

Product Proposal



Digital Signage Solution

Provided By:



Introduction



Digital Display Solution or Digital Signage

are used to Project

Constant,

Fast,

Rich &

INTERCHANGABLE information on a display.



Introduction



The Solution will provide you with an

ALTERNATE MEDIUM of
ADVERTISEMENT

in a place of your Interest.



Introduction



The Solution will provide you with

Indoor & Outdoor Advertising



Why use a Digital Signage?



So...why DO YOU need a Digital Signage or a Digital Display?

Why use a Digital Signage?



According to TIMEX survey an average person **WAITS-**

- **20 minutes** a day for the Bus or Train
- **32 minutes** when they visit a Doctor
- **28 minutes** in Security Lines whenever they travel
- **21 minutes** for a significant other to get ready to go out
- **13 hours** annually waiting on Hold for a Customer Service
- **38 hours** each year waiting in Traffic

That Accounts to **37 billion** hours each year Human Beings are waiting somewhere...

Why use a Digital Signage?



That means each person-

- Spends approximately 6 months waiting in line
- Which means 3 days a year of waiting.

Why use a Digital Signage?



That means for each person-

There are around **72 Hours** of **Advertising**

Opportunity

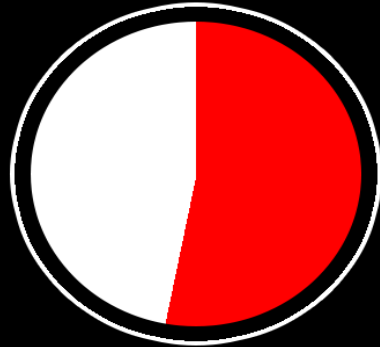
Through **Digital Signage**,
showcasing Products & Services to the desired client.

Does it Work?

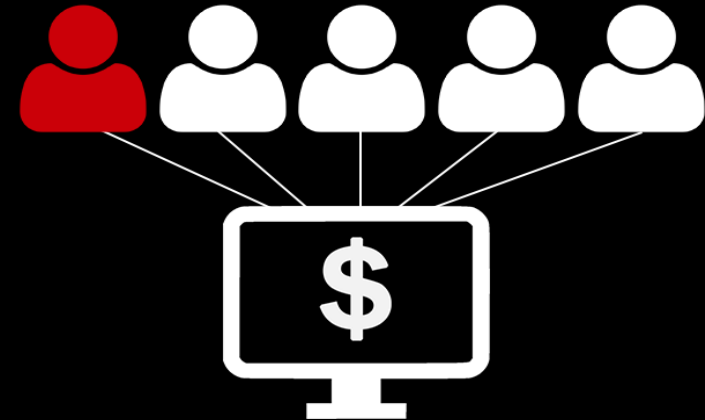


IS DIGITAL SIGNAGE EFFECTIVE? ABSOLUTELY!

in a study by Arbitran, **47% of those who have seen a digital Signage** in the past 30 days specifically recall seeing the ad.



Nearly 1 in 5 of those who have seen an ad via Digital Signage say they have made an **unplanned purchase** after seeing an item featured on the screen



47.7%

of people find digital signage to be effective on brand awareness

29.5%

of people find it influential for purchase of a product

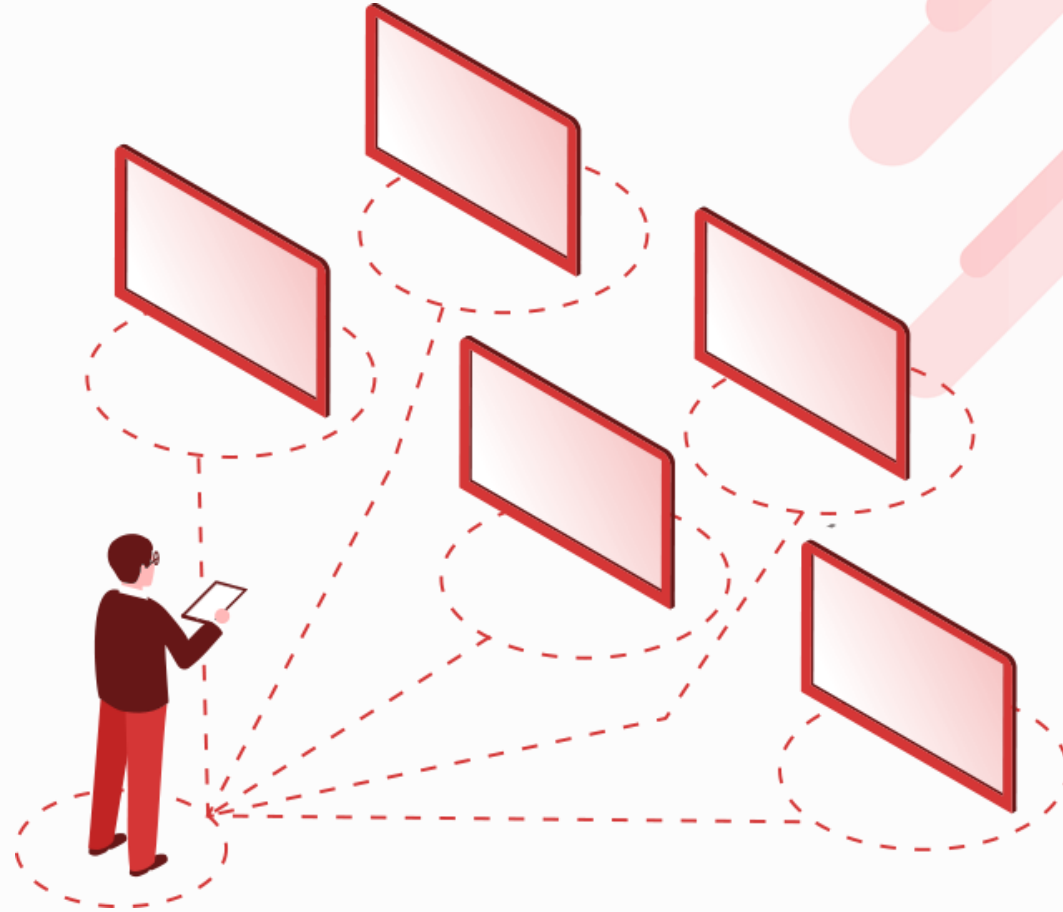
32.8%

of people find it influential for repeat buyers

Our Solution



THIS IS WHERE WE COME IN....



We provide Software Solution which Turns your DISPLAYS into controllable DIGITAL SIGNAGE or an Advertising Medium.

Our Solution



There are **THREE** elements which are needed for the Solution:

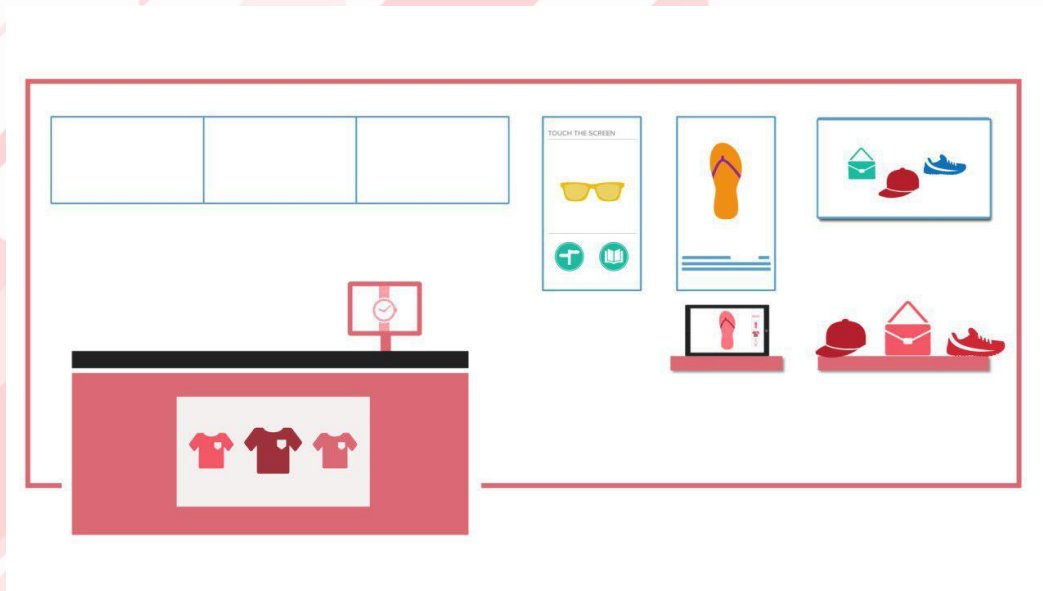
- Mounted Display System
- Dedicated Server
- **OUR SOFTWARE & SOLUTION**



Your Solution

If you Already have:

Mounted Display at Retail Point



&

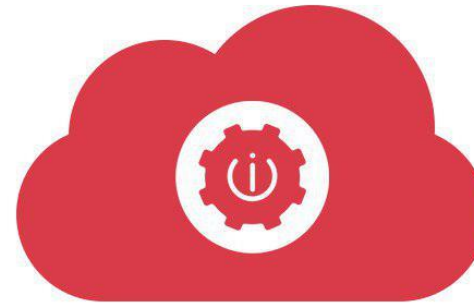
Dedicated Server



Our Solution



You'll be able to avail our SOFTWARE SOLUTION:



The Digital Signage Manager

Complete Set-Up



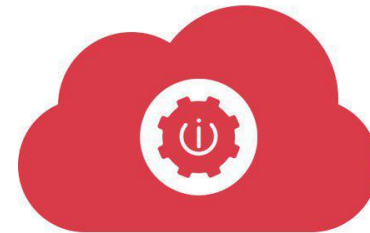
Our Software Solution deployed with Existing Set-Up

Your Retail Store/Outlet



+

Our Software



Content Type



- ☐ Image Banner
- ☐ Looped Video
- ☐ Website-feed
- ☐ Customized information
- ☐ Slide Show
- ☐ Broadcast Content

Content Management



All type of contents which can be displayed on the DIGITAL SIGNAGE are

MANAGED CENTRALLY



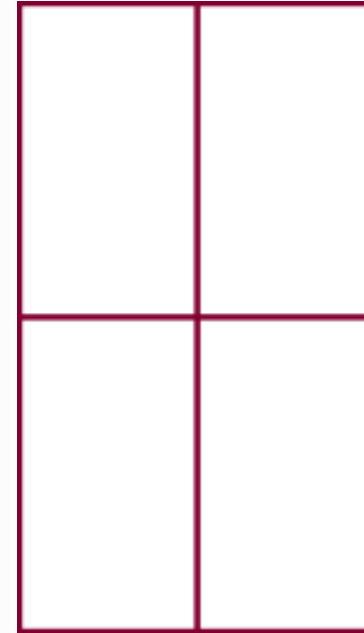
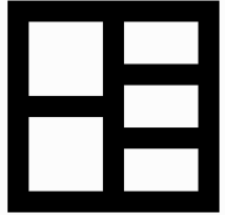
Display Type



Digital Display can of various Orientations & Positions. Such as –

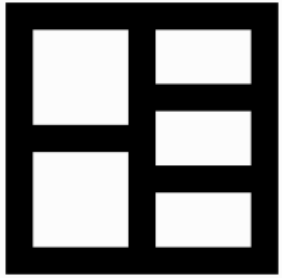
- ☐ Landscape
- ☐ Portrait
- ☐ Suspended
- ☐ Wall-Mounted
- ☐ Stand (Stand included Body)

Layout Feature



Any orientation or even different layouts with
Multiple Contents
can be arranged on any kind of display.

Layout Sample



Multiple Contents on same display



Each ZONE contains individually controllable contents

Multiple Display



If you have multiple displays in different locations



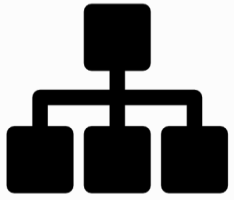
Multiple Display Management



Content Management System (CMS)

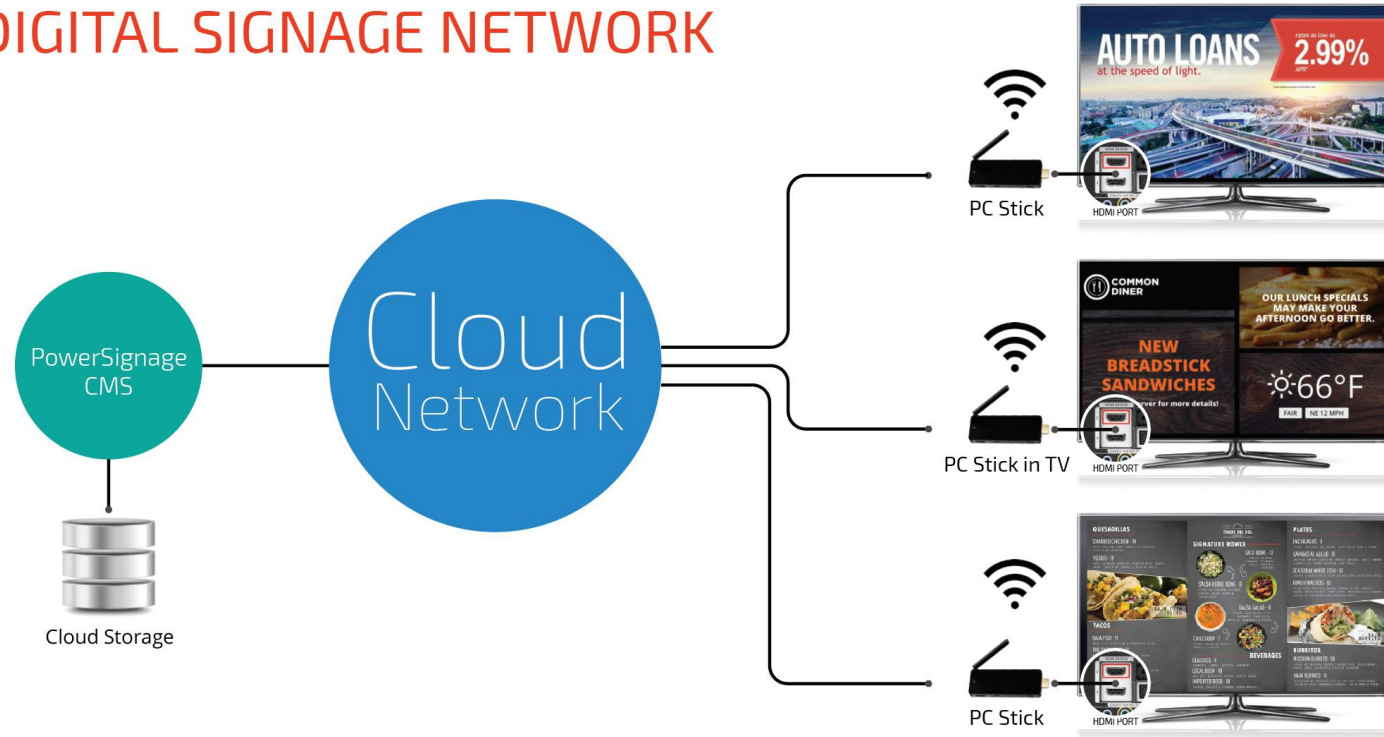


For multiple displays
connected to one system.

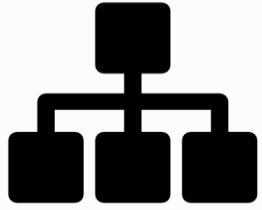


Multiple Display Network

DIGITAL SIGNAGE NETWORK



Cloud Network for Multiple Display



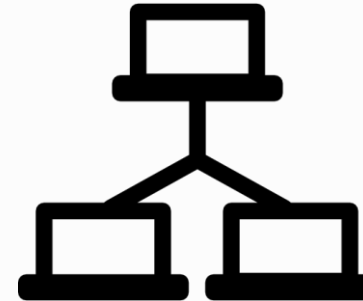
Network Dependency

Multiple Display Network

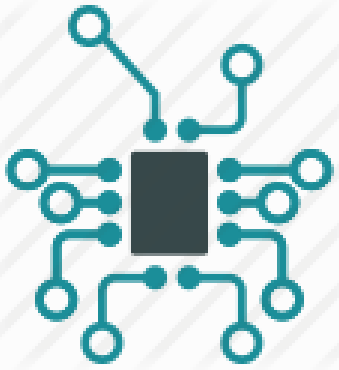
Cloud Network with
Cloud Server



LAN Network with Local
Server



We are able to provide server & Network Solution
for our Digital signage Management System



How it Works



1. Admin Panel

- Log-In
- Upload Content
- Alter Content



2. Cloud Action

- Changes Recognized
- Content pushed to terminal



3. Kiosk Display

- Change Detected
- Content Altered
- Changed in 60 seconds



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Management System UI



KIOSK - MAINTENANCE PANEL

Welcome ▾

Client's Logo

New BroadCast

Management

Logout

New Broadcast

Dashboard

Single Cast

Multi Cast

Regional Cast

Gobal Cast

Schedule

BroadCast Log

A new user has been added by admin1 hour ago

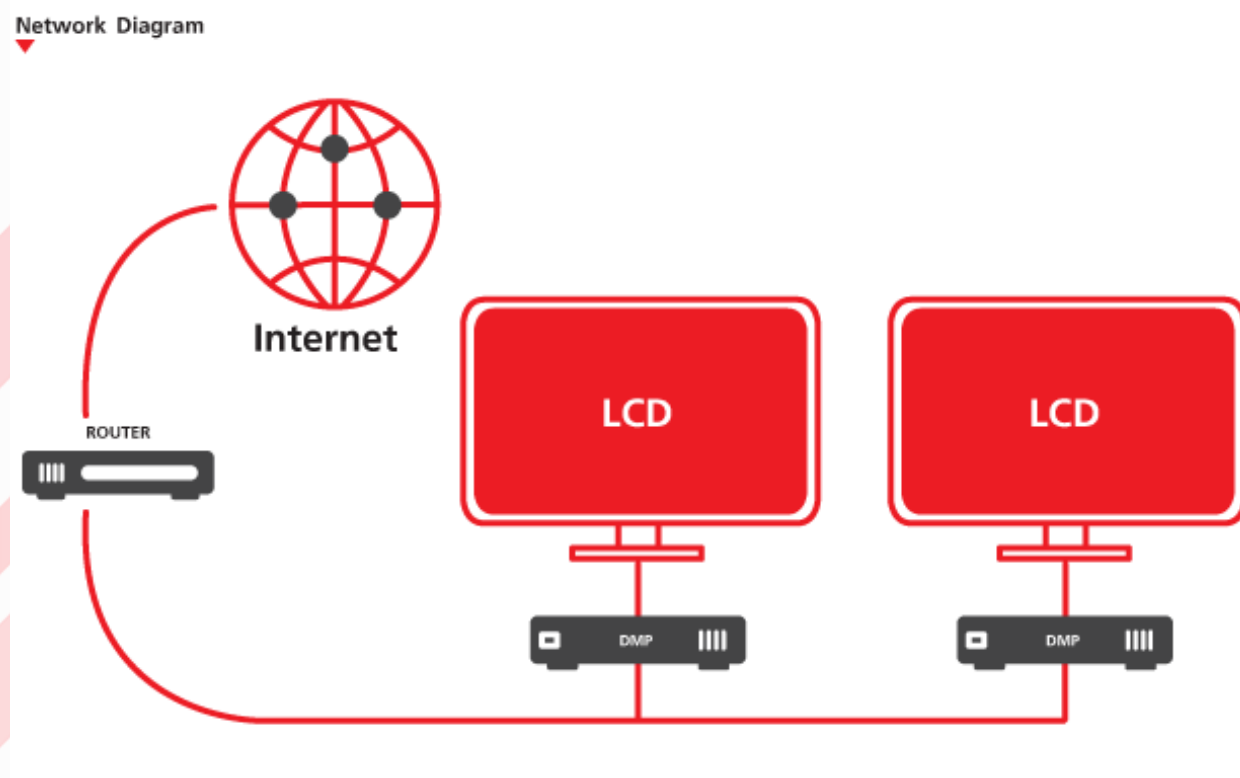
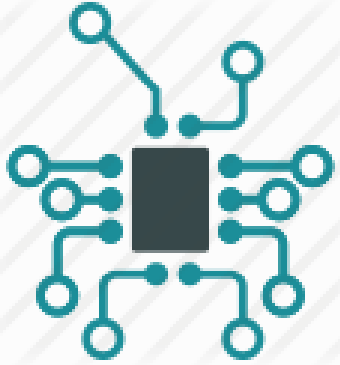
Single Cast pushed to Bashundhara > Reception Area > Diplay 1 by rhythm1 hour ago

Multi Cast pushed to Bashundhara > Reception Area by rhythm1 hour ago

Regional Cast to Mohakhali Area by rhythm1 hour ago

Global Cast pushed by Mustofa1 hour ago

System Topology





Management System Feature

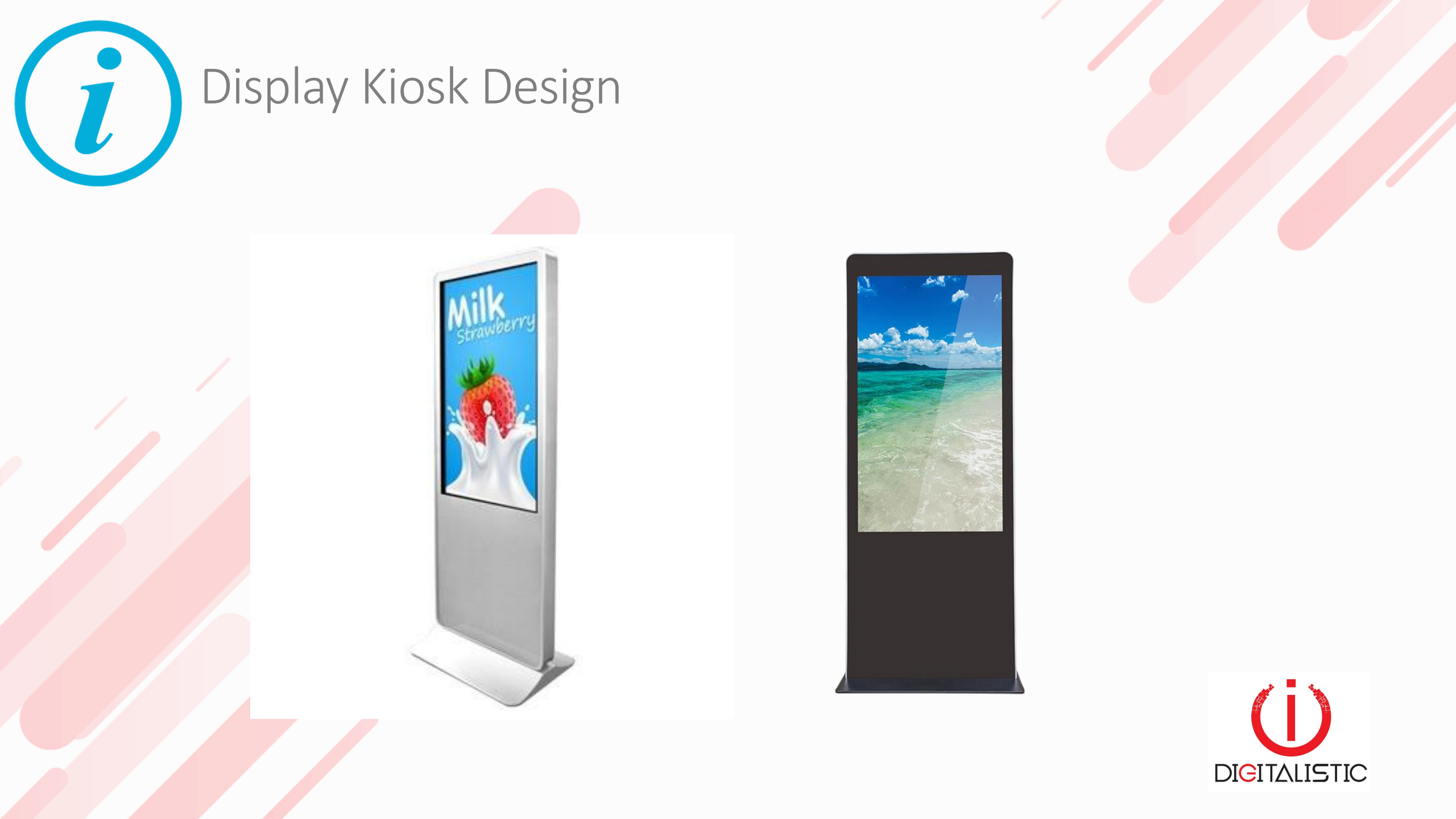
- **All type Display Support**
- **Location based broadcasting**
- **Display Targeted Broadcasting**
- **All Types Digital media support**
- **Zone creation facility**
- **Any type of Layout**
- **Content Archiving facility**
- **Content Scheduling facility**
- **Content Queuing facility**
- **Online or Offline Content Play**
- **Central Database**



KIOSK Solution

We also provide digital display stand or Display KIOSK





Display Kiosk Design





Product Design

Recent Client Specific Design



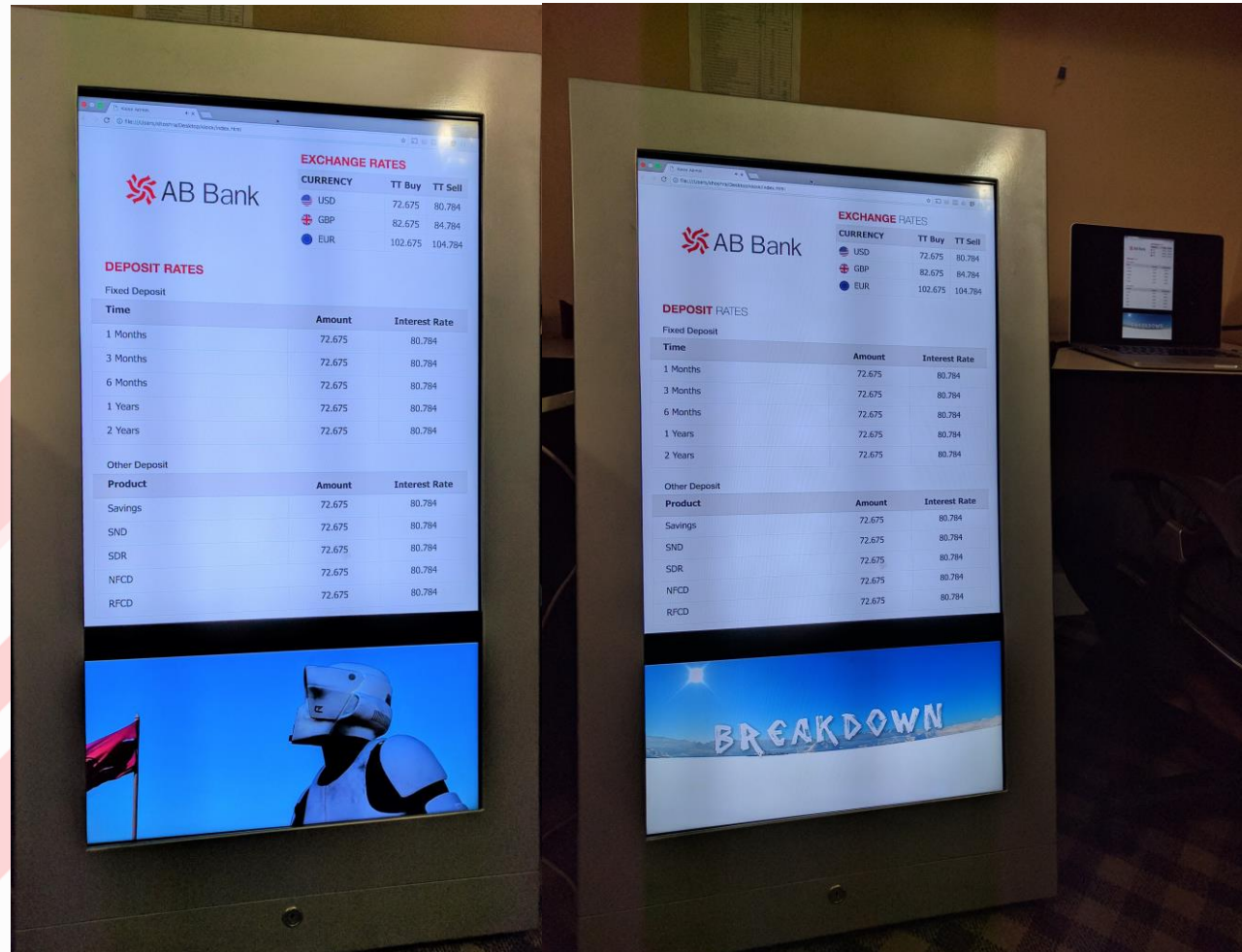


Deployed Products



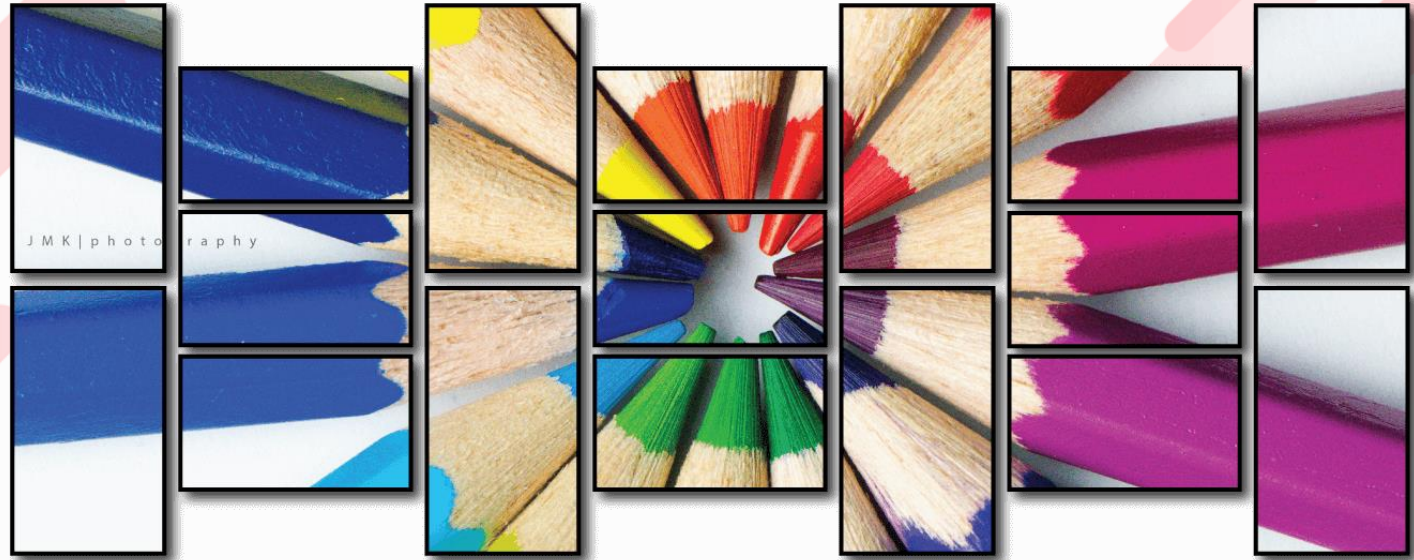


Sample Product



Now Imagine... a Video wall

Video Wall
Solution



**With the Power of Content
Management system**

That is what we provide.....

Video Wall
Solution



**With the Power of
Content Management**

**A complete VIDEOWALL
Solution**

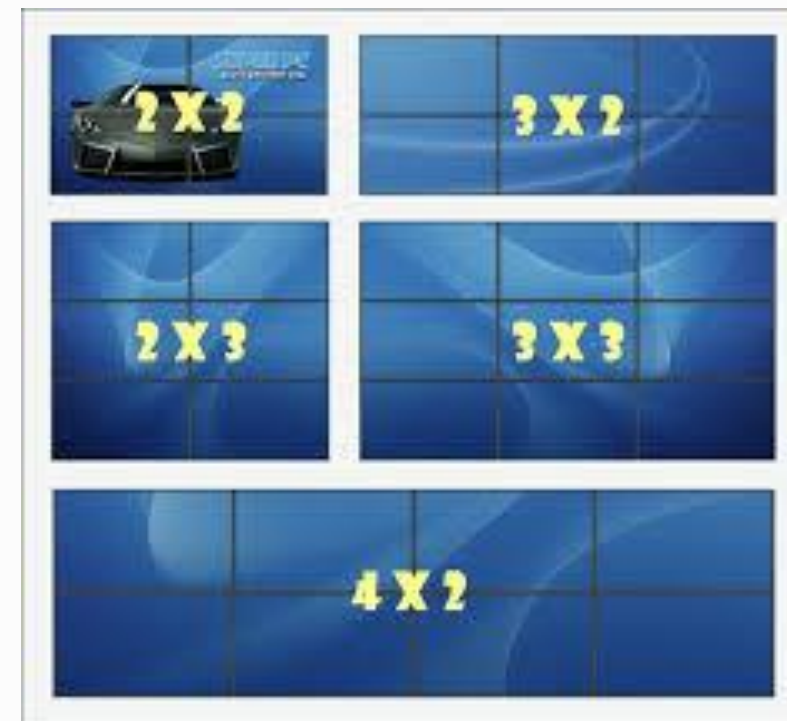


Video Wall Solution



In any Configuration

In any Orientation



Video Wall Solution



In any LAYOUT

Video Wall
Deployed

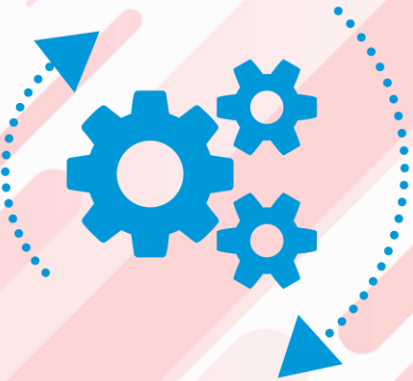


Actual Product Visual

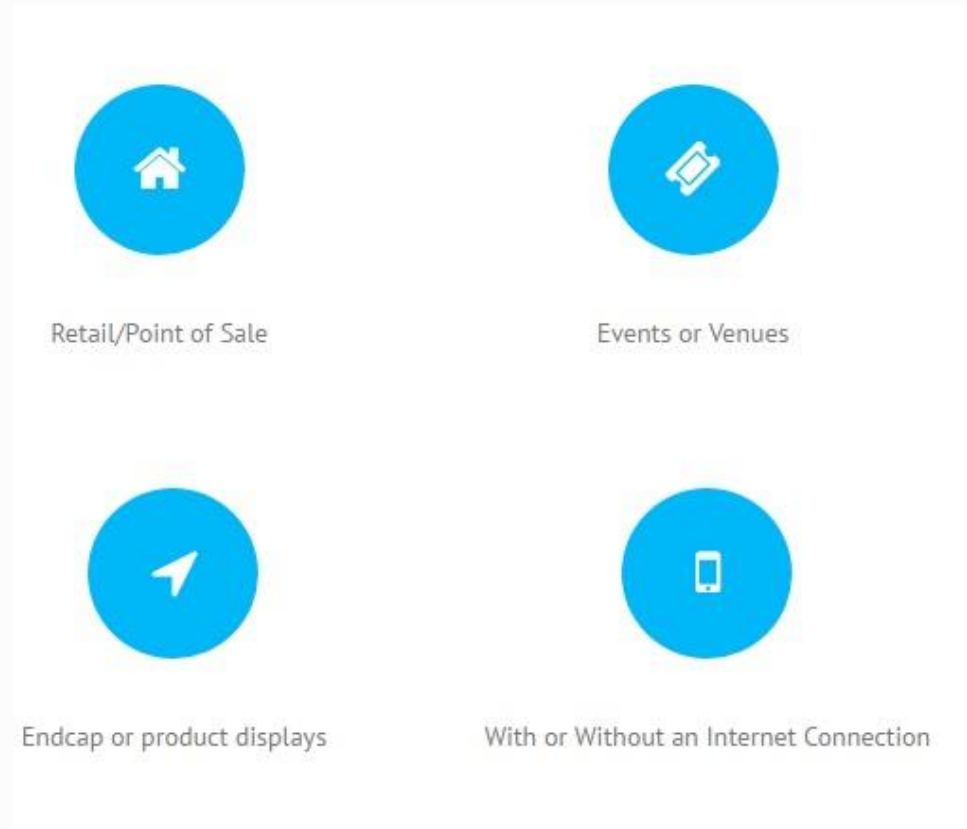
Specification

These specifications of the Cloud Powered KIOSK comes as standard. Any other customized additions are considered add-ons & Possible. The standard specifications are-

- ❑ Display Size: ANY SIZE
- ❑ Body: Wood or Plastic with vinyl laminate
- ❑ Connectivity: LAN & Wi-Fi
- ❑ Accessibility: Standard CMS, (Admin Panel)
- ❑ Update: Manual or Automatic Scheduled content update
- ❑ Security: Secure Accounts Manager (Username & Password)
- ❑ Auxiliary Hardware Integration facility



Use –Case Scenario



Service Desk Visuals (LIVE Content)



**Informative Slideshow display & Broadcast contents
around Service Desk**

Point of Sale Visuals (LIVE Content)



Small Screen Advertisement, targetable to individual Display

Retail Premise Visuals (LIVE Content)



Counter Display for UPDATES & Announcements

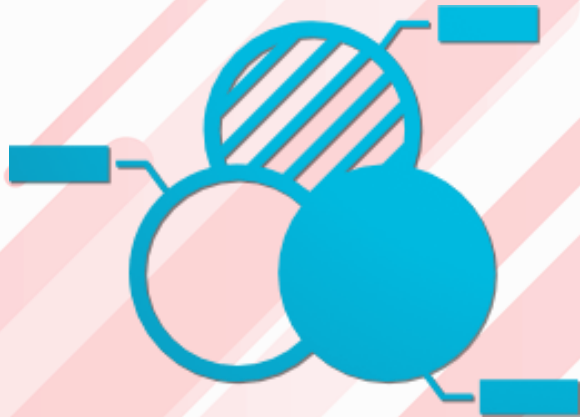
Waiting Area Visuals (LIVE Content)



General Area Display for QUE Management & Pushed Content

Content Streaming

(LIVE Content)



Content Resources: LIVE Content

Our Manager allows you to insert live video delivered by cable, satellite or other live sources into any schedule. Feature regularly scheduled local broadcasts, present favorite sporting events and provide access to internal communications as desired.



Use-Case

(Content Display)



Content Resources: Incorporate Social Media

Unique to our service, which is to power your display with contents that include live links to your favorite social media sources like Twitter™ and YouTube™ in your custom presentations as well as RSS, XML and a variety of other external data feeds.



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Our Products Unique Selling Proposition –

Our USP



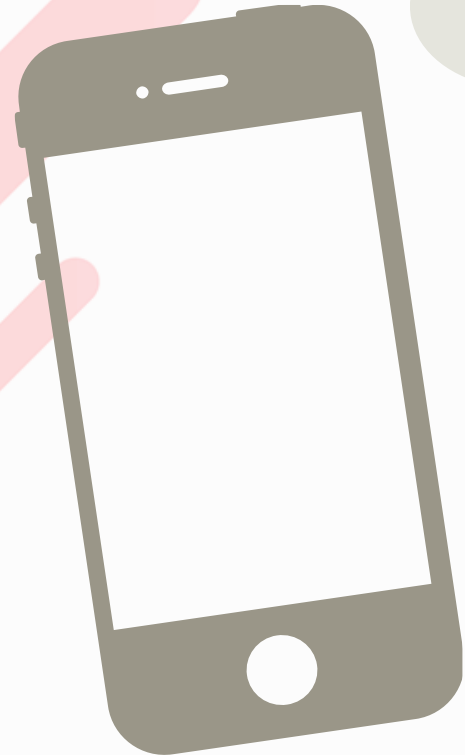
- ❑ Multiple Orientation (Portrait/Landscape)
- ❑ Stand with frame or wall-hung with bracket
- ❑ Any Design Possible to Manufacture
- ❑ Multiple Choice of material (Wood, Plastic, Alloy, Stainless Steel)
- ❑ Cloud Powered
- ❑ Remote management system
- ❑ Integrated Back-up System
- ❑ Auxiliary Device & Input facility
- ❑ Cost Effective
- ❑ Wide Variety Content accommodation
- ❑ Change-Log Archive
- ❑ Scheduled content update programmable

Our Clients



Contact

THE END



A. H. Mustafa

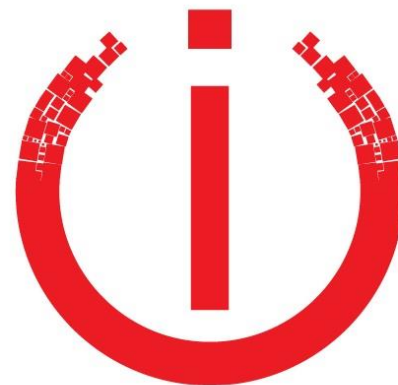
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THE END



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Thank You