



Wipro's Digital Signage solution

Wipro's cloud-based Digital Signage solution facilitates organizations to communicate with customers globally using a system that is able to customize and control messaging campaigns.

The solution offers a number of advantages over the traditional point-of-purchase advertising that marketers use to reach customers on the sales floor. Its cloud-based integrated media platform enables business users to update and display promotional messages in real-time making it possible to target customers through a wide range of digital devices. It also offers the innate advantage of promotional space scalability for any number of brands on display.



Benefits of the Digital Signage solution

An integrated marketing communication system

Seamless connection with IoT-enabled devices for remote accessibility and ease of control

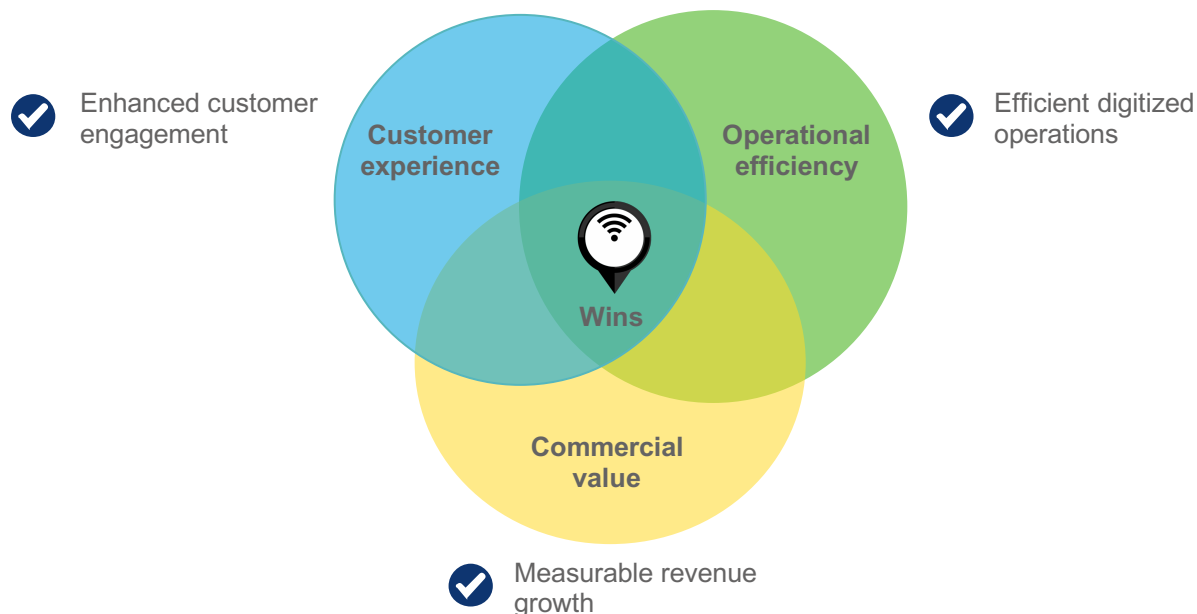
In-store real-time cloud-based content management

Flexibility to support a wide-range of customized media and HTML contents with seamless Azure integration with no additional server

Enhanced security enabled through the usage of Node server



Here is how our clients can unlock value



Reimagine the store experience with customer-centric multi-sensory digital touchpoints and transform it into a **Store of the Future.**

About Wipro Limited

Wipro Limited (NYSE: WIT, BSE: 507685, NSE: WIPRO) is a leading global information technology, consulting and business process services company. We harness the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help our clients adapt to the digital world and make them successful. A company recognized globally for its comprehensive portfolio of services, strong commitment to sustainability and good corporate citizenship, we have over 160,000 dedicated employees serving clients across six continents. Together, we discover ideas and connect the dots to build a better and a bold new future.