

# EVERY DISPLAY CAN BE DIGITAL SIGNAGE

plug-and-play digital signage system

## Displayplayer

Plug-and-play installation to the back of any LCD display.



## Remote content scheduling software

- Individual or same content to each display
- Grouping of displays
- Different user and admin rights to each display or display groups
- Scheduling with priorities
- Supports standard content like Powerpoint, video, Flash, www-pages
- Easy and effective calendar based scheduling

The screenshot shows a software interface for scheduling digital signage content. On the left, there is a calendar for March 2008. The main area is a grid for scheduling content. A 'Booking' dialog box is open, allowing users to set a 'Beginning Date' (3. maaliskuuta 2008) and 'End Date' (3. maaliskuuta 2008), along with a 'Start' time (09:15) and 'Duration' (01:00). The dialog also includes options for 'Näyttöpäälle' (display) and 'Kieli' (language), as well as a 'Priority' dropdown menu. At the bottom, there is a list of files to be scheduled, including 'digitalretailing.ppt', 'Butterfly.wmv', 'asphaltavengers.swf', and 'sony\_full\_color.fl...'. A blue arrow points from the text 'Supports standard content like Powerpoint, video, Flash, www-pages' to this file list.





### **Corporate Communication**

Display real-time information on a live information board from various data sources.

Increase the power of internal information in the organization and gain more satisfied and informed personnel. LCD screens are easily placed to corridors, lobbys and employee lounges and even outdoors.

### **Industry**

On a dedicated flat screens you can display production figures, targets, instructions and tips. Display real-time information on a live information board from various data sources.

### **Education**

Information on room schedules, teacher absences, announcements, events and many more.

### **Hospitality**

Inform customers and visitors effectively with information displayed on flat screens. Display real-time information on a live information board. On a dedicated flat screen you can display exhibition details, room allocations, way finding information and announcements.

### **Instore**

Digital Signage enables the retailer to deliver a dynamic, fresh and timely message during the final stages of the purchase decision, the point of sale. Tailor your campaign to a particular time of day. Inform your customers about actions and promotions.

INFORM AND PROMOTE

COMBINE INFORMATION  
FROM DIFFERENT SOURCES TO  
DISPLAYS

INCREASE POWER OF  
COMMUNICATION WITHOUT  
CONSUMING MORE TIME ON IT

EDUCATE AND ENTERTAIN