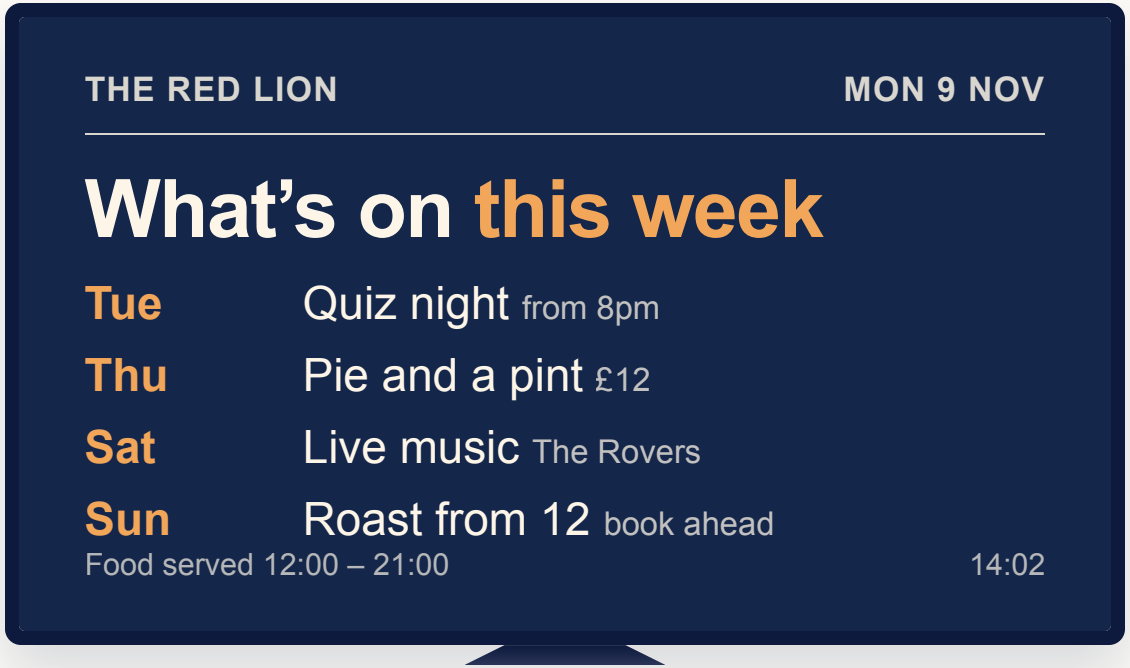
NowBoard

NOWBOARD FOR PUBS AND BARS

Between the matches, the screen is yours.

Your food menu, what's on this week and drinks offers on the TVs you already have. Changed from your phone in seconds.

- Ready-made pub screens, called Boards, with your pub's name and colours
- Local businesses can pay to advertise on it
- Free forever on one TV. From £10 a TV a month after that



The What's On Board
On the dining room TV, with your pub's name

NowBoard

WHAT MAKES NOWBOARD DIFFERENT

Five reasons NowBoard is different.

EVERY PLAN

Screens that make you money

Local businesses pay to advertise on your screens. You approve every advert and keep most of what they pay.

The taxi firm, on your bar TV

EVERY PLAN

Run it from your phone

Change any screen in seconds from a phone or tablet, even behind the bar.

Roast sold out? Changed before the next order.

EVERY PLAN

Works on the TVs you have

Android TV, Raspberry Pi, or any Windows PC, Mac or Chromebook in a web browser.

Or plug in our £199 Player Pro

EVERY PLAN

Ready-made for pubs

Boards for menus, specials, offers and what's on. Change a price or an event without a designer.

7 pub Boards and more included

STARTER AND UP

AI and your own designs

Describe a Board and AI designs it, or lay out your own. No graphic designer needed.

AI designs on Professional

Ad Space share: you keep 70% on Free, 80% on Starter, 87% on Professional and 92% on Enterprise, before card fees. Prices exclude VAT.

WHY NOWBOARD

Made for pubs. Run from behind the bar.

A pub has three other ways to put its news on a screen. Here's how they compare.

	NowBoard Built for pubs and bars	**Screens from the brewery** Posters and promo screens they supply	**Other screen apps** Made for any kind of business	**The chalkboard and Facebook** What most pubs use today
Shows your pub, not a brand	✓ **Your menu, your events** Your name and colours on every TV	✗ Shows the brewery's promotions	✓ If you build it yourself	✓ Your own words
Keeps the match on	✓ **Runs on another input or TV** Sport stays on; ours runs between games	~ Varies	~ Varies	✓ Nothing to switch
Change a price in seconds	✓ **From a phone** The landlord, the manager, the kitchen	✗ Not yours to change	~ Usually on a computer	~ Chalk, if someone has time
Right every time	✓ **One change, every TV** Menu, offers and events in one place	~ Varies	✓ If kept up to date	✗ Often out of date
Makes you money	✓ **Ad Space** Local businesses pay to advertise; you keep most	✗	~ Varies	✗
What it costs	✓ **Free on one TV** Then £10–£20 a TV a month. No contract	~ Free, but it's their screen	~ Priced per screen, often in US dollars	~ Chalk, and your time

A general comparison of types of product. Check with each supplier for their latest features and prices. NowBoard prices exclude VAT.

NowBoard

WHAT'S ON THE WALL NOW

Plenty going on. The chalkboard can't keep up.

The roast price, the quiz, the band on Saturday. It ends up on a chalkboard, a poster and a Facebook post. Sound familiar?

The chalkboard

Who wrote this week's, and is the pie still on? Half of it is out of date by Thursday.

The TV between games

It shows adverts for someone else's channel, or nothing at all.

The brewery posters

They sell the brewery's drinks. Your food and events don't get a look in.

The landlord

Menus, posters and posts take evenings you would rather spend running the bar.

The pub is busy. NowBoard puts your menu and your events on the screens everyone already looks at.

NowBoard

YOUR TVS, EACH WITH A JOB

One screen per room. Each one sells something.

Pick a Board, type in your details, and it's on the TV. Every Board is ready to use, and you can change any of them.



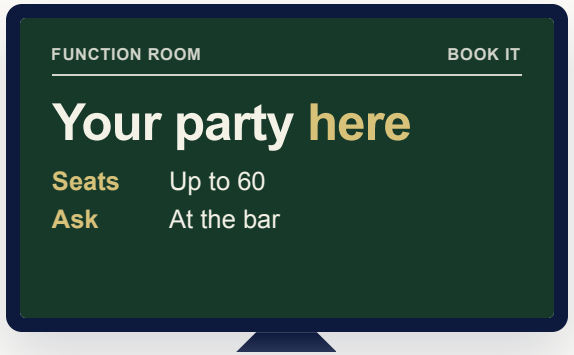
Bar
Between the matches

Drinks offers
What's on tonight
Local adverts



Dining room
Changed by the kitchen

Food menu
Specials
Sunday roast



Function room
Parties and events

Room hire
Christmas menu
Private events



By the door
For everyone coming in

What's on this week
Opening times
Events

The screens shown are examples. Sport and events are typed in by the pub; NowBoard does not pull in fixtures or connect to your till.

NowBoard

SCHEDULING

Lunch to last orders. The TV follows the day.

Choose when each Board shows, and the bar TV changes through the day by itself. Tap a time to see it.

12:00	Lunch	The lunch menu and deals
17:00	Happy hour	Drinks offers after work
18:30	Dinner	The evening menu
20:00	Quiz night	Tonight's event
23:00	Coming up	What's on this week

Changing through the day comes with Professional and Enterprise.



Bar TV
12:00 · Lunch

NowBoard

UPDATE FROM ANYWHERE

Roast sold out? Change it from your phone.



Dining room TV
Updates in seconds, on every TV showing this Board

No chalk, no posters, no laptop. The landlord, the manager or the kitchen can change the Boards from a phone, a tablet or a computer. Try it: change the details and press **Update the TV**.

NowBoard

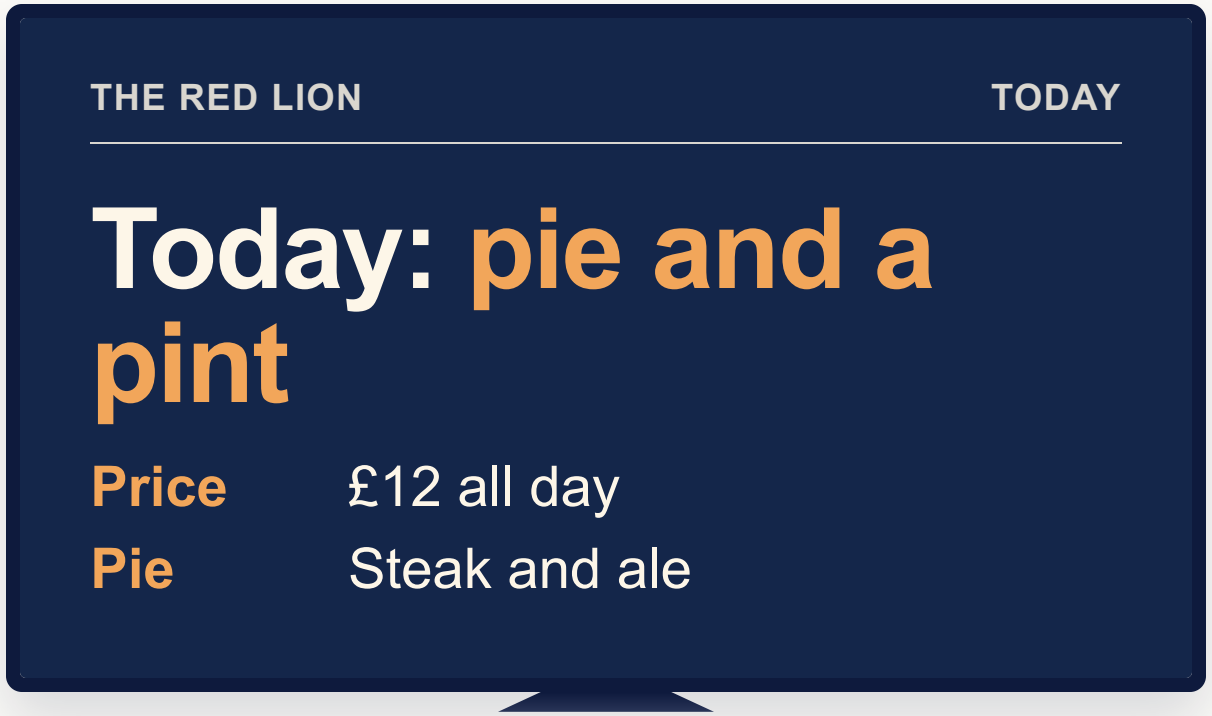
MADE FOR YOUR PUB

It looks like your pub, not like ours.

- ✓ **Your name and colours**
  Add them once and every Board on every TV uses them.
- ✓ **Easy to read across the bar**
  Large type and strong contrast, so people can read it from their table.
- ✓ **One thing at a time**
  The special, the offer or the event. Not all three squeezed on one screen.
- ✓ **Four languages**
  English, Welsh, French and Spanish on every plan.

Try a style

Night blue | Racing green | Oak | Poster



Specials Board
Same content, four looks

NowBoard

TAKEOVER AND EMERGENCY ALERTS

One message, every screen at once.

One tap puts the same message on every TV in the pub. One more tap puts everything back as it was.

- Fire alarm
- Last orders
- Message to everyone
- Back to normal

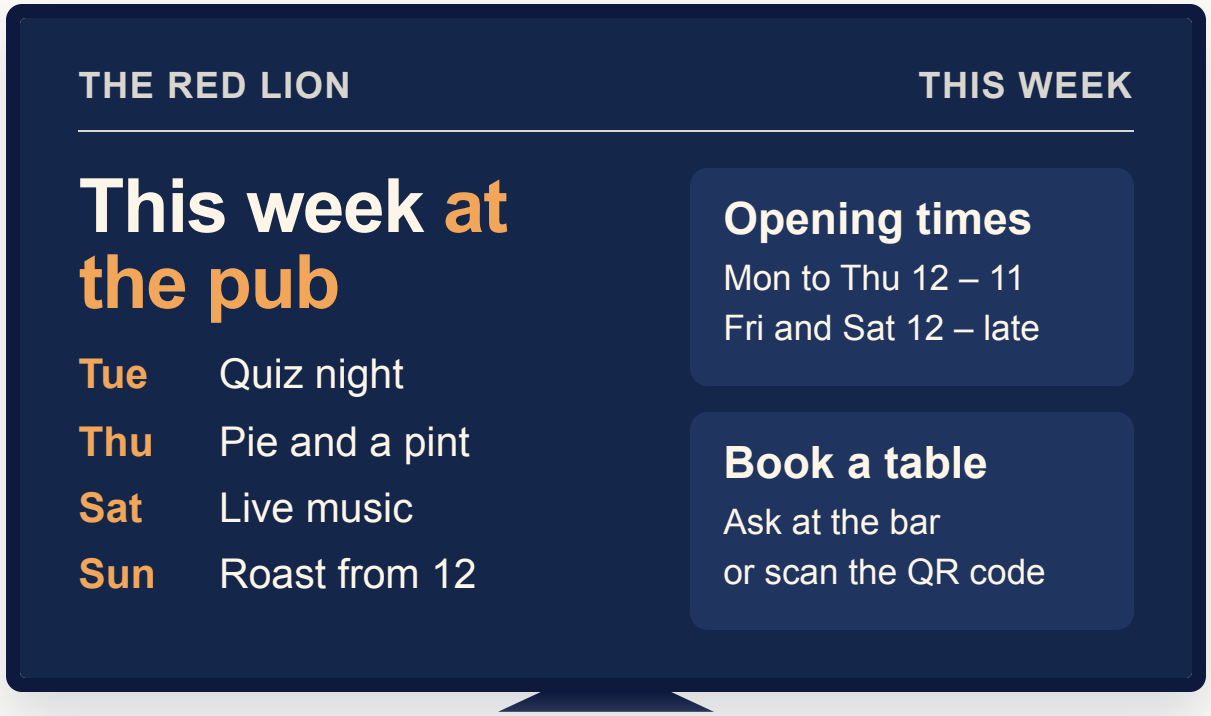
Emergency and takeover alerts come with Professional and Enterprise. Ready-made alerts include a fire, a drill and an urgent notice, plus your own messages.



NowBoard

FOR REGULARS AND NEW FACES

Regulars know what's on. New faces come back.



Entrance TV
What's on, opening times and bookings

What's on this week
Quiz, bands and the big games, typed in once and shown on every TV.

Food that sells
Today's special in front of everyone at the bar.

Drinks offers
Happy hour and the guest ale, only while they're on.

The function room
Parties, wakes and Christmas bookings, shown to everyone who walks in.

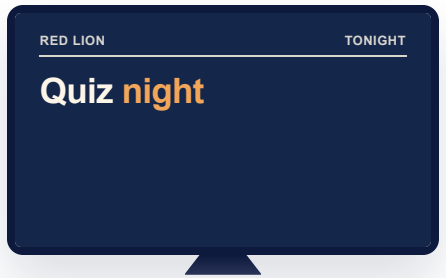
Opening times
Always right, including bank holidays and match days.

NowBoard

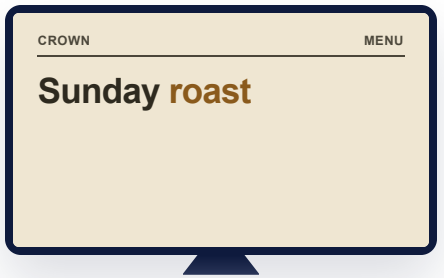
FOR PUB GROUPS

One login. Every pub.

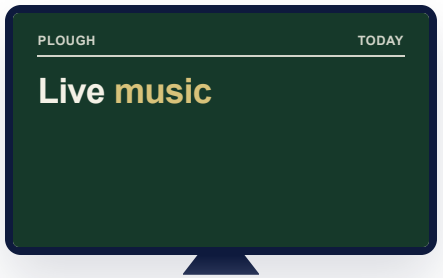
Head office
Sets the menu and offers every pub shows



The Red Lion
Adds its own events



The Crown
Adds its own events



The Plough
Adds its own events

Every pub in one account

See and change every screen in the group from one login.

Shared where it should be

Head office sets the menu and offers. Each pub adds its own events.

Pay per TV

A group of ten pubs is still one account and one monthly bill.

Larger groups

Enterprise adds help setting up every pub, a team who knows your group, and lower prices for large groups.

NowBoard

GETTING IT ON THE TV

It works on the TVs you already have.

Any TV with an HDMI socket will do. Each TV needs an internet connection, over Wi-Fi or a cable.

The NowBoard app

Runs on compatible Android TVs and TV sticks, a Windows PC, or in a web browser.

Free with every plan

Player Pro

A small box that plugs into the TV's HDMI socket, starts itself and just plays. Optional.

£199 one-off, per TV

We can fit it for you

Our installer comes to your pub. UK only.

Fit and set up a TV	**From £100** a TV, subject to location

1. **Sign up free**
   At app.nowboard.tv. No card needed for the free plan.
2. **Connect the dining room TV**
   Open the app or plug in Player Pro, then type in the code it shows on the TV.
3. **Pick a pub Board**
   Type in your menu and this week's events. It's on the screen.

All prices exclude VAT. If we supply a TV, you pay what it costs us. To keep sport on the same TV, NowBoard needs a spare HDMI socket to switch to.

NowBoard

OPTIONAL · AD SPACE

Your screens can make you money.

Ad Space is off unless you turn it on. You choose which screens show adverts, and you approve every one.

1

You choose where and how much

For example, the bar TV between games, not the dining room. You set the price of a slot.

2

A local business books

They send their advert through your own booking page.

3

You approve it

Nothing shows until you say yes. Then they get a link to pay.

4

It plays, you get paid

The advert runs between your own Boards. The money goes to your account.

Who might advertise? Businesses your regulars use: a taxi firm, a takeaway, a gym, a barber, a local event. You decide what fits your pub.

What could adverts earn you?

TVS IN THE PUB	PLAN
2	Professional · £20

ADVERTS SOLD	PRICE OF EACH, A MONTH
3	50

Adverts sold a month	£150
NowBoard's share (13%)	− £20
You keep	£131
Your screens cost (2 × £20)	− £40
Your profit each month	**£91**
Profit over a year	**£1,086**

An example, not a promise of income: what you earn depends on what you sell. NowBoard takes a share of each advert (Starter 20%, Professional 13%, Enterprise 8%; 30% on Free). Card payment fees come off before you are paid. Prices exclude VAT.

NowBoard

PRICING

Pay per TV. Start free.

Pay monthly with no contract, or pay yearly and get 2 months free. Paid plans have as many Boards as you like and no NowBoard logo.

Free

£0 forever

- ✓ One TV
- ✓ Up to 5 Boards
- ✓ Menu, offers and events Boards
- ✓ Your logo and colours
- ✓ Shows the NowBoard logo

BEST FOR MOST PUBS

Starter

£10 a TV / month

- ✓ As many TVs as you need
- ✓ As many Boards as you like
- ✓ Something different on each TV
- ✓ Every Board design and style
- ✓ Design your own Boards

Professional

£20 a TV / month

- ✓ Everything in Starter
- ✓ Boards that change through the day
- ✓ Fire and emergency alerts
- ✓ Describe a Board and AI designs it

Enterprise

£30 a TV / month

- ✓ Everything in Professional
- ✓ For pub groups
- ✓ Help setting up every pub
- ✓ A team who knows your group
- ✓ Lower prices for large groups

PUBS: 1

TVS IN EACH PUB: 2

PLAN: Starter · £10

☐ Add Player Pro
£199 a TV, one-off

MONTHLY
£20
2 TVs × £10

OR PAY YEARLY
£200
2 months free, save £40

All prices exclude VAT. For example, 2 TVs: the bar and the dining room. Groups: add the number of pubs.

NowBoard

NEXT STEPS

Start with the dining room TV this week.

THIS WEEK	**Free on the dining room TV**	Put up the food menu and this week's events. No card, no contract.
THIS MONTH	**Add the bar**	Move to Starter for the bar TV and the function room. £10 a TV a month.
WHEN IT WORKS	**Start earning**	Turn on Ad Space and sell adverts to local businesses.

Let's get your pub on screen.

We can set it up with you on a call, or come and fit it.

START FREE
app.nowboard.tv/register

EMAIL
hello@nowboard.tv

WEBSITE
nowboard.tv