



A split-flap board is an attention instrument: when the flaps move, people look up. This page is what we've taught it to say once they do — and the honest math on what that's worth to a business.

WHY A FLAP BOARD AND NOT A SLIDESHOW

The screen on the wall has physics, and most signage loses to them.

A passer-by gives a wall display well under a second, and people have learned to route their eyes around glowing rectangles. Three things beat that reflex — this board is built on all three.

MOTION WITH MEANING Sound only when something changed The board rotates silently most of the day. The full clatter is saved for a real change — a pass closing, a weather alert, a name going up. When you hear it, something happened.	RELEVANCE OVER POLISH It says things about here Screens hold attention when the content is about the viewer's own life — their bus, their kid's game, their road home. That's the whole editorial policy.	PEOPLE, BY NAME The strongest attractor is yourself The best-performing thing a public screen can show is the people looking at it. Shoutouts, game winners, Speaker's Corner — real names, with AI and human moderation in front of every one.
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THE CHANNELS

Thirty-six channels, and the screen fills itself.

Signage software hands you an empty canvas and makes filling it your job forever. This board arrives already full — live sources found, connected, and kept alive by us.

GETTING AROUND	Traffic & pass conditions, transit, ferries, Amtrak, SEA-TAC delays, border waits, cheapest gas	LIVE
THE VALLEY'S DAY	Weather and alerts, river flow, power outages, air quality, ER waits, the elk	LIVE
WHAT'S ON	Mount Si athletics, Railway Museum trains, library, movies, chamber events, concerts, ice & tee times	LIVE
LOCAL BUSINESS	Sponsor boards with live open/closed hours, product boards with a QR to buy, listings, open jobs	YOURS
YOUR OWN SYSTEMS	Microsoft 365 calendar and tasks, any RSS/JSON feed, your announcements on your schedule	CONNECTED
GAMES & VOICE	Daily Valley Question, weekly town poll, Name That Business, shoutouts, Speaker's Corner	INTERACTIVE
WHEN IT MATTERS	Severe weather and safety alerts interrupt the rotation the moment they land — never paywalled	ALWAYS

New this month: Speaker's Corner (a neighbor's face and a few words, AI-screened, gone in an hour) · the Daily Valley Question with a presented-by sponsor line · live ferries · the Boeing Classic week channel · a world map of where the board is watched · three looks — Original, Satin Industrial, Neon Nights — with your brand colors mixed into the flap wheel itself.

WHO IT'S FOR

Any room where people wait, gather, or work.

CUSTOMER-FACING ROOMS The front of house ■ Hotel & lodge lobbies — welcomes by name, today's events, road conditions; the reader board reborn ■ Taprooms & restaurants — tap list and specials beside the games the regulars come back for ■ Clinics & waiting rooms — occupied waiting feels shorter; calm content, no cable news ■ Retail & farm stores — hours, seasonal availability, a product board with a QR to buy	STAFF-FACING ROOMS The back of house ■ Offices & coworking — the ambient front page of your intranet: calendar, wins, new faces ■ Shift operations — schedules and safety notes for people who never open a mid-shift email ■ Schools, clubs & churches — this week's events, volunteer needs, recognition by name ■ Front desks — one glance answers "what's happening today" before anyone asks
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THE HONEST MATH

What it's worth, without the marketing weather.

A \$50 SLOT ON THE VALLEY BOARD Payback in customers, not impressions ■ A restaurant: one new monthly regular nearly covers the slot; three cover it comfortably on margin ■ A salon: one retained client is worth \$200–\$800 a year — two a year and the slot is profitable ■ A taproom: three or four extra tabs a month covers it ■ Anchors: little-league banners run \$75–\$400 a season; chamber dues \$300–\$400 a year with no daily screen ■ We count real airings — no modelled reach, no promised attribution	A CUSTOMIZED BOARD OF YOUR OWN Two audiences, one screen ■ Microsoft's research: 63% of frontline workers say leadership messages never reach them — the board is a channel with no login ■ Illustrative: 20 staff saving ten minutes a week ≈ \$3,400 a year at \$20/hour — several times the subscription ■ Occupied waiting feels shorter — queue psychology's sturdiest finding ■ With the Sponsor Suite, reselling eight \$50 slots grosses more than the board costs
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COMPARED HONESTLY

MECHANICAL BOARD	\$3,499 hardware plus ~\$119/yr for content — beautiful, and proof people love this medium	VS. YOUR TV
SIGNAGE SOFTWARE	\$8–30 per screen for an empty canvas; the content burden is yours forever	ARRIVES FULL
BOOSTED POSTS	Auction-priced modelled reach, gone the day you stop paying; the money leaves the valley	FLAT & LOCAL

SEE IT RUNNING RIGHT NOW

Scan the code — the live valley board, on your phone, this second.

Then fifteen minutes on the phone is enough to sketch what a board for your business would carry — your content, your colors, your hours. We build it on the call; you look at it before you decide anything.

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Snoqualmie Towne Crier — caring for the community. Free for nonprofits, schools, churches, clubs and public events. Business boards \$50/month, month to month. Boards of your own from \$79/month. Prices per location, not per screen.