Glosario
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Inicio

VECTOR 001

This company specialises in audiovisual technologies applied to advertising communication, dissemination, tourism and events. They produce digital content for museums, cultural tourism and scientific dissemination through technologies such as augmented reality, 3D video mapping, virtual reality, 3D animation, multi-touch interaction and digital holography.

www.vector001.es

vector001.com

VIDEOENPLAY

A dynamic **Digital Signage** management system that provides **total control over the advertising content or internal communication**. It allows the streaming of **videos, images, HTML and live video** to all types of devices: screens, video-mapping projections, totem displays, touch screen panels or custom games.

Each screen is managed individually with the ability to broadcast media at each point of sale. Content management and updating is performed remotely and allows the information sent to each device to be segmented, also controlling the switching on and off of the devices.
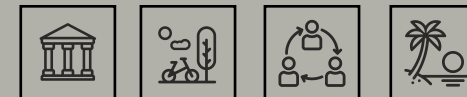
The **advantages** of VideoEnPlay include:

- An exclusive audiovisual channel for the network of shops or communication points
- Centralised control of the entire channel with a single control point for all content, promotions, language, establishments, etc.
- Diversity of formats and sizes of screens and devices From 7" tablets to large projections and installations of all kinds (video mapping, holograms, display cases, interactive tables and floors, etc.)
- Content hierarchy according to its location by country, region, province, city, establishment Three levels of content management: device > area > general
- Secure information management systems All content is downloaded to devices, so even without an internet connection, they have content to play
- The option to live stream events through all the screens
- Geolocated content for mobile screen systems or installations.

Scope of smart destination application	Solutions for destinations in the following areas	Type of solution
Technology		