Digital Signage Solutions

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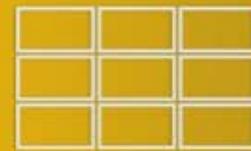
Why Digital Signage?

Visual communication is the most effective instrument for immediate comprehension and easy memorization of transmitted information.

Digital Signage is a form of proximity communication, utilized in stores or in open public spaces, that allows you to interact with the customer, improving the user experience through the use of images, text, and video, via LCD Monitor, Video Walls, and Kiosks.

Objective of Digital Signage

Communicate information

Engage and Monitor

Enhance Shopping Experience

Manage Interactive Promotions

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Advantages of Digital Signage

Cost and time reduction: Disseminate targeted communication to connected sites around the world. Reduced printing costs and communications are always up to date.

Images and Videos: Recent studies show that moving images capture a person's attention 2 to 5 times more than static signage

Add value to your brand: Technologically advanced devices and high-definition images will increase the visibility and value of your brand.

Where to use Digital Signage ?

Digital Signage is excellent for:

• Shopping Centers / Big exposition spaces

• Hotels, Restaurants, and Bars

• Tourism and travel

• Banking

• Real Estate

• Hospitality

• Hospitals, Clinics, and Medical Offices

• Museums

• Government and Municipality Buildings

• Amusement Parks

(The system has free images and video resources to use for each activity)

Key Elements of Digital Signage

Elements that determine the success of a Digital Signage Campaign:

- **Location and Positioning**
- **Content scheduling and planning**
- **Remote management via cloud based portal**
- **Controlling points of vision**

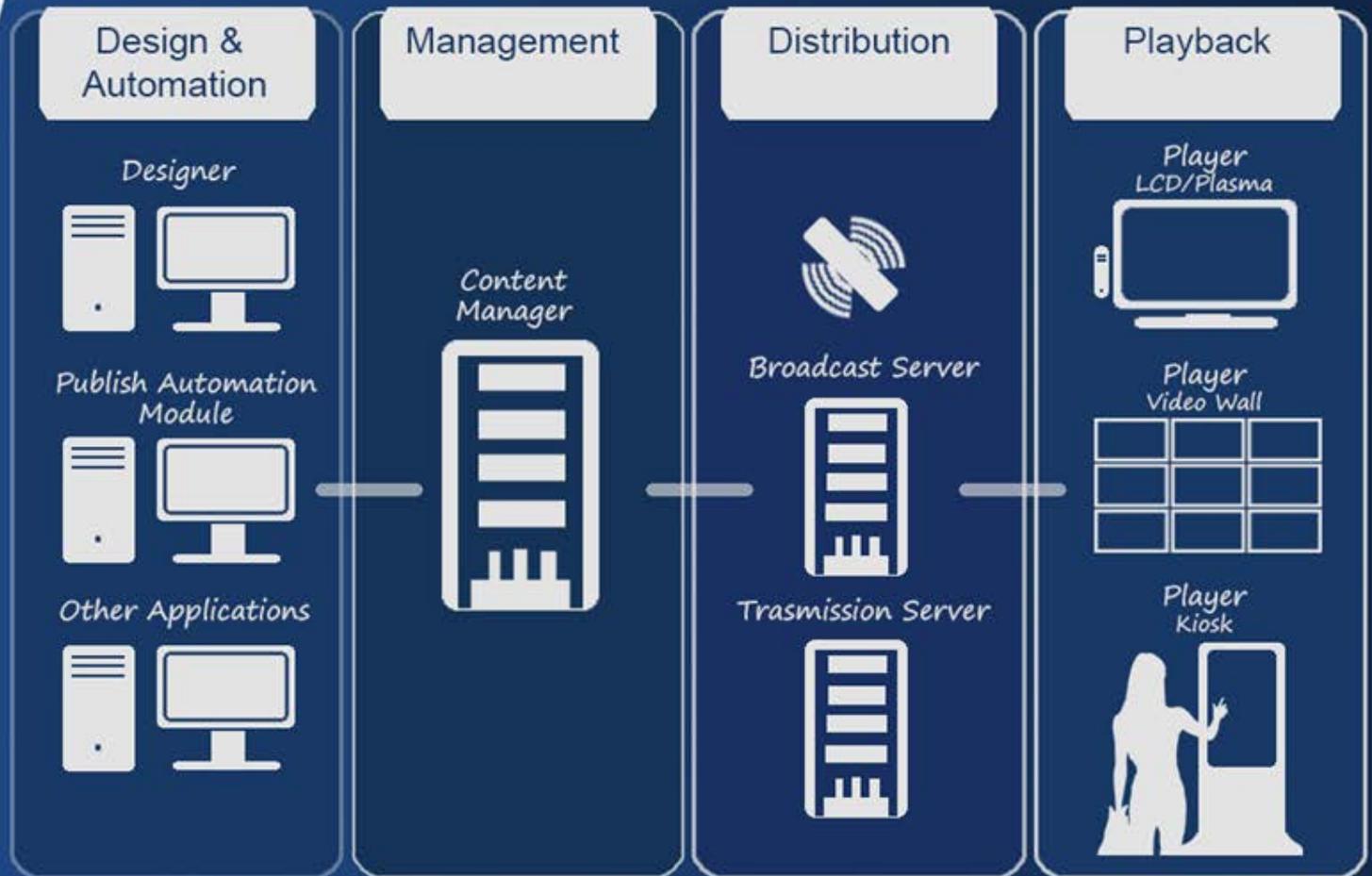## MULTIMEDIA AND INNOVATION FOR AN INTEGRATED COMMUNICATION

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Key Features:

- **User friendly server-based software**
- **Centralized management of player and content**
- **Flexible scheduling options**
- **Role defined access**
- **Player Management and Content Transmission**
- **Specific content can be scheduled or determined by customer interaction**
- **Player status reports**

- **Player compatible with Windows, Android, Mac**
- **SmartPhone control of the Player status**

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Player

- **Playback 24 / 7 - Stable and Reliable**
- **Schedule display of events on different devices**
- **Versatile content management**
- **Utilizes Standard Graphics, Sound and Video Files**
- **Content integration by the the main Social Networks (Facebook , Twitter , Instagram ...) , Google Calendar and Google Drive**
- **Ability to update the content live without interruptions**
- **Real-time data for News, Weather, etc**
- Ability to interact with content such as on a web site
- **Event Logging System for Error Tracking**
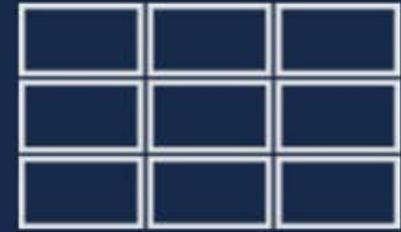
Effectiveness Of The Content

**it is essential to know how to choose and plan
targeted content. By knowing and understanding
customer habits and tendencies, digital signage
can be strategically placed with a schedule of
communication specific to each campaign.**

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**Interactive and Digital Technologies Solutions
for Education, Business, Entertainment**