



DiGiAds

PITCH DECK  
**SMART DIGITAL SIGNAGE PLATFORM**

# PROBLEMS AND OPPORTUNITIES



SCREENS ARE  
EVERYWHERE BUT THEY  
HAVE NOT BEEN USED  
EFFICIENTLY



THE CURRENT AND MANUAL  
WAY TO UPDATE THE  
CONTENT OF THE SCREENS  
USING USB IS A WASTE OF  
TIME, MONEY AND LABOR

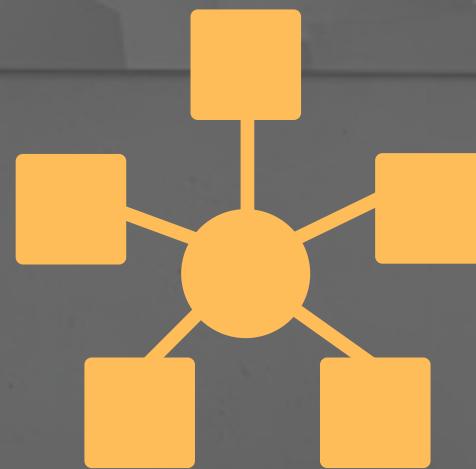


OUTDATED TECHNOLOGY  
MAKES SCREENS INCOMPATIBLE  
WITH INNOVATIVE SYSTEMS  
SUCH AS SMART QUEUE,  
ARTIFICIAL INTELLIGENCE, ETC.

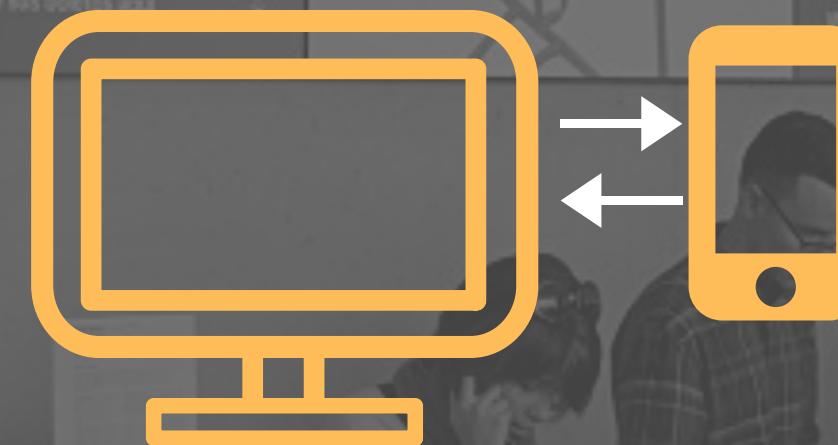
# SOLUTION DIGIADS

## SMART DIGITAL SIGNAGE PLATFORM

Economical | Easy-to-use | Powerful Features



MANAGE CONTENT  
CENTRALLY AND  
EFFECTIVELY  
1000+ DEVICES



COMPATIBLE WITH  
NEW INNOVATIVE  
SYSTEMS



ENHANCE  
CUSTOMER  
EXPERIENCE

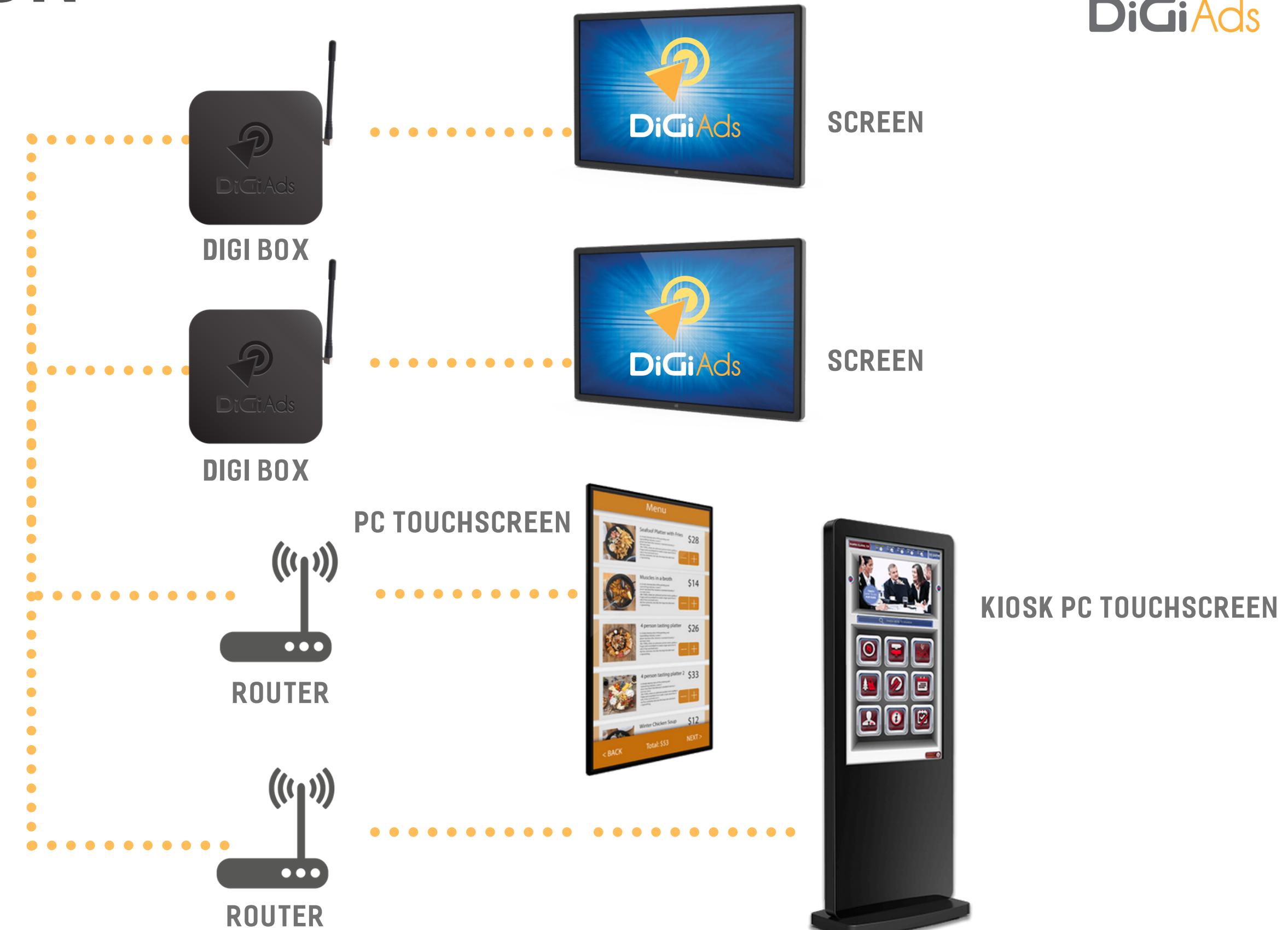
# DIGIADS SOLUTION



MULTIMEDIA CONTENT  
MANAGEMENT SYSTEM



INTERNET/LAN



# EXCEPTIONAL FEATURES



REMOTE DISPLAY  
MANAGEMENT



POWERFUL  
SCHEDULER



CLOUD-BASED  
S.A.A.S.



RICH MEDIA  
SUPPORT



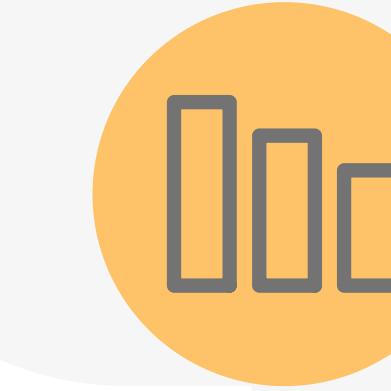
MULTI-ZONE  
LAYOUT



PROOF OF PLAY



DISPLAY CONTENT  
ONLINE <->  
OFFLINE



INTEGRATION OF  
INTERACTIVE ADVERTISING  
AND DATA ANALYTICS

# DOOH MARKET (DIGITAL OUT-OF-HOME)

**18.6**

BILLIONS USD

**Total Available Market**

The global digital  
signage market in 2018

**375**

MILLIONS USD

**Serviceable Available Market**

Vietnam's digital signage  
market 2018

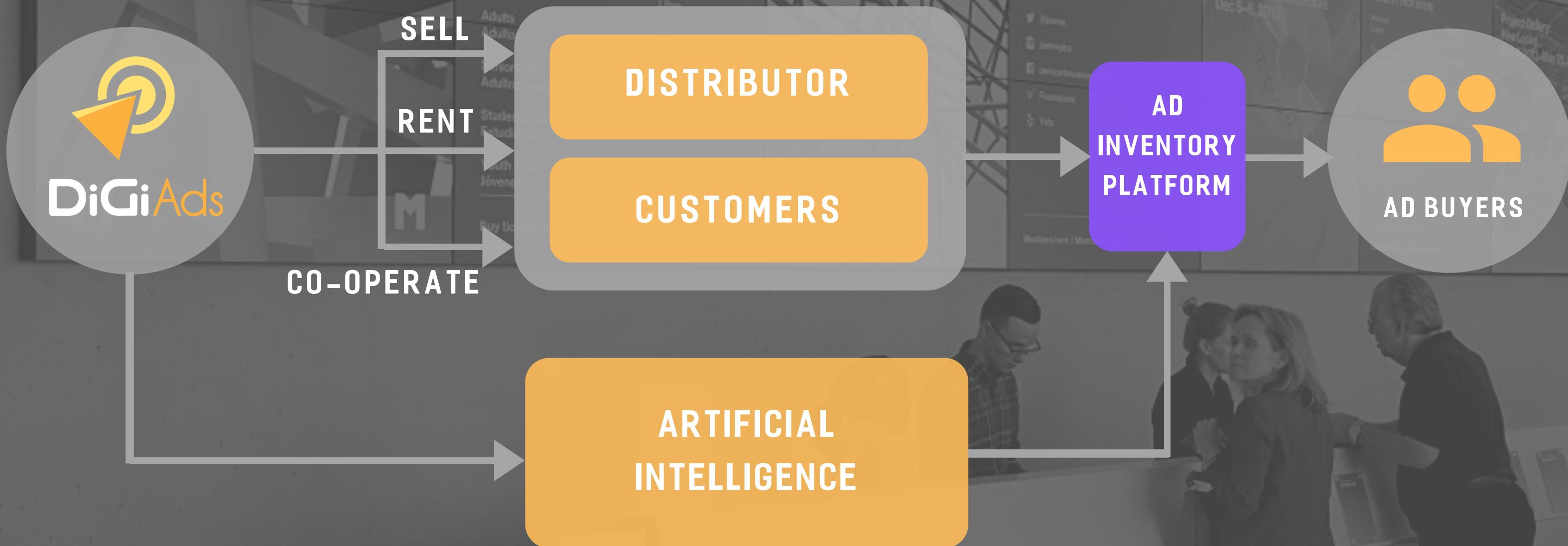
**16**

MILLIONS USD

**5% Serviceable Available Market**

Target market share  
in 24 months

# BUSINESS MODEL



**PRODUCTS: HARDWARE (DIGITAL SIGNAGES + DIGIBOX)  
CLOUD-BASED SOFTWARE**

# DEVELOPMENT TEAM



**Nguyễn Bách Việt**  
**Chairman/CEO**

15+ years of management experience in the field of IT & Telecommunications



**Tran Canh Lam Ha (Kelly)**  
**COO**

3+ years of experience in project management and operations



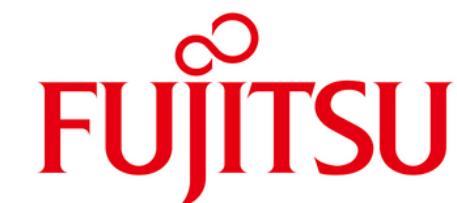
**Đinh Hoàng Long**  
**Graphic Designer**

10+ years of experience in design and branding



**Hà Nam Nhi**  
**Technology expert**

14+ years of experience in developing products and managing programming teams



# ADVISORS



**Thi Huê Tuấn**

**AI expert**

PhD in Computer Vision &  
Machine Learning



**Hoàng Minh Ngọc Hải**  
**Digital Marketing expert**

15+ years of experience in  
Sales & Digital Marketing



**Canon**

**ABBANK**  
Trao giải pháp - Nhận nụ cười

**YouNetDigital**

**eBrand**

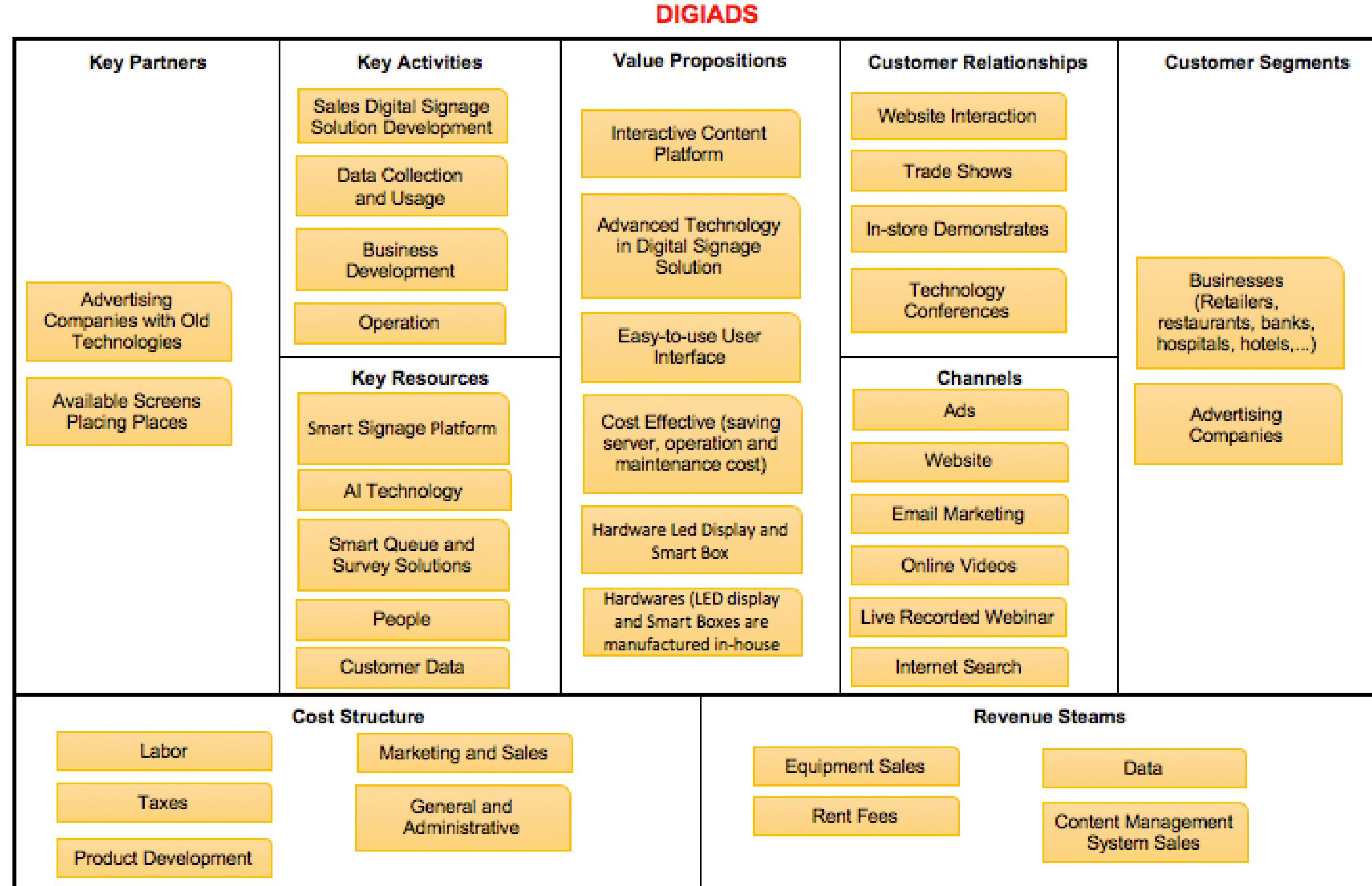
**VCHub**  
VALUE COMMERCE HUB

**Flexidata**

**STARTUP VIETNAM FOUNDATION**  
NON-PROFIT FUND

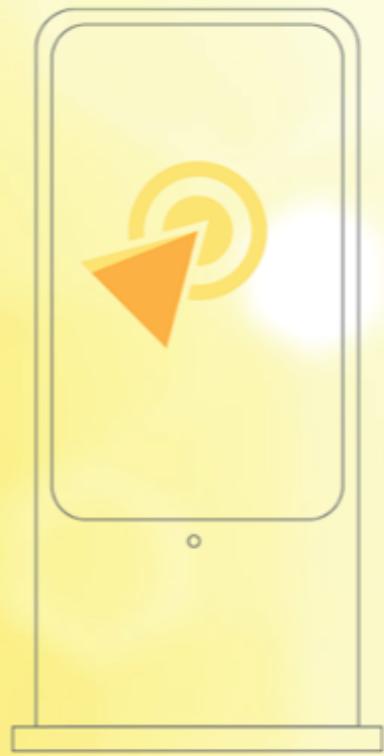
# APPENDIX

## BUSINESS MODEL CANVAS



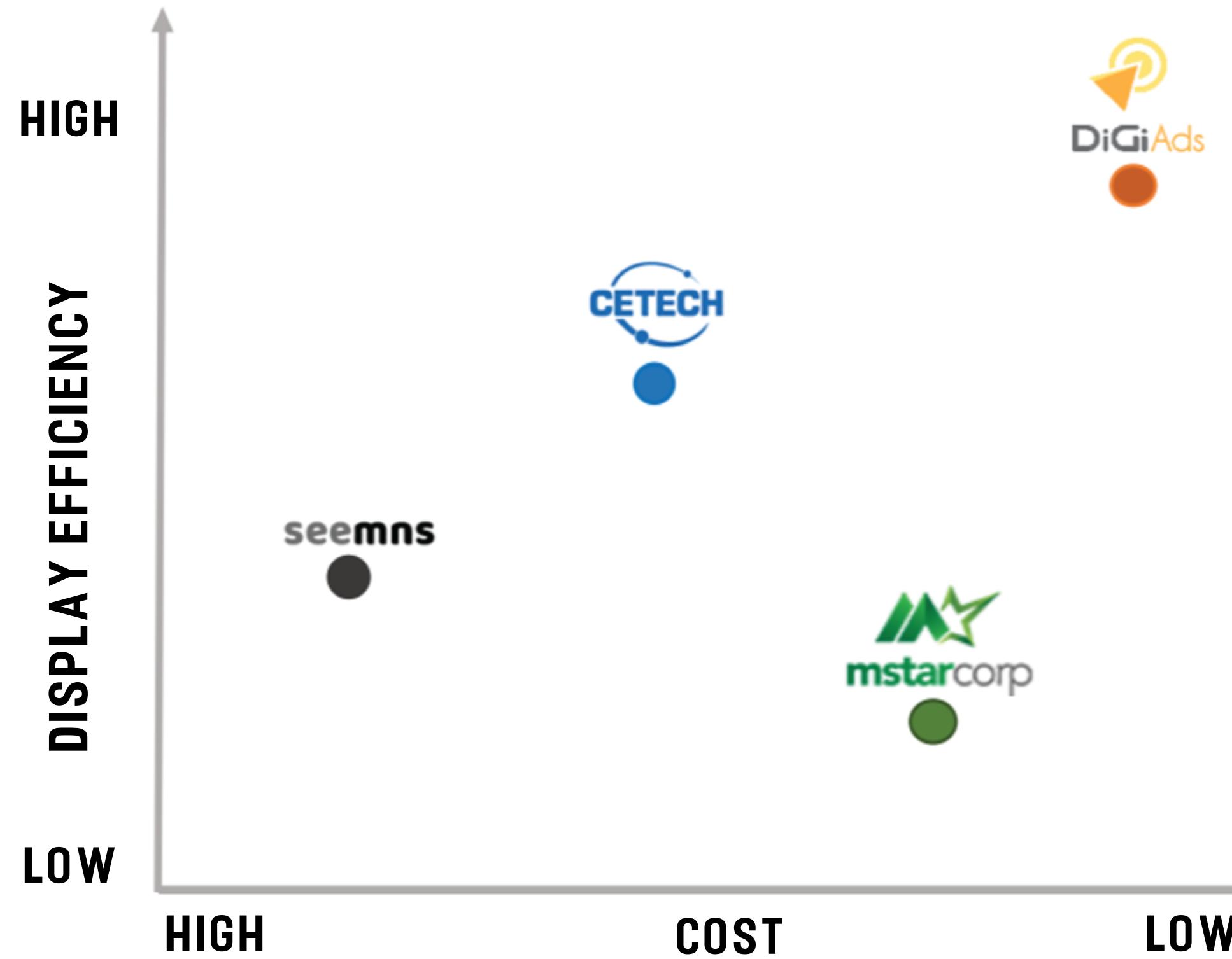


DiGiAds



POWERED BY  
 Vslot®

# COMPETITIVE LANDSCAPE





# Nền tảng | Platform

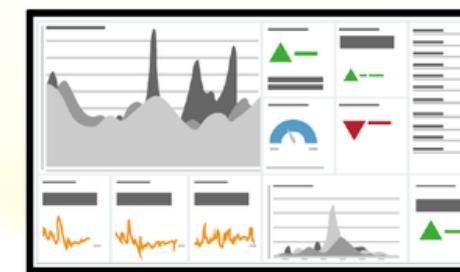
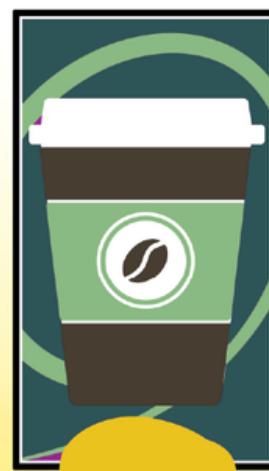
## DigiAds CMS

Tính năng vượt trội | Feature



# DigiAds

Interactive | Evolutionary | Targeted



Text



Graphics



Video



Weather



Schedules



News



Word



Excel



PowerPoint



Visio



SharePoint



PDFs



Alerts



Streaming



Cable TV



JSON



XML



Flash



Flights



Sports



Quotes



Health Tips



Traffic



Stocks



Interactive



HTML5



QR Tags



RSS



Social Media

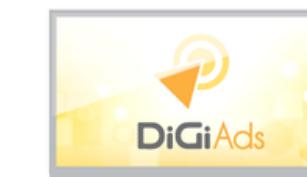


Audio

Thiết kế, lên lịch và  
phân phối nội dung quảng cáo  
một cách dễ dàng và hiệu quả với DigiAds



Design, schedule and  
deliver content using our easy,  
powerful DigiAds CMS



Thiết bị trình chiếu KTS  
Digital Displays



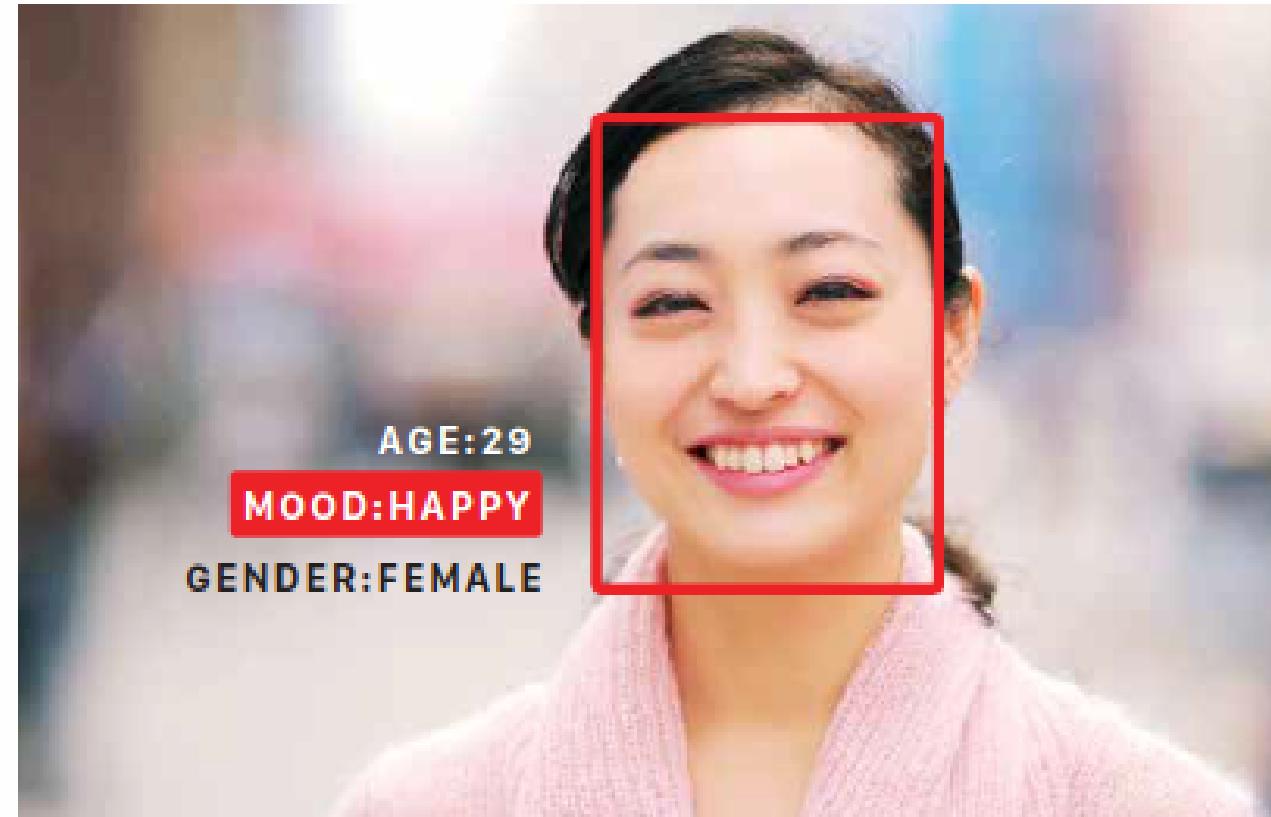
Thiết bị trình chiếu tương tác  
Interactive Displays



Thiết bị trình chiếu tương tác  
Video Walls

(AI)

## Face Recognition



Get a better picture of your audience with data on  
a variety of different attributes.

DiGiAds CMS together with the Face Recognition feature, allows not only to make sure the commercial reaches its targeted audience, but also to analyze the screen's effectiveness through real-time data collection.

Works on almost every webcam, the Face Recognition feature allows you to collect specific information and data about viewers such as Age (children, youth, adults, the elderly), Audience (Attention level), Identify the person (VIP customers, employees, ...), Gender and Mood. The real-time data is available in a personal account where the user can analyze gathered statistics using descriptive diagrams and graphs at any convenient time. The integration allows displaying the right ad to the right person.

DiGiAds also integrates statistics features like Conversion rate, Draw-in-rate, Traffic volume, Time to view,...

# (AI) Face Recognition



## 1. Capture Visitors

Use the Face Recognition feature to detect faces and recognize gender, age, and mood of individuals. Improve your marketing and target your content with this information.

## 2. Collect + Evaluate

The collected data is archived and evaluated in DiGiAds. The dashboard view provides an overview of the visitor's data. Changes in data allow for early intervention or optimization.

## 3. Reactive Content

React to real-time data with the appropriate content. This ensures your content is relevant for the viewer.

## 4. Content-Driven Events

Using the DiGiAds Face Recognition enables you to show personalized commercials when individuals appear. Sensors can allow content to be displayed when an event is triggered.

## 5. Record Interactions

With DiGiAds Analytics, all visitor interactions are recorded on the touch screen or kiosk terminal. Use these interactions to get valuable insights into your customers.

## 6. Optimize Content

Optimize your content to reflect the type of visitors looking at by using real-time data obtained through Face Recognition and visitor interactions.

# PLATFORM DiGiAds CMS

## Feature

To serve and meet the needs of businesses, DiGIAds offers Basic or Advanced service packages with diverse features.

APP	FEATURES	PACK	
		STANDARD	ADVANCED
Facebook	Engage, stream video, update information instantly.	✓	✓
Web URL	Introduce, update/ announce info instantly. Select and display info through API	✓	✓
Youtube	Play video, Stream video easily.	✓	✓
RSS Feed	Run article headlines, link directly to website	✓	✓
Stream	Stream video live, announcement.	✓	
Ticker	Display noticed text/info	✓	
Live TV	Online TV services.	✓	
AI	Built-in Face detection and AI on smart screen with camera	✓	

(AI)

## Optimize data efficiency with AI



Digiads uses artificial intelligence technology to bring the most relevant content to customers in the shortest time.

### A more personalized experience

Integrated AI learning in DiGiAds allows digital signage to learn and interact with people in a way unique to every individual. Digital signage AI could recognize a customer and greet him or her and communicate what's on sale based on the individual purchasing history.

### More relevant content

Using the data collected, DiGiAds AI can display specific ads derived from analytics, like automatically update weather information to adjust signage content and potentially influence purchasing decisions.

### Programmatic advertising present

Retailers can participate in programmatic advertising, purchasing ad space on digital displays worldwide. With DiGiAds AI, the effectiveness of these ads would be similar to those online, as digital signage AI uses information about the customers to choose which ads to show to them.

# PLATFORM DiGiAds CMS

## Our services



*DiGIAds currently offers various service packages, tailored to the requirements of each business and partner.*

- Centralized content management
- Exploiting advertising rental
- Queue Management Solution
- Online-to-offline: Automatically puts promotions/"deal of the day" from the website/enterprise's system on the screen for the customer.
- Artificial intelligence (AI)

# PARTNERS



**Ngân hàng Bản Việt**



Vietnam Specialty Coffee

