

Display your message at the right time and place

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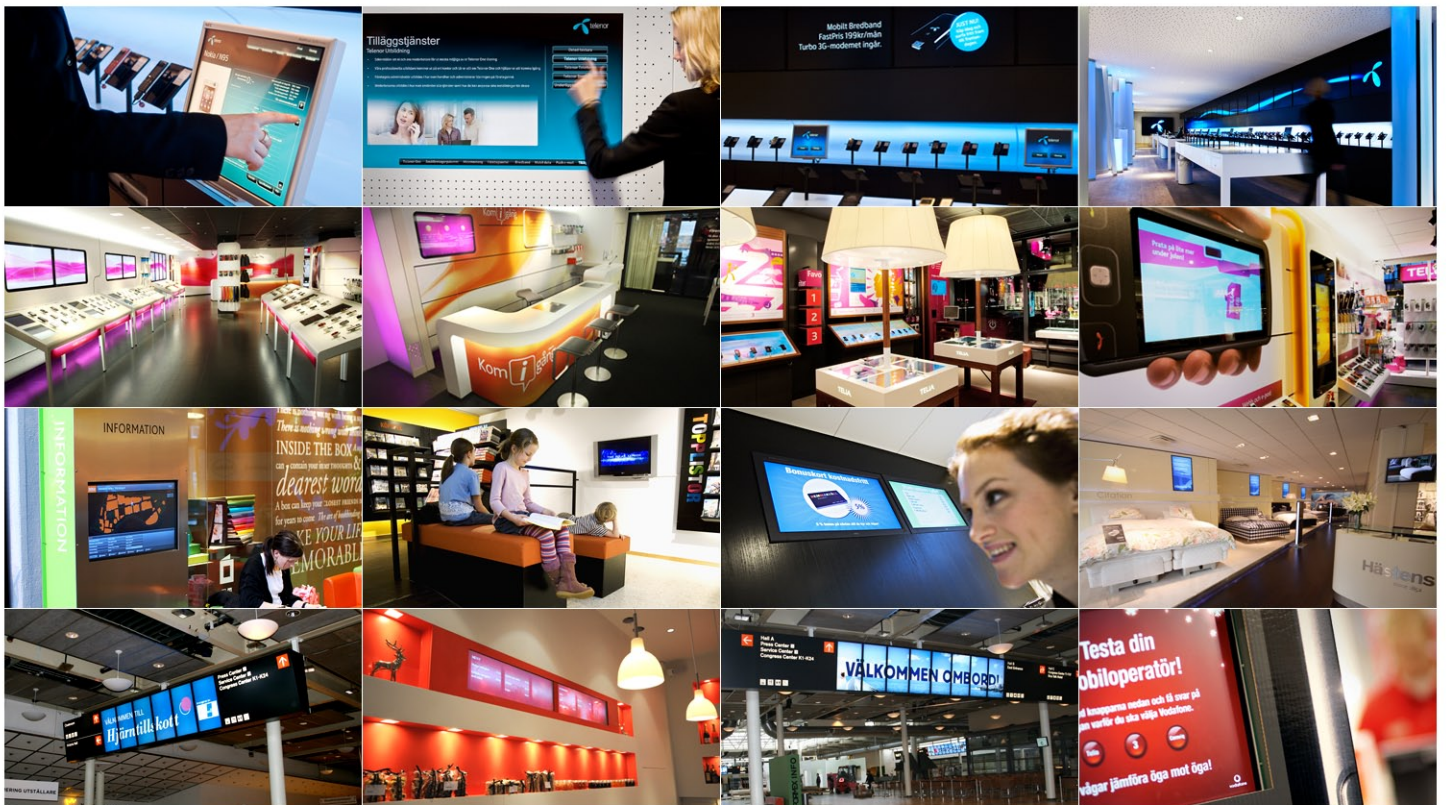
Instoremedia

Digital

Signage

Instoremedia Digital Signage, Information in general

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INSTOREMEDIA DIGITAL SIGNAGE

The Instoremedia Platform is a complete software solution to facilitate all aspects of digital signage. The system allows the user to display and distribute multimedia, such as images, movies and sound, based on time and place.

With Instoremedia you can reach your target groups with correct and immediate information with a media format that has more than eight times better recognition than other mediums.

Take control over the flow of information by adjusting messages to specific situations, and maximize the impact by displaying the right information at the right time and place!

HOW DOES IT WORK?

A digital signage network is a set of digital displays driven by media players that are centrally managed and addressable for targeted information.

The displays can be positioned in different locations and configured to play different playlists according to your needs.

The Instoremedia Platform is based on a central server managing all displays in the system. Each site contains player applications, running on PCs utilizing multi monitor

Adapt digital signage to your existing environment

technology to display digital media. Using the Instoremedia management applications, administrators and editors can connect to the central server and manage the whole digital signage network from any location.

In addition to this, integrations can be configured or be custom tailored to automatically feed the displays with dynamic data such as news, prices, campaigns or alerts.

DESIGNED TO GIVE YOU ADVANTAGES

By using the Instoremedia Platform you can increase revenue, for example by encouraging customers to choose higher margin categories, or vary the consumer message according to weather, time of day, type of customer and so on.

You will also reduce costs, for example by reducing stock wastage and liberate time for your staff by using interactive touch screens.

SCHEDULED PUBLISHING

Scheduled publishing makes sure that the right presentation is displayed on the right screen at the right time.

Whether you choose to display your presentations at an exact time or periodically, you simplify the process of conveying your messages to the chosen target group.

The ability to control which presentation is presented when and where, gives you the option to maximize the impact of the message. For example, a restaurant might be publishing different menus at different times of the day.

Winner of Microsoft .Net Awards in category Consumer Impact

CUSTOMIZE

A wide range of standard media formats and codecs are supported from start. Dynamic content may be created using Flash, Silverlight or Windows Presentation Foundation. In addition to this information from other sources may be automatically integrated using plug-ins.

SCALABLE AND STABLE

Start small and expand as you proceed with your digital signage journey. Scalability and security is built into the system for you to scale up your installation when you want or need to. Instoremedia's long experience in developing digital signage has resulted in a stable software solution with high security.

WHY CHOOSE INSTOREMEDIA

Instoremedia Platform suits a variety of industries and companies. The award winning concept (Microsoft .NET Awards) is very stable and user-friendly.

Today the Instoremedia concept is installed in hundreds of shops and companies, in several countries.

Visit www.insm.se to find your local distributor or contact us for information on how we can create a solution just for you.

TELENOR FLAGSHIP STORE

TELIA STORE INSTALLATIONS

SICKLA SHOPPING MALL

HEMMAKVÄLL DIGITAL SIGNAGE

HÄSTENS STORE INSTALLATION

STOCKHOLM INTERNATIONAL FAIRS NAVIGATION DIGITAL SIGNAGE

RUE DU PONT NOUVEAU INTEGRATED DIGITAL SIGNAGE

VODAFONE INTERACTIVE DIGITAL SIGNAGE

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KEY FEATURES

Easy to use Intuitive and powerful user interface / **Centralized management** Manage all your communication from your head office / **Customize** integrate with your existing systems / **Scalable** Single store or worldwide enterprise / **Reliability** The system is designed for 24/7 environments / **System surveillance** All vital functions, both hardware and software, are continuously monitored / **Security** The system is access protected and utilizes secure and encrypted network connections / **Statistics** analyze the impact of your communication / **Interactive applications** activate customers and liberate time for personnel / **Low total cost of ownership (tco)** easy to operate and maintain.