

Real Time Digital Signage

The new revelation in Advertising and Information Interchange

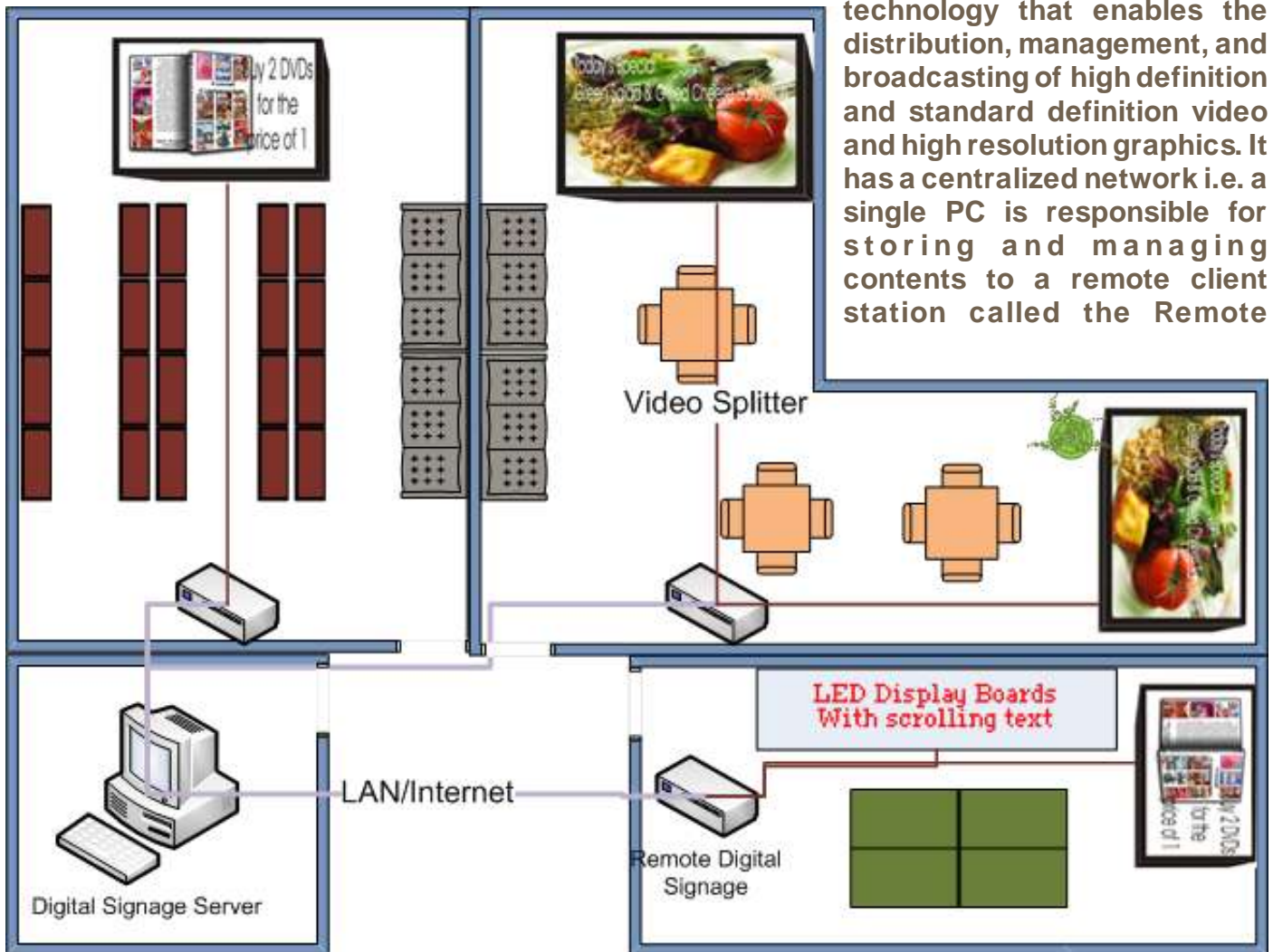


Real Time Digital Signage is the modern day replacement for advertisement bill boards and information boards. This is a new trend that involves the application of the latest video display technologies to public information displays. They are basically used to inform, entertain and advertise.

Digital Signage

Delivering the right message
the right time and place

The Real Time Digital Signage is an assemblage of hardware and software designed to incorporate high end technology that enables the distribution, management, and broadcasting of high definition and standard definition video and high resolution graphics. It has a centralized network i.e. a single PC is responsible for storing and managing contents to a remote client station called the Remote



Choose the Hardware

The Real Time Digital Signage is compatible with different hardware from LCD/Plasma Screens to using LED Matrix Display giving cost effective solution where needed.

Decide how to display contents and when

You can easily choose the layout of the screen from the software settings. The scheduling feature enables you to deliver content in predefined time and at regular interval.

Deliver contents and keep track

The Remote Digital Signage divides the area into zones and you can decide what to display when and where.

Lucratives

Benefits

- ☞ Digital signages are versatile and allow broadcasting and narrowcasting for delivering targeted messages to specific locations at specific times.
- ☞ It also eliminates the high cost of creating and distributing print ad campaigns.
- ☞ The digital signage technology allows easy content exchange with less effort and also allow animations and interactivity giving you the benefit of conveying your message with more creativity and potency.
- ☞ Digital signage offers superior return on investment compared to traditional printed signs.

Software Features

Integrates back-end databases to deliver content to the displays which can be in the form of HTML, Flash, still photography and video

- ☞ Includes a scheduling feature that will allow predefined content distribution
- ☞ Displays are managed remotely from any desktop computer that is connected to the network/internet.
- ☞ Split screen layout can be applied to the display.
- ☞ Centralized monitoring
- ☞ Customization facility

Applications



With animation and interactivity advertising can be on the spot and informative. Informing about a product in retail shops and malls can have massive impact on a sale of the product.

Restaurants, Hotels, Casinos, Resorts etc. can inform their customer about special announcement and offers with ease. The contents can be easily updated and changed. Restaurants can give special briefings on their culinary art which is said to have a powerful influence in selling of a cuisine.



Train station, busses and airports have the utmost advantages of implementing digital signage. The information of the daily flight schedule and all departing/arrival time of trains can be displayed in many areas in low cost.

Industries can give real-time feedback to the employees to increase the efficiency. It also enhances employee training and communication.



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