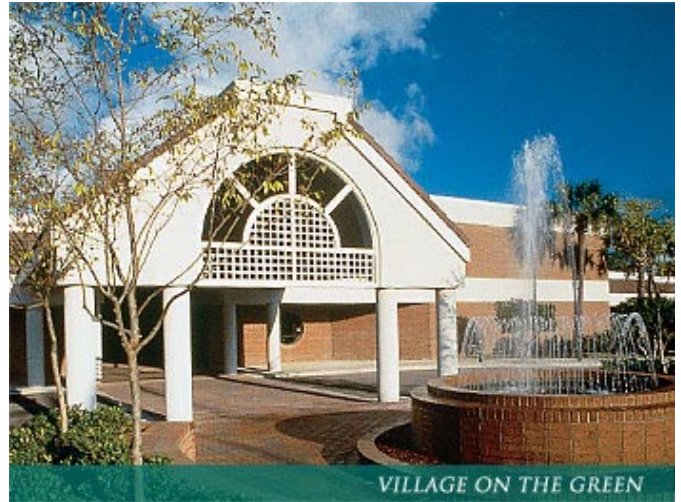
Leeper said that they have received many positive comments from the residents since making the change.

"Our residents and visitors love it much better than the old system we were using," said Leeper. "The visuals are easier on the eyes for them."

Carroll added that the Touchtown staff has been wonderful to work with.

"Everybody I have talked to have been great from our salesperson through their customer service staff," she said. "They have been responsive to our needs, and helpful and nice to deal with."

*If you are interested in making a switch to Touchtown TV+, email us at [inquiry@touchtown.us](mailto:inquiry@touchtown.us) to schedule a demonstration for your community.*



VILLAGE ON THE GREEN

## What's in Your Lobby?

The lobby area in your retirement community serves as a critical informational hub for your residents, visiting family members, prospects and staff. Signage in this area is a necessary tool whether it's providing directional information, current activities, or even what's for dinner.

Today, more retirement communities are deploying digital signage systems as an innovative, flexible platform instead of out-dated traditional static signs and bulletin boards for quick, efficient delivery of informational content.

One reason for its popularity is that the moving images on a digital signage system have far greater impact and lasting effect than static signage. In fact, moving images are five times more likely to be viewed than static images.

If you already have Touchtown TV+, Touchtown Digital Signage is the perfect complement. It delivers community information to viewers via eye-catching digital signage in public areas, like your lobby.

Touchtown Digital Signage provides you with a multi-window, high definition display that combines multiple information sources such as your brand message, daily announcements, activity schedules, dining menus, transportation, time, date, weather and more.

Our digital signage application includes a Web-based management tool for you to easily manage your digital signage. It allows your staff to incorporate a combination of built-in templates and database feeds to easily customize and create signage content, ensuring that your information is constantly up-to-date.

Additionally, Touchtown Digital Signage integrates signage content with full-motion video and sound, creating an even more powerful communication tool to capture attention, deliver information, and reinforce branding messages.

*Interested in sprucing up your lobby with Touchtown Digital Signage? Email us at [inquiry@touchtown.us](mailto:inquiry@touchtown.us) to schedule a demonstration.*

## Dynamic Calendar Links Makes it Easy

Tired of using complicated calendar layout software and editors? Annoyed by how time-consuming this process is month after month? We make it easy for you. Touchtown creates your calendars for you, automatically, from the same underlying information that's used to generate your television and Web shows.

Enter your activities information into the calendar and

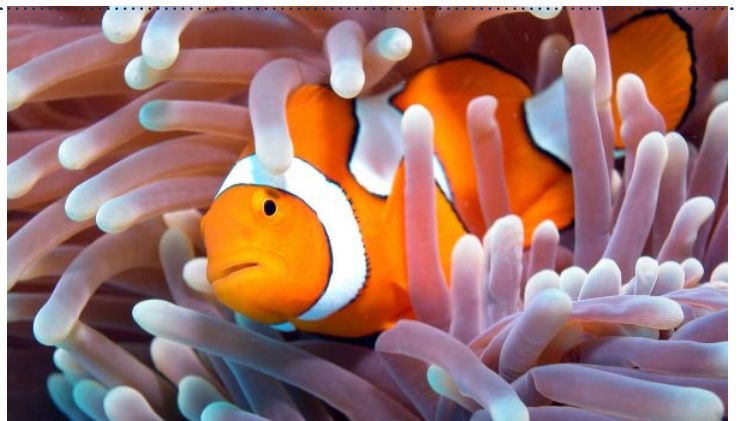
your calendar is produced in a Microsoft Word RTF (rich text format) document. When you generate your calendar—daily, weekly or monthly, from Activities or the Print area, you will create a document that appears in a Web browser window, rather than in Microsoft Word.

Our dynamic links feature makes it even easier. Rather than re-enter the same information weekly or monthly, if you have activities that repeat—for example, bingo on the 4th Tuesday of each month—just add the activity once, indicate when it repeats, and the same information will automatically generate on the reoccurring day. If you need to change an item, such as the location, simply make the change, and it will automatically change in all of the linked places as well. Rather than redo the calendar each month, make only necessary changes.

*This service is offered free to current customers of Touchtown. Email us at [info@touchtown.us](mailto:info@touchtown.us) for more information.*

## Use Touchtown Network to Jazz Up Your Show

Summer is a wonderful time to travel and enjoy the great outdoors. Let Touchtown bring summer into your community through the Touchtown Network's (TTN) Nature and Travel themes. We have several categories to choose from within each theme, including The Great Barrier Reef, sunsets, Tuscany, the Serengeti, and much more. Each of these shows contains a variety of beautiful photographs, along with captions and other creative content to entertain and inform your residents. Just choose Nature, Travel (or both!) to include in your Touchtown television channels, and how often they should appear. Our software does the rest!



## What's New in Touchtown Designer Templates?

Check out the new background designs and templates in your image gallery. If you have an activity for which there is no matching designer template, we will create them free of charge. Email us at [info@touchtown.us](mailto:info@touchtown.us) for more information.