



smart. striking. revolutionary.

AD CONTENT & CAMPAIGN MANAGEMENT

- Use digital ads to amplify revenue opportunities
- Drag and drop template options for easy creation of ad content
- Create customizable ad content using web-based technologies
- Touchscreen support drives customer engagement
- Full-HD video capabilities (MP4 and/or WebM)
- Social feed support within ads
- Ad scheduling and targeting available by location, dayparting and audience demographics
- Content library of previous ads available for reuse

MAP + WAYFINDING

- Directory and store management from the cloud platform
- Ability to search for stores by category
- Advertising available based on store or category selections
- Deliver directions to the store via wayfinding animation
- Automatic map orientation for easy-to-follow directions
- Provides interactive store directory via store listing or map interaction

APPLICATIONS

- Additional custom applications can be developed on request

REPORTING

- Monthly campaign reports show ad spots, impressions, engagements and dwell time
- Venue reports highlight venue, device, screen impressions and engagements
- Monitor demographics of ad viewability
- Compare campaigns to measure success
- Map and wayfinding information reveals the stores and categories customers are searching for

DEVICE & VENUE MANAGEMENT

- Create and manage your devices from the cloud platform
- Run device diagnostics and view hardware configuration
- Enable, disable, and configure device applications/features
- Alarming and monitoring of connected devices
- Push new ad playlists
- Perform software upgrades
- Additional wall mounts, outdoor units, and stand-alone units available

MOBILE ENGAGEMENT

- Add more value to customers with SMS notifications and promotions
- Beacon-enabled for Bluetooth notifications