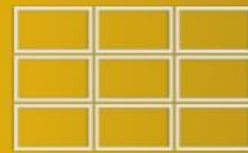


Digital Signage Solutions



# SmartMedia





## 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.





# SmartMedia

Digital Signage  
Solutions

## Objective of Digital Signage

Communicate  
information

Engage  
and  
Monitor

Enhance  
Shopping  
Experience

Manage  
Interactive  
Promotions



## 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.







# SmartMedia

Digital Signage  
Solutions

## 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



## 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**





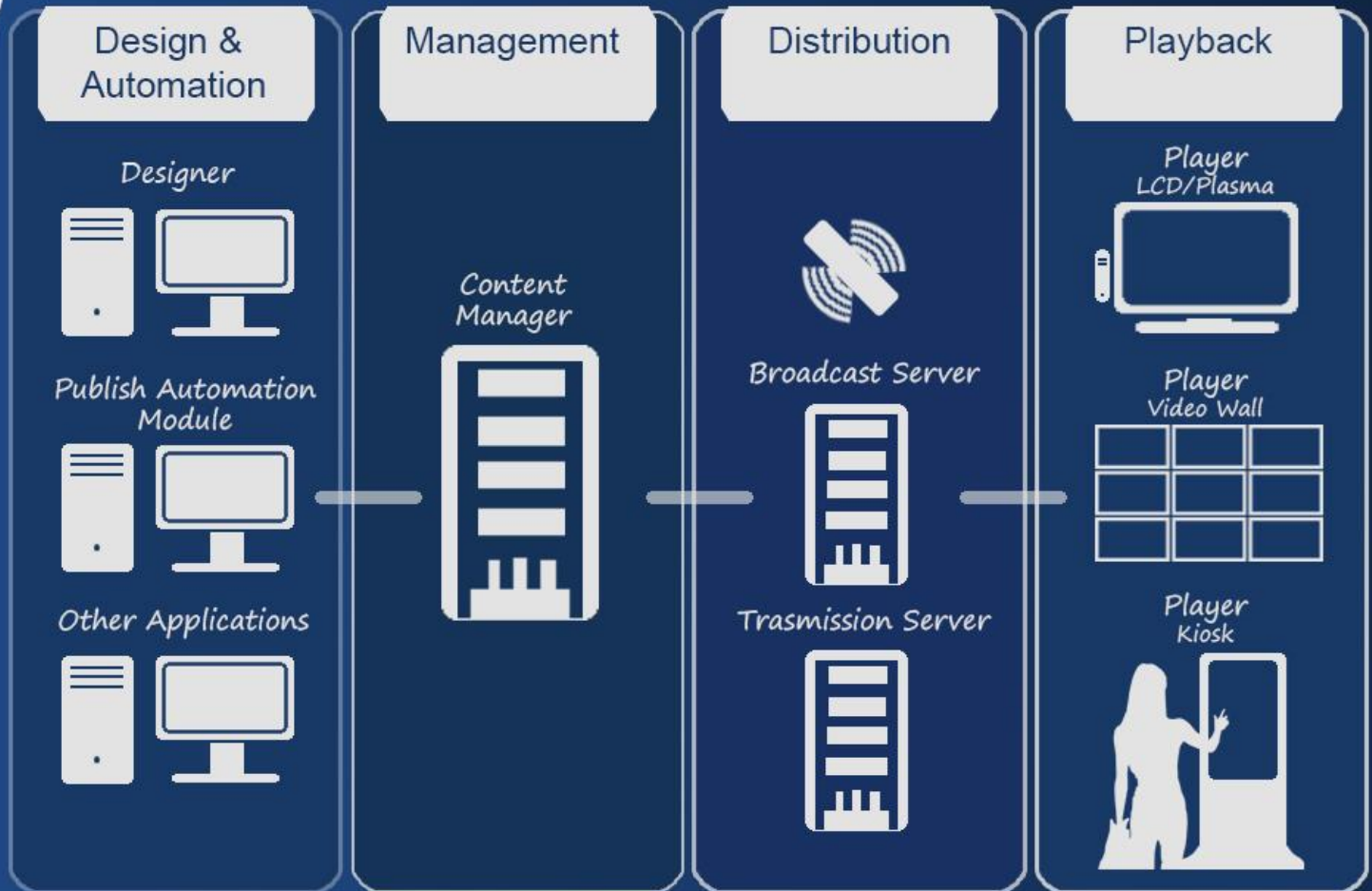
## SmartSignage

The solution  
for Digital Signage :  
SmartMedia

[www.smartmediasignage.com](http://www.smartmediasignage.com)





### SmartSignage: The Platform







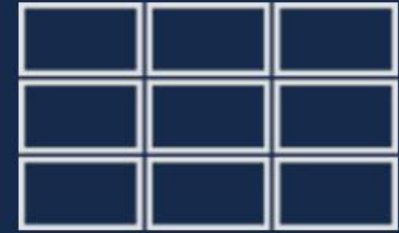
## Key Features:

- 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
- 
- 



## 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**



## 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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**SmartMedia**

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