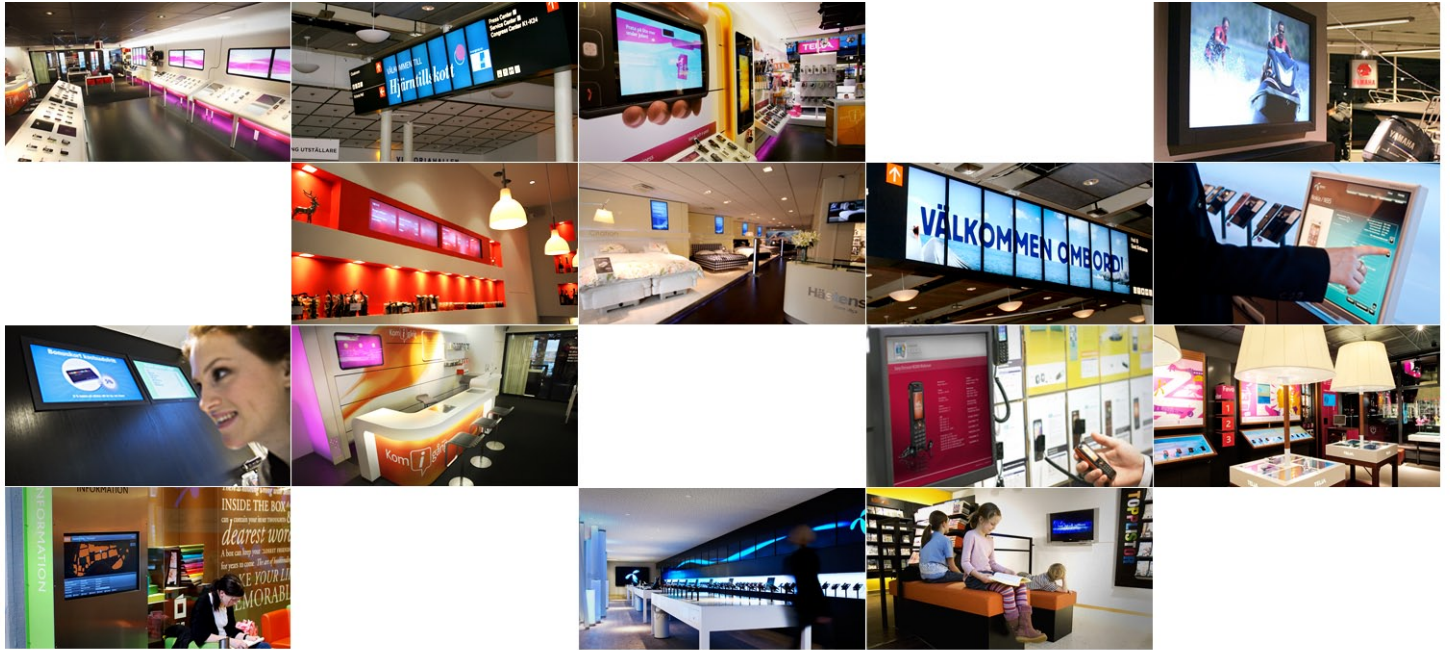


Instoremedia Platform



INSTOREMEDIA PLATFORM

The Instoremedia Platform is a complete solution for customized digital signage that can be fully integrated with business processes and systems.

It has many features and modules which allow users to take advantage of the wide range of benefits that digital signage provides, from stand-alone promotional screens to interactive content.

SUPPORT BUSINESS PROCESSES

Customizing digital signage for a business requires a deep understanding of processes in order to realize the opportuni-

ties this technology provides. There is no one application fits all. A customization process has to start with the needs of a particular customer.

Once identified and integrated correctly, the return from a customized solution vastly exceeds the investment. The Instoremedia Platform provides a foundation to create powerful, customized digital signage solutions.

FEATURES AND BUSINESS OPPORTUNITIES

Be prepared for the self service revolution! Digital signage can provide fast, easy and conve-

The Instoremedia Platform is a jump start into new business opportunities

nient self service options for users, supporting the mission to increase revenues and build customer loyalty.

The Instoremedia Platform also helps to reach the contemporary consumer and lower the operating costs.

The Instoremedia Platform is also open to standard

protocols and will display standard formats and can therefore be used by existing agencies, integrators and content producers.

The Instoremedia Platform is a digital signage technology to achieve goals and transform business models.

AWARD WINNING DIGITAL SIGNAGE SOFTWARE

- CUSTOMIZE DIGITAL SIGNAGE
- INTEGRATE WITH ENTERPRISE SYSTEMS
- ADAPT DIGITAL SIGNAGE TO THE EXISTING ENVIRONMENTS
- CREATE NEW PRODUCTS AND SERVICES





INTEGRATION FRAMEWORK

A central concept of the Instoremedia Platform is integrability, giving you the ability to develop plug-ins which can interact with different elements of a customer's systems and business processes.

The Instoremedia Platform includes a number of standard plug-ins which makes business process implementation a matter of configuration. For customizations which are nonstandard, the platform provides different APIs for integration.

TEMPLATING

Aside from playing standard media such as images, movies and web content, a templating engine is a central feature in the Instoremedia Platform.

The Instoremedia Platform is not limited to displaying a

single format, but provides template APIs for several formats, including Flash, Silverlight and Windows Presentation Foundation.

STABILITY

Enterprise digital signage demands stability. Our long experience designing digital signage software has resulted in several layers of security, stabilizing features and redundancy.

Every module is centrally supervised, with fall backs and error recovery. Many aspects are measured and captured for display on the server.

SCALABILITY

Start small and expand as you embark upon your digital signage journey. Scalability and security is built into the system and the players will balance communication as

Integrators and partners can create and brand own products and solutions

traffic grows. The Instoremedia server can be shared, hosted or dedicated.

TAILORED FOR INTEGRATORS

The Instoremedia Platform is developed for Integrators to meet customer needs. Often business processes are complex, involving multiple information sources and systems serving different needs on central, regional and local levels.

The customization process needs to support this and yet have the flexibility for extraordinary situations. The Instoremedia Platform does not impose a set of applications or a model of operation; it truly enables you to develop a solution to fit different customer's .

CREATE NEW PRODUCTS AND SOLUTIONS

By creating standard content, integrations and a flexible operating environment, the Instoremedia Platform opens more business opportunities. Integrators and product resellers can create, brand



and package own products and solutions. These products can be bundled with hardware, delivered as software complete with an installation package or sold as a service. The Instoremedia Platform is a jump start into new business opportunities.

Support business processes with digital signage

MORE INFO

Visit www.insm.se to find your local reseller, or contact us today for information about how we can create a solution for your company.

A central concept is the integration framework and the ability to develop plug-ins

