

SHOWTOP Technology • Smart Screen Management Platform Introduction

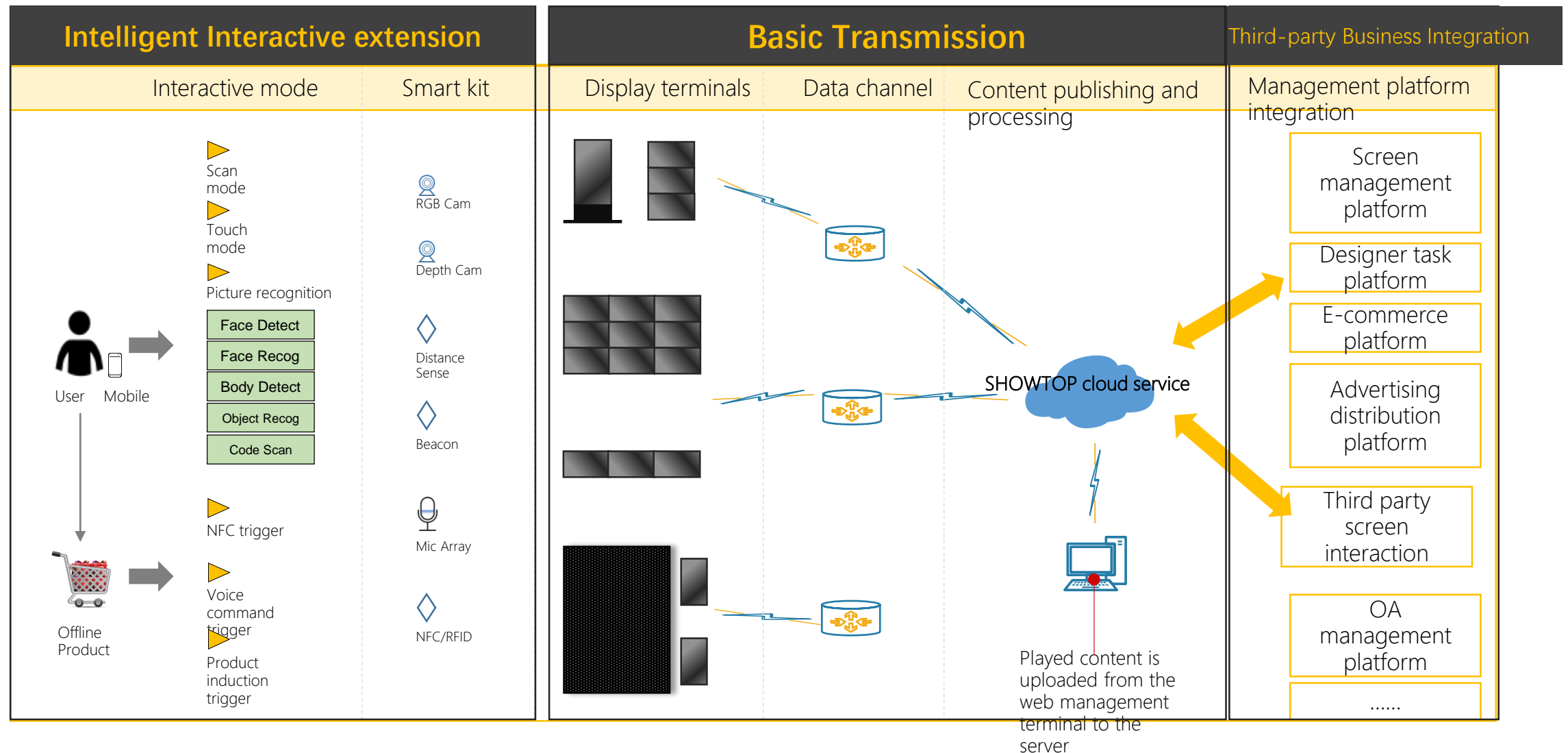
2019 – 03 - 18

PART ONE



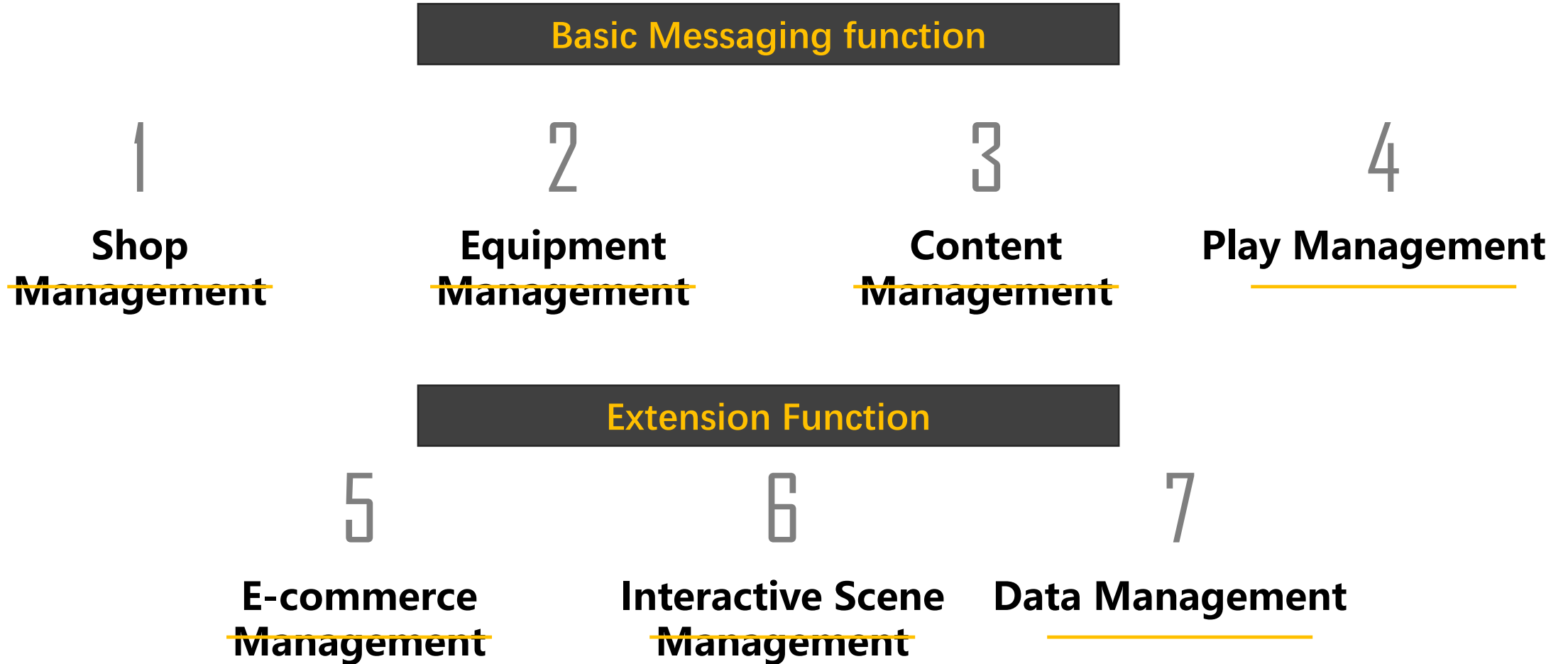
Platform Introduction

Platform Management Architecture



At this stage of the project, only the transmission function is required. Adopt this system to ensure that the brand will quickly realize new retail upgrades in the future.

Platform Management Content

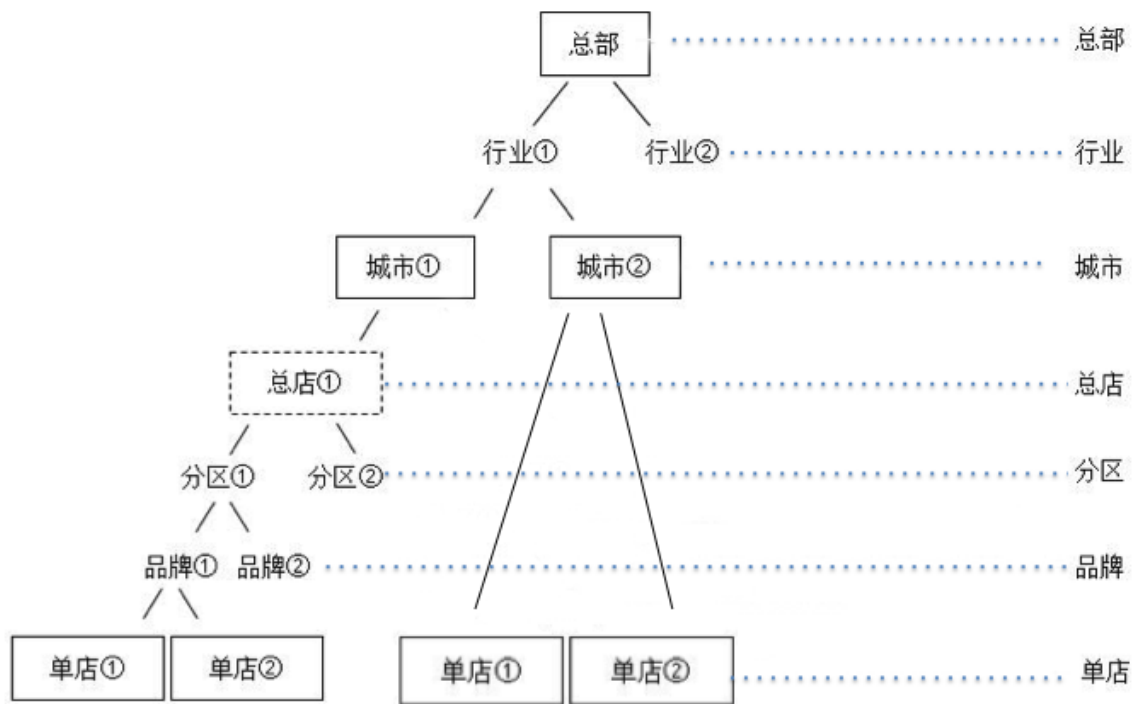


Note: Purchase the number of extension boxes, that is enjoy all the control functions of the platform, but also the extended function requires front-end configuration of interactive devices.

1

Shop Management

Multi-level Management Authority



- Headquarters, branches, and sub-departments can create different user groups and login user accounts.
- Support personalized role combinations to set access permissions for different users
- Scalable/multi-level management tree structure

Headquarters

|-- region

|--City

|-- Head Shop

|-- Shop

|-- Screen

Seven-tier management architecture that seamlessly integrates brand business Thinking

Multi-level Management • Platform Interface

账号类型		<input checked="" type="radio"/> 分区管理账号			
分区类型		<input checked="" type="radio"/> 全部 <input type="radio"/> 市级 <input type="radio"/> 总店 <input type="radio"/> 区级 <input type="radio"/> 品牌			
每页显示 10 条		分区信息		excel导出全部	
				excel导出当前页	
ID	上级	账号类型	分区	注册时间	
4498	多层级账户总部账号->餐饮->杭州市	总店账号	XXX	2017-01-12	编辑分区 删除分区
4497	多层级账户总部账号->餐饮	市级账号	杭州市	2017-01-12	编辑分区 删除分区
4478	多层级账户总部账号->餐饮->烟台市	总店账号	福山区餐饮总店	2017-01-10	编辑分区 删除分区
4463	多层级账户总部账号->餐饮->烟台市	总店账号	客服分区测试	2017-01-09	编辑分区 删除分区
4445	多层级账户总部账号->餐饮	市级账号	武汉市	2017-01-05	编辑分区 删除分区
4357	多层级账户总部账号->商场	市级账号	北京市	2016-12-17	编辑分区 删除分区
4270	多层级账户总部账号->餐饮	市级账号	福州市	2016-11-30	编辑分区 删除分区

Content delivery for a single screen, or directly to a certain partition, city, etc.

2

Device Management

Multi-class Screen Compatible + Tag Management



Screen Type

Projection and
others

Any size LED

LCD/LCD
splice

Like PAD
Mobile device

Home/commer
cial display

.....

Label Management

Store: Four
generations of
stores

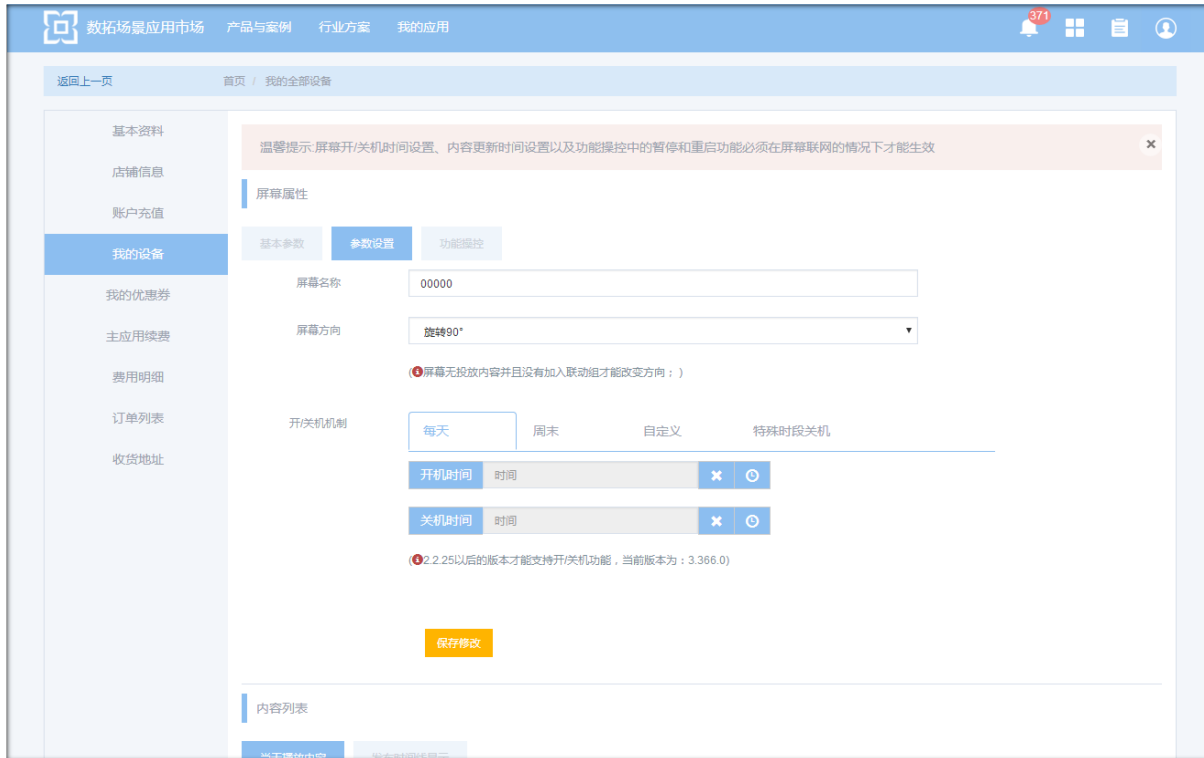
Brand: Digital
extension
machine

Location:
Explosion area

.....

Multi-type screen management issues when fully considering future demand expansion

Remote Control



Remote switch machine, timed play function, only professional version V8 box has

Remote condition monitoring

Network: You can remotely view the operation status of different store screens, network conditions, etc. If 'Offline' is displayed, you can promptly check the store to check the network.

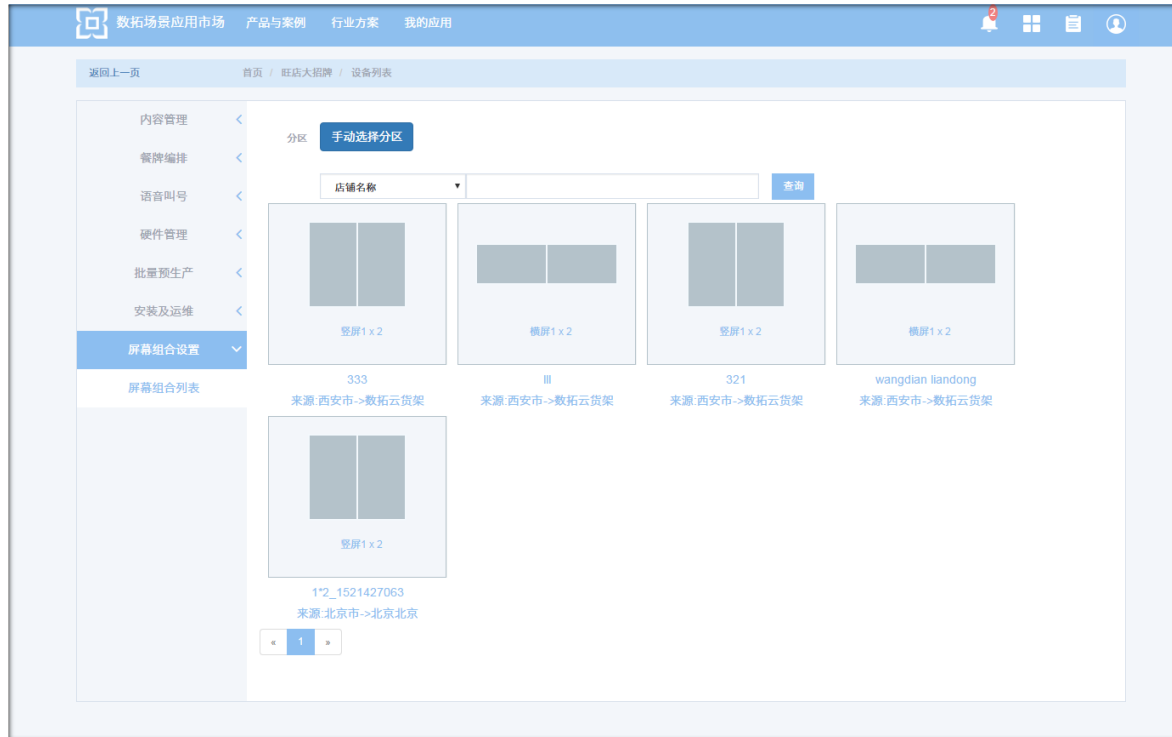
Screen capture: You can remotely view the screen to view the **content** of the screen, helping the merchant to monitor the screen playback status at any time.

Remote function setting

Switch on, restart, timing : The screen can be controlled and controlled remotely, and the machine can be turned on and off.

- **Disassemble :** If you do not need to retain the original delivered content, remotely select the disassemble function, that is release the screen serial code, activate the new screen, and delete the original screen content.
- **Change machine :** If you want to keep the original content, select the 'Change' function, remotely copy the content through the screen ID, you can transplant the original screen content to the new screen. No need to send it over the network again, saving traffic and saving time .

Cross-screen linkage



Linkage setting

Continuously installed screens that can be grouped into stitching groups

The same account can manage the splicing groups installed in different areas. The splicing method is flexible, and the splicing group can be cancelled at any time.

Linkage/single screen switching display

Set timing, which can realize cross-playing of linked content and single-screen content.

Remote switch machine, timed play function that only professional version V8 box has

3

Content Management

Album Management

Screen auto adaptation

- The content can be automatically applied to screen size.
- Also can set different sizes of content for different screens.

内容管理 / 专辑管理 / 专辑列表

横/竖模式 ☒ 全部 ☐ 横屏模式 ☐ 竖屏模式

计划属性 ☒ 全部 ☐ 全天轮播 ☐ 按小时计划 ☐ 按周内日期 ☐ 按指定日期

投放属性 ☒ 全部 ☐ 投放中 ☐ 暂停投放 高级选项

日期范围 从 最早 到 今日

专辑名称 查询

专辑ID	专辑缩略图	专辑信息	近期内容添加	排序	操作
<input type="checkbox"/> 62201		专辑名称: we 计划属性: 全天轮播 内容数量: 2 投放属性: 暂停投放 创建日期: 2019-03-05		0 设置播放顺序	投放 编辑 删除
<input type="checkbox"/> 61992		专辑名称: 条形屏测试 计划属性: 全天轮播 内容数量: 2 投放属性: 投放中 创建日期: 2019-02-28		0 设置播放顺序	暂停 编辑 删除
<input type="checkbox"/> 61583		专辑名称: 图片测试 计划属性: 全天轮播 内容数量: 8 投放属性: 投放中 创建日期: 2019-02-23		0 设置播放顺序	暂停 编辑 删除

Version 1.8.46172 ©

H5 template (video, photo, animation, etc.)

- The H5 template is used as the bearer mode, and the terminal displays multi-layer content, not only simple videos, pictures, etc.;
- Dynamic effects stacking, floating, and more can be set.

Multi-content album management

- Multiple content can create albums and set labels for albums, enabling one-click placement of multi-content, multi-level screens.

Sub-regional and time-phased delivery

- Can use one button to deliver multiple stores with multiple contents, or you can select the placement area according to the level of permissions;
- The playback time can be set for the content according to the marketing strategy.

4

Play Management

Customize Placement Area



Headquarters unified marketing

Manage large screens across the country through the cloud management platform and publish content to all screens with one click.

Sub-regional marketing

You can edit different content to play "album" and freely choose the branch or region to be placed.

Split screen content delivery

The smallest unit for content delivery is the screen, and the same store screen can display different content according to different needs.

Customize Play Time

设定时段

特定时段

周时段

小时时段

全天

时段独占

非独占

日

一

二

三

四

五

六

开始

00:00

×

🕒

结束

23:59

×

🕒

保存

Multiple play modes

For the album, set the playback mode (carousel, custom play, exclusive play), the play time can be selected weekly time, hour time

Preset Marketing time

According to the characteristics of the marketing campaign/product, set a specific playing time period to pre-schedule, and the screen automatically switches the content according to the setting period

No/Bad Signal • Emergency Delivery Strategy

1

Offline Package Mechanism

U disk encryption can be used to download offline packages for content replacement.

2

Master-slave Mechanism

Define the store host, download content from the external network to the host; can synchronize the content on the host through the LAN, other screen content, save external network traffic

5

**E-commerce
management**

6

**Intelligent
interaction
management**

7

**Data
management**

E-commerce Management

The screenshot shows a web application interface for managing products. The top navigation bar includes links for '数据场景应用市场', '产品与案例', '行业方案', and '我的应用'. The main content area is titled '商品管理' (Product Management) and includes a sidebar with options like '新增商品', '分类管理', '店铺商品列表', '店铺信息设置', '订单管理', '数字货架', '优惠券管理', and '集团管理'. The main panel has tabs for '基本属性', '图片属性', and '扩展属性'. The '基本属性' tab is active, showing fields for '商品来源' (set to '自有产品'), '产品名称', '产品SKU', '供应商', '产品类别' (with a '选择分类' button), '是否免运费', '产品排序', '商品状态' (set to '正常'), '商品简介', '商品详情', '产品规格' (radio buttons for '无产品规格' and '包含产品规格'), and '产品库存' (with '条形码' and '产品库存' input fields).

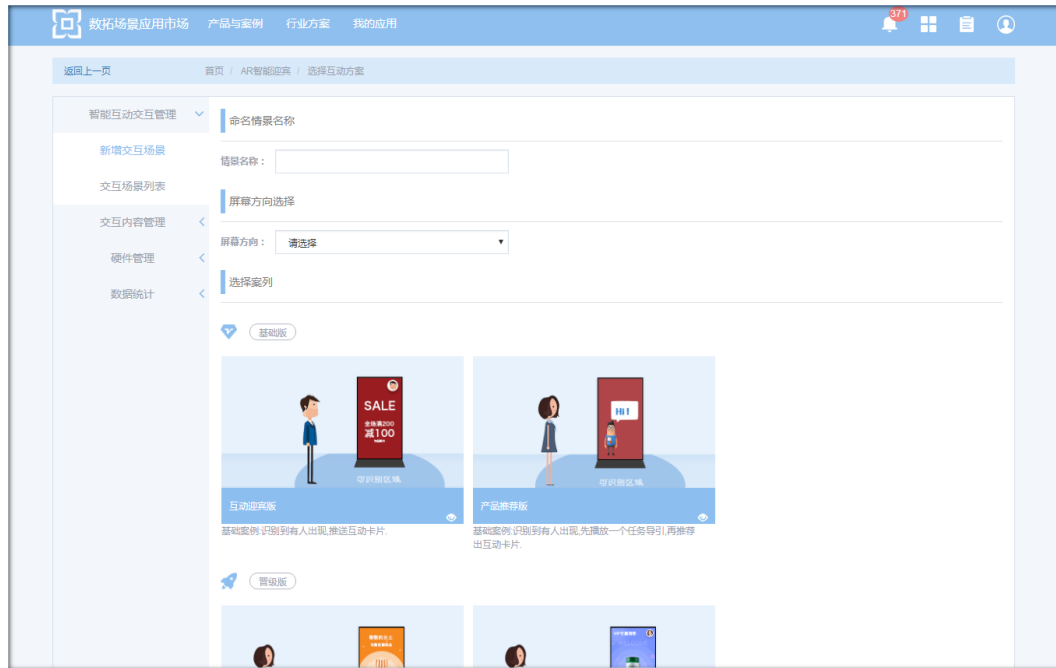
Own E-commerce Database

The screenshot shows a web application interface for managing orders. The top navigation bar is identical to the first screenshot. The main content area is titled '订单管理' (Order Management) and includes a sidebar with options like '商品管理', '店铺信息设置', '订单管理' (active), '售后订单', '参团订单', '物流管理', '异常订单', '退款订单', '订单报表', '数字货架', '优惠券管理', and '集团管理'. The main panel has tabs for '未出库订单', '选择时间', and '历史订单'. The '未出库订单' tab is active, showing a table of orders. The table has columns for '编号', '订单号', '商品', '金额', '订单来源', '下单时间', '订单类型', and '订单状态'. There are 3 orders listed, with a total of 3 orders shown at the bottom right.

编号	订单号	商品	金额	订单来源	下单时间	订单类型	订单状态
1	NOM000000205313		0.04RMB	微信	2018-03-20 12:07:57	电商	待处理
2	NOM000000203343		0.01RMB	屏幕	2017-12-20 20:08:54	限时特卖	待处理
3	NOM000000202105		20.00RMB	屏幕	2017-09-26 14:44:07	电商	待处理

Mature E-commerce Processing system

Intelligent Interaction Management



Camera Recognition
Interaction

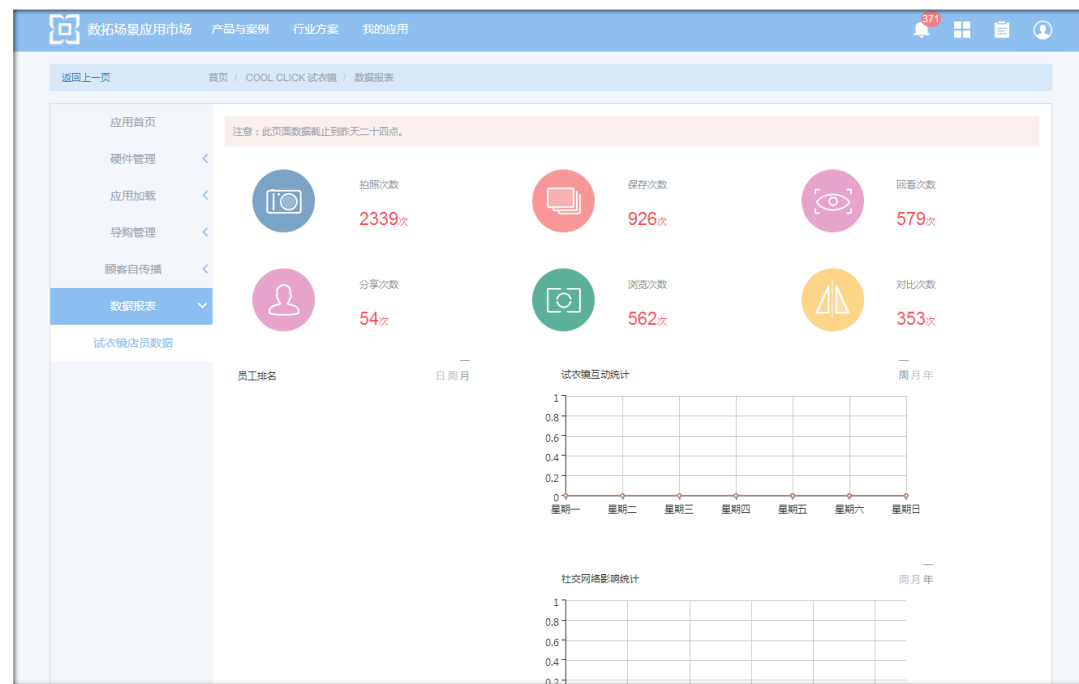


Product Identification
Interaction Such As NFC

Data Management



Content And Crowd Cross Data



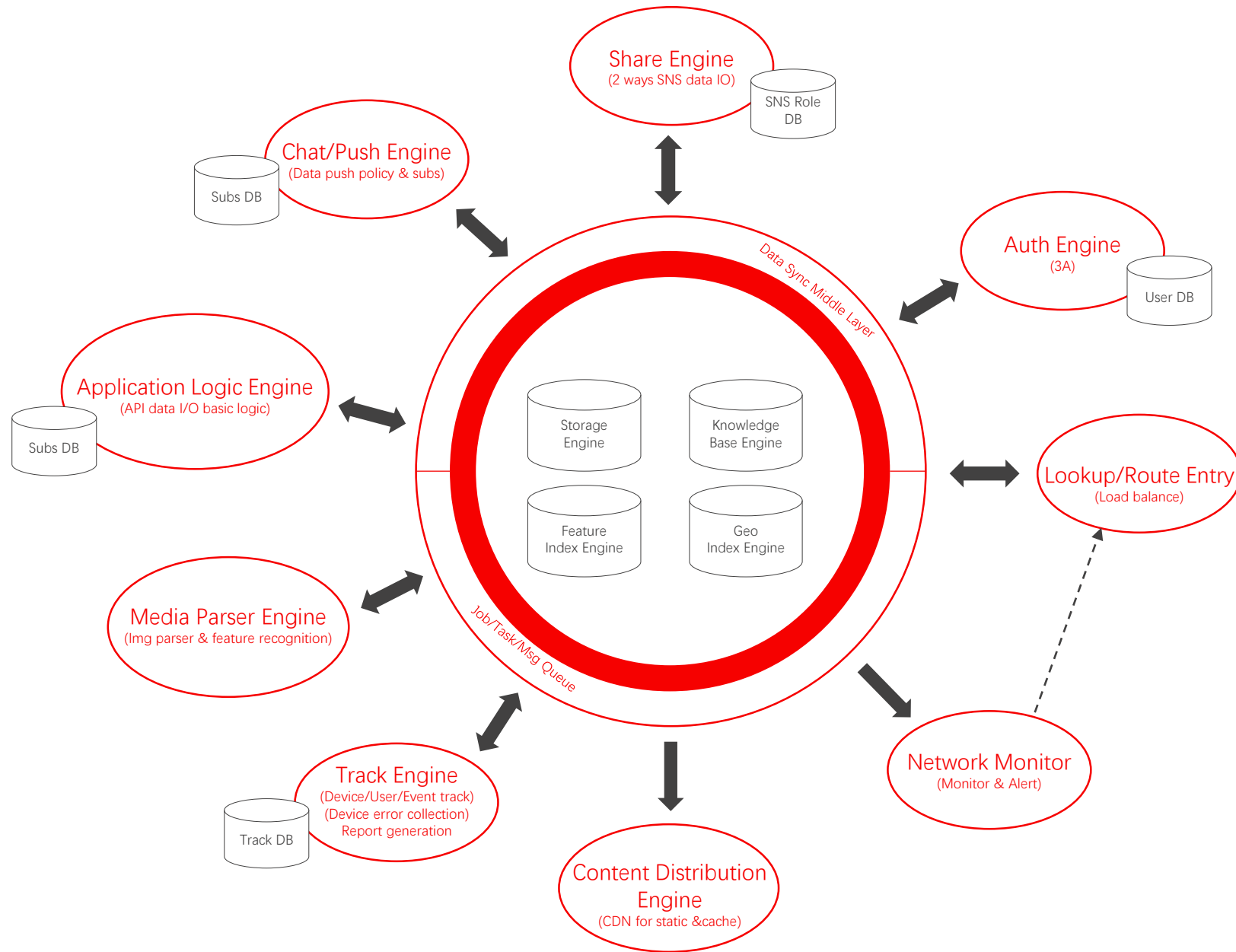
Consumer Behavior Data

PART TWO



Technical Advantages

Internet Service Engine



True open Internet architecture

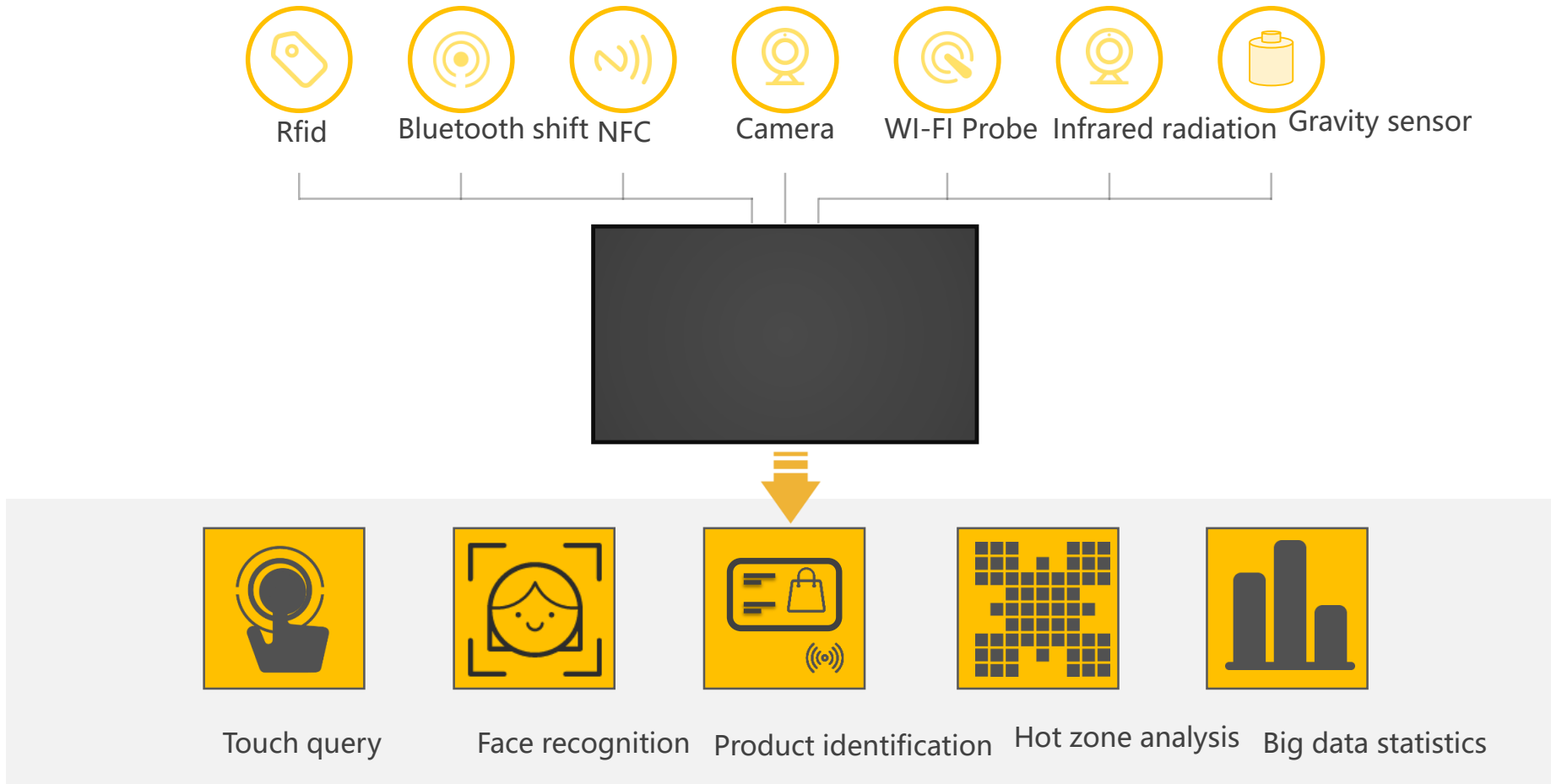
The Digital Extension Platform is an intelligent Internet platform for business display. It supports standard data interfaces and can be interfaced with third-party systems, databases, and devices.

The digital extension platform has the ability of data acquisition and data analysis. The screen can collect environmental data, interaction data and user behavior through intelligent peripherals.

It is also possible to identify the user, analyze the potential needs of the user, and generate a user portrait.

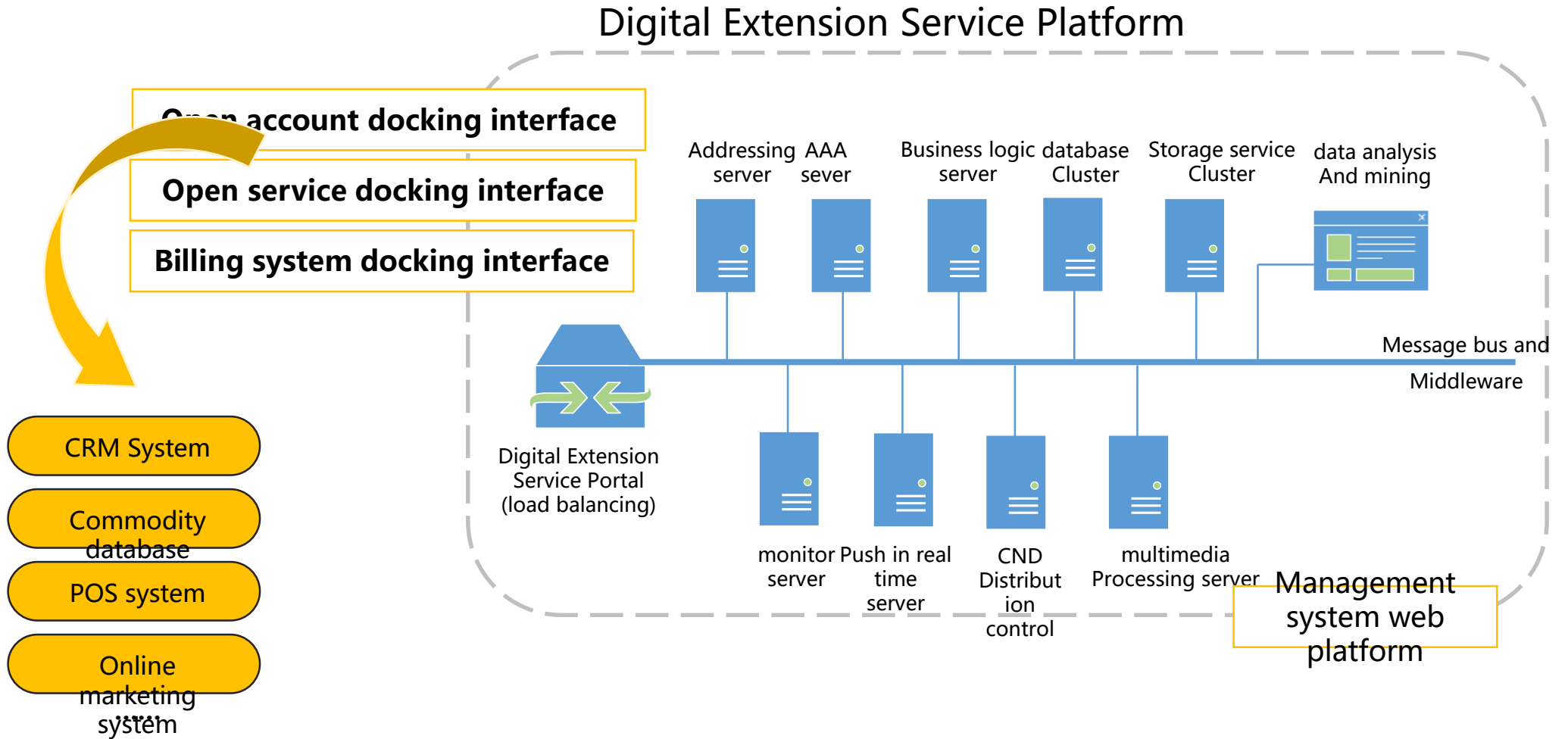
Combined with the artificial intelligence expert system, it is possible to push the information most needed by the user to the front screen in real time.

Intelligent Peripheral Access

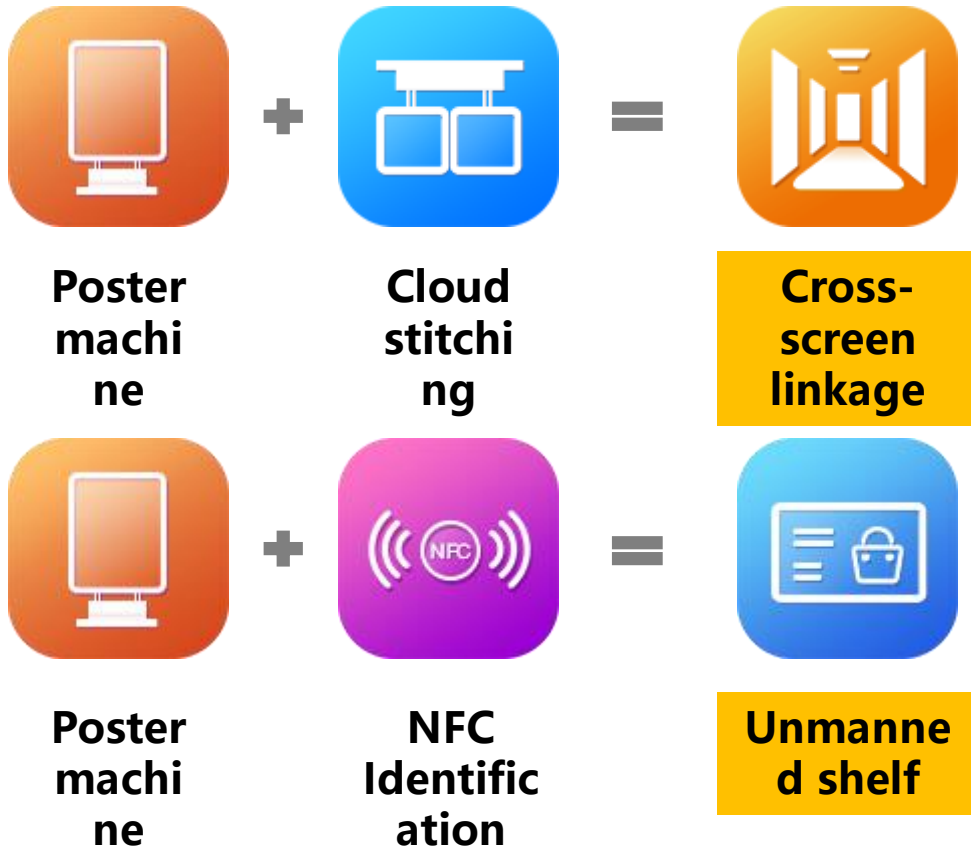


More possible with access, data and so on

Business Platform Docking



APP Function Iteration



Scenario application

Divide the industry, sub-scenarios, refine the requirements, provide targeted applications, and display screens more effectively .

Application extension

The non-engineering development approach quickly responds to new demands in a standard APP approach to meet changing market demands.

Third-party application docking

Support for third-party applications, quickly integrate new features, and achieve unified management and control.

THANKS

2019 – 03 – 18