



DIGITAL SIGNAGE SOLUTIONS

Make your TVs work for you

Over the last decade advertisement trends have afforded a massive transformation, moving towards more appealing digital means that create a higher impact.

Digital Signage is a technology which comprises a **network** of single-point managed **displays** that show many and diverse **messages**: targeted information, entertainment, advertisement, etc.

It provides businesses with **unique and cost effective ways of displaying information more impressively and more efficient than ever** before.

Thanks to its vast experience, Televes has developed a complete portfolio of Digital Signage solutions that can help you increase the awareness of your products or services, or to provide your customers or guests with relevant key information at the point of wait or sale.

What's included?



Real time feeds, Websites, Weather feeds, IPTV and radio, Channels, Videos, Pictures, Audio Files, Banners, Clocks,...

ELEMENTS

Hardware

As a media device, the **Chronos Digital Signage Player** can be used as a 2-way player able to combine IPTV and Digital Signage information.

Display on any screen via HDMI.

The DS tool allows the creation of templates and can be adjusted for any screen ratio.

Designed and manufactured by Televes enables us to accommodate bespoke requirements.

Content

Designed as web-based, the Digital Signage management tool can be accessed anywhere, anytime to administrate the scheduling, templates and DS players seamlessly. Pool your own files and real time feeds from the Internet to create infinite template possibilities.

Network

The cloud acts as a pipeline between the Digital Signage players and the Content Servers:

The DS players can be located in different geographical locations but can still belong to the same DS network and hence be managed altogether from one site.

TYPICAL CONFIGURATIONS

Synchronized Version DSSYNC

- In-house multimedia files + live feeds from the cloud.
- Chronos as a Digital Signage Player.
- HDMI distribution optional to feed several screens from one Chronos STB.



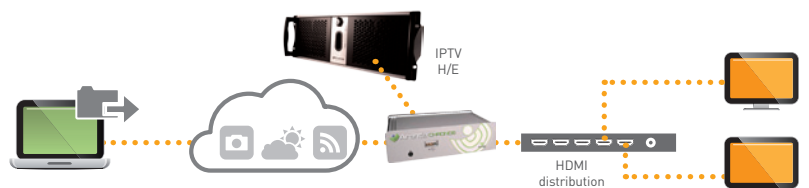
Additional IPTV

Same content possibilities as above plus additional IPTV feeds (up to 3).



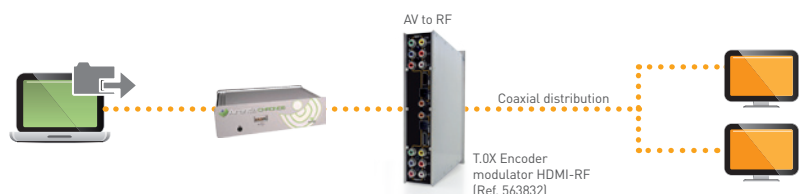
Additional IPTV channel line-ups

Same content possibilities as above plus additional complete IPTV line-ups from satellite, terrestrial or cable feeds.



Standalone Version

- In-house multimedia files + TV channels.
- Chronos as a Digital Signage Player.
- RF coaxial distribution optional to feed several screens from one Chronos STB.



How does it work?

4 SIMPLE STEPS

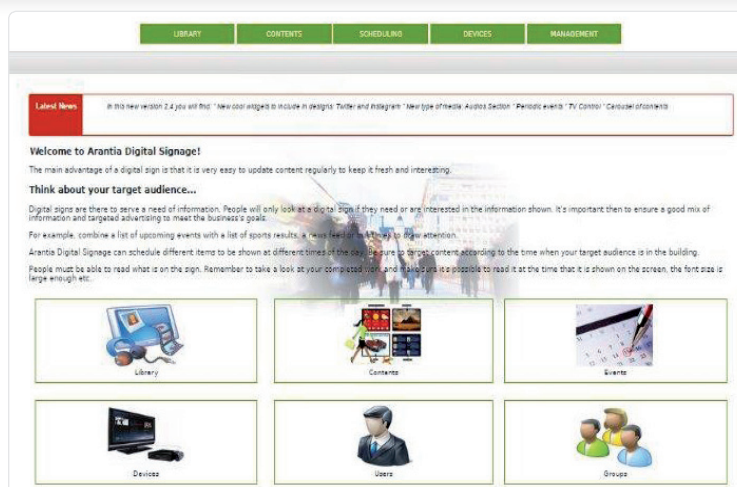
1

Access the Digital Signage webtool

A simple menu will guide you through all available options.

As it is web-based, it can be accessed from any point with an Internet connection.

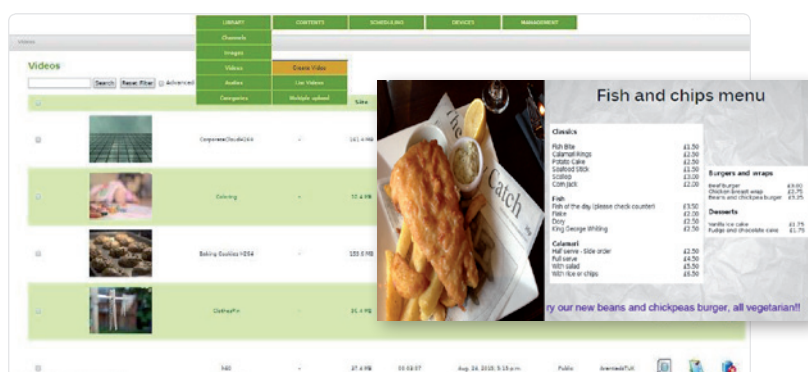
Manage the DS players and organize them into groups to show the same or different content.



2

Build your media library

Upload media files to be used in your Digital Signage templates: video, audio, image files and IPTV channels. Classify your media into categories to have different DS profiles.

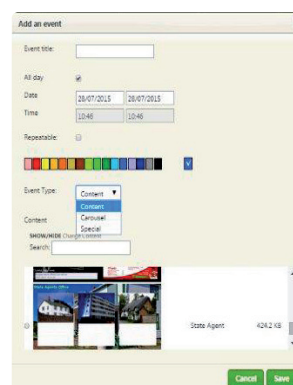


3

Design your templates

Create different templates to be used at specific times and dates.

The content can be organized from following a pre-arranged template with clearly defined time slots with different media elements, to a dynamic playlist to respond to changing situations.



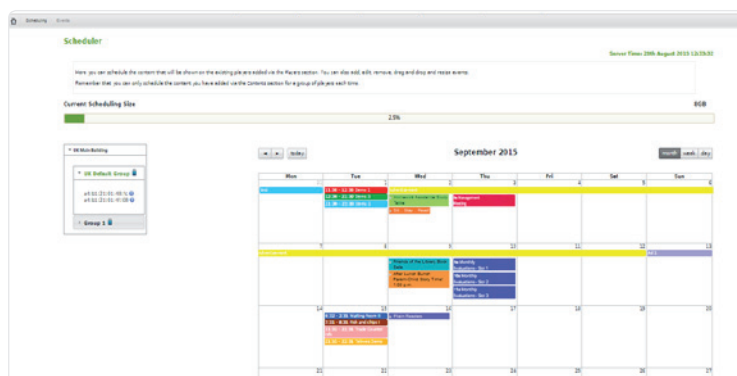
4

Schedule the DS events

Choose when and to which DS player you want to display the programmed contents.

The DS players will search for new content and download it everytime a new event is scheduled.

Special events like updating firmware or turning off/on display screens can also be scheduled.



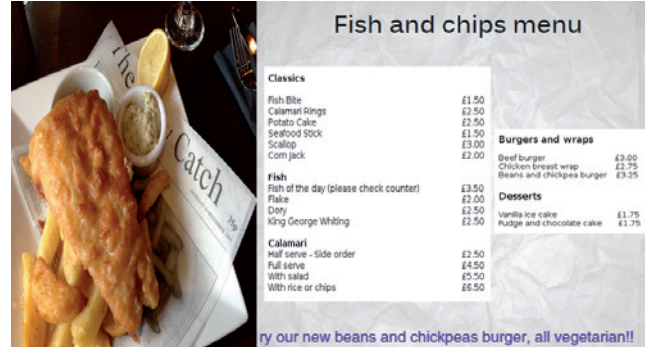
How can you benefit from Digital Signage?

Digital Signage is a highly suitable technology for any scenario that needs to react quickly to changing circumstances. Send the message to the **precise audience** at the **right place**, at the **right time**.



Retail

Target your customers with special offers and product promotions. Reduce your dependency on printed materials whilst establishing a new way of revenue by renting out advertisement space in your Digital Signage templates.



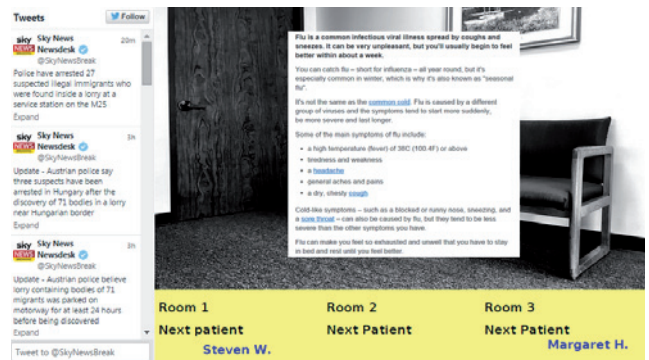
Hospitality and leisure

Enhance your customer's experience by creating an environment that will keep your guests visually stimulated. Present your amenities at key locations and showcase all the services available.



Public sector

Either in **education facilities, hospitals or healthcare centers, town halls or police stations**, Digital Signage is the best choice to create a direct link between staff and public. Make it easy to find the information, displaying real-time location-focused announcements.



Highlights

- Cost-effective new advertisement model for your business.
- Cloud based & in-house Server based.
- Display versatile multimedia contents including videos, images, real time feeds...
- Cross statistics with sales reports and the Digital Signage information.
- Advertise after office hours scheduling events in advance.
- Display the last content downloaded (scheduled) during network downtimes.

Contact us at:

Televes United Kingdom Ltd.
Unit 11 Hill Street, Industrial Estate
Cwmbrân, Gwent NP44 7PG
51° 38' 34.8144" N, 3° 1' 23.88" W

www.televes.com
T. +44 01 633 875821
F. +44 01 633 866311
televes.uk@televes.com

Televes®