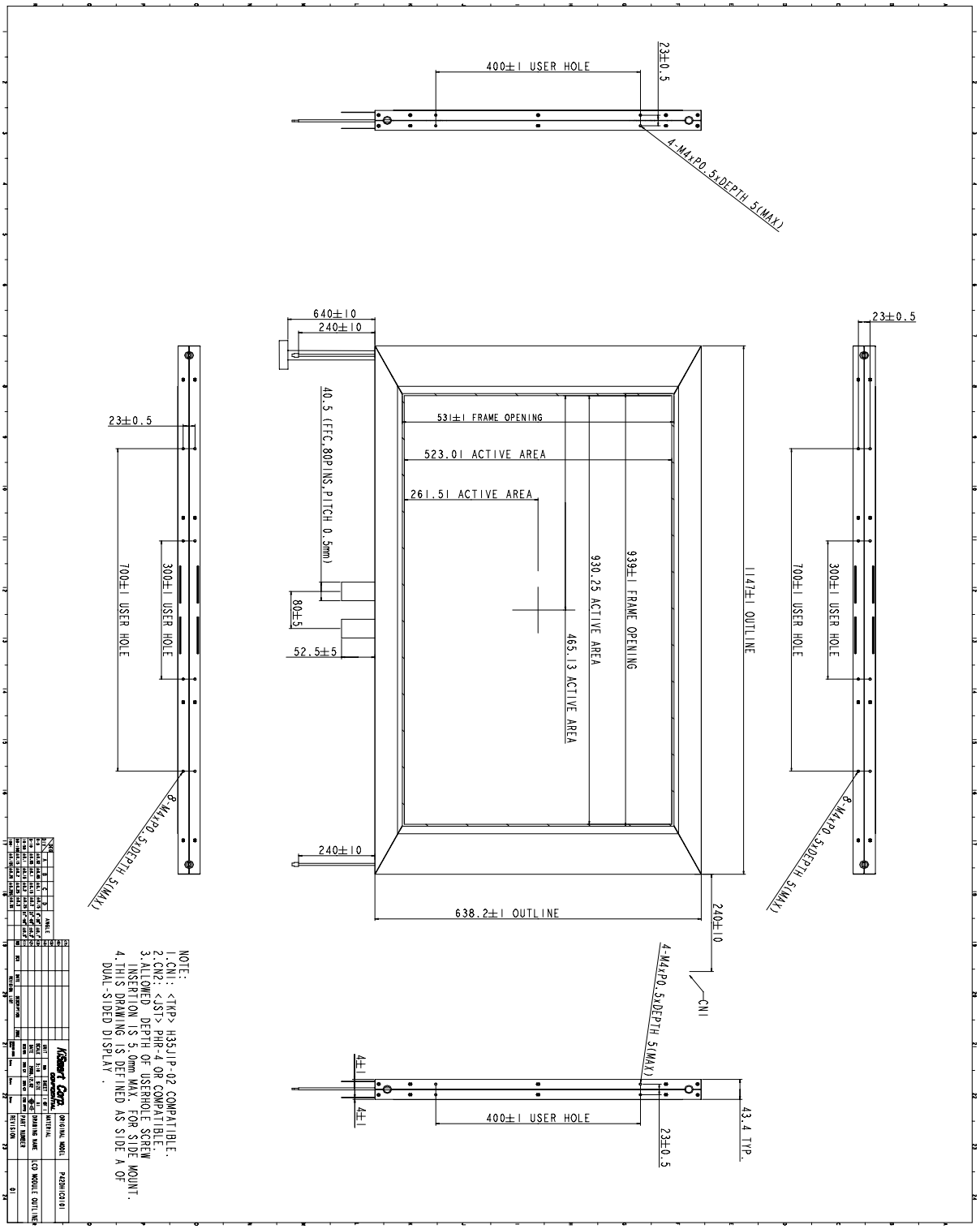Dual-Sided Digital Signage