



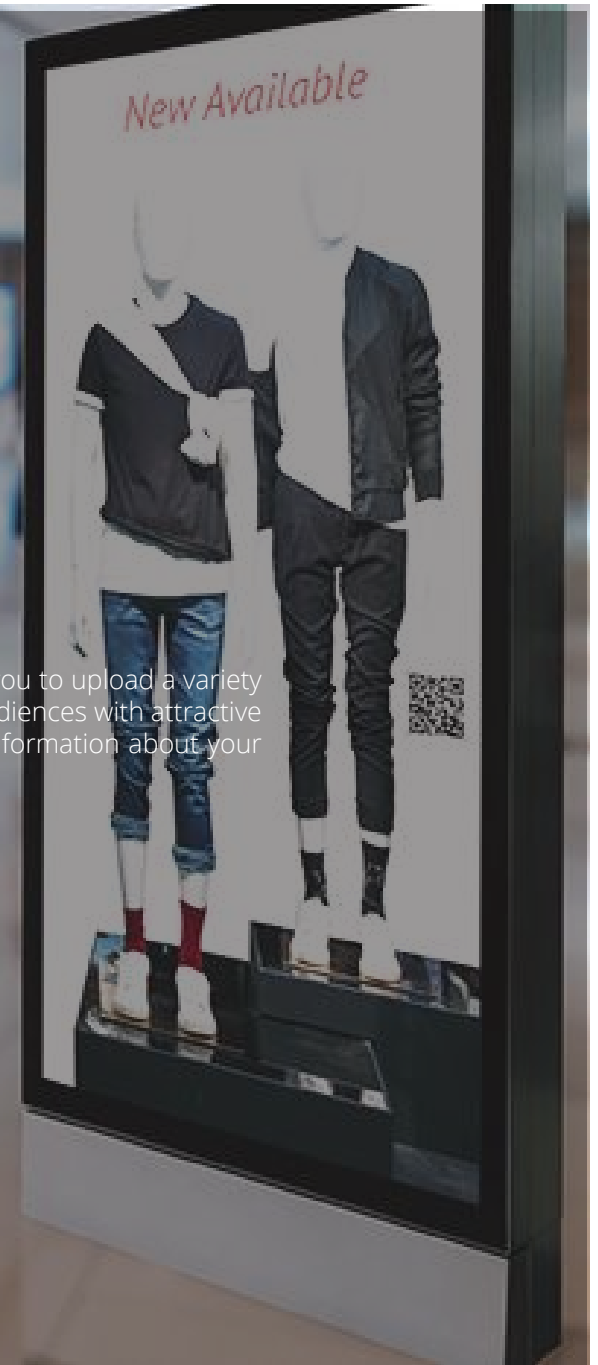
www.peoplelinkvc.com



Digital Signage

Create New Experiences

Digital Signage presents the perfect solution to make your business stand out. It is a software that enables you to upload a variety of images and videos, play them across multiple locations at once, and capture viewers' attention. Engage audiences with attractive content, improve brand recall and boost sales. Educate audiences about your brand and share valuable information about your products.





Centralized Control

Control from Anywhere

Use Signage to upload fresh content, change playlists, set up a schedule for multiple signages across several locations using the drag-and-drop timeline.

Interactive Signage

Control from Anywhere

Pinpoint your targeting with facial recognition. Identify viewers' gender and approximate age to promote products and offers most relevant to them.





Social Media Integration

Build Customer Loyalty

Circulate hashtags, run exciting campaigns, promote your social media feeds and get audiences to take an interest in your brand.

WHY DOES YOUR ORGANIZATION NEED DIGITAL SIGNAGE?

✓ Increase Brand Awareness

Develop attractive campaigns that get customers to circulate hashtags, images and videos by integrating social media platforms such as Facebook and Instagram.

✓ Boost Customer Engagement

Gain the customer's attention, build their interest in your product by enabling product browsing, online shopping and interactions through social media integrations.

✓ Measure Customer Traction

Know how many conversions your content leads to through performance analytics and engagement tracking.

What Makes Digital Signage so effective

Use Signage Offline

Signage can work without an internet connection. Play cached content offline and upload fresh content as soon as you connect to the internet.

Remotely Monitor Signage

Get daily reports on what content was played throughout the day on each Signage board. Get instantly notified if Signage does not play content as per schedule, or if any other issue arises. Grant different access rights to users enabling them to update playlists.

Ensure User Privacy

Signage's privacy settings are flexible from an organizational level to an individual user level.

Play Videos at Low Bandwidth

Digital Signage functions impeccably on bandwidth as low as 20kbps, ensuring that users always have a smooth experience.

Automatic Backup Server

In case the server fails, the backup server - Hot Standby - automatically takes off. This makes Digital Signage extremely reliable and running 99.99% of the time.

Access from Any Device

Digital Signage is a robust software that is compatible with smartphones, tablets and laptops. You can pick up sessions where you left off from a different device. All software updates are automatic, and are compatible with legacy systems.

Ensure Data Security

All content on delivery is protected with AES 128-bit encryption, effectively minimizing security breaches and ensuring the safety of every user.

Go Paperless

Signage greatly minimizes the use of paper by digitizing your advertising campaigns.

Talks With Your Existing Applications

Digital Signage can be integrated with social media applications such as Facebook and Instagram, YouTube, RSS feeds, weather apps, games and more.

Grows As Your Organization Expands

Signage caters to the growing number of screens you set up across the globe. It helps you control thousands of screens from one location in a convenient way.

Highlight Features



Interactive using touch screen, QR and Image/object recognition



Control & Manage content on multiple screens



Bluetooth and RFID enabled.



Social media integration



ISO certified



Interactive Digital Signage

Engage Viewers

Viewers don't just view content, they interact with Signage.

Personalize Your Content

Identify viewers' gender/age to promote products relevant to them.

Create Experiences

Give your audience a story to share with their friends and family.



Meet and Greet - Video Conferencing Integration

- Set up Signage screens in two different locations with video conferencing software integrated.
- Get passersby in one location to interact with famous sports personalities or popular cinema characters present at the second location. It's an extremely clever way of product placements and brand promotions.

Get Help - Touchscreen Model

Interactive maps at a mall. Check if the mall has a certain store and receive instructions on how you can get there. ●

Queue management system at a government office. Enter details on a screen, receive personal waiting number, and track estimated waiting time. ●





Centralized Control

Control Multiple Signages Centrally

Remotely control multiple screens in different locations.

Project Your Brand

Display exciting images and videos to capture viewers' attention.

Reach Out

The most effective way to reach out to a large audience.



Single Screen

- Make announcements, issue warnings,
- convey emergency messages
- Show real time news updates
- Display time, date, weather, and more

Multi-Screen Model

- Tell a story ●
- Marketing ingenuity ●
- Show motions/movements ●



Intelligent Retail - Beacon Interactions



Signage sends promotions via Bluetooth to the phones of customers who are in the proximity of your store. Essentially, you convert your customers' phones into personal signage screens. Upon entering the store they start receiving personalized content based on which section/aisle they are at.

E.g.: A customer in a grocery store's dairy section will receive promotions on milk, etc. while a customer in a clothing retailer's shirts section will get information on latest arrivals, discounts, etc. Give customers instant information and, if they like something, they can buy it from their phone!



Let customers control Signage from their phones: QR Codes

This is a great way to engage your customers while also building a database. Customers have to merely scan a QR code to open a link where they can register in to gain access.

Engage with Games: Their phones become joysticks so they can play games. It's a great way to entertain customers in cafes and bars.

Feedback: Take a quick poll to get customers' opinions (e.g., latest product, store interiors) and instantly display auto-updated results on the screen.



Let the fun begin: Tracking Cameras

Engage Customers: Integrating facial recognition with Signage is a great way to engage customers for your social media campaigns. Create a fun filter and keep it running on the Signage screen. When the camera detects people standing in front of the screen, Signage automatically takes pictures, allowing viewers to pose and enjoy. A QR code will direct them to your website/social media page where the pictures are available. This helps expand your database, and increase your social media following.

Targeted Advertising: Facial recognition is also a great way for targeted advertising. For e.g.: When a camera detects a child's face in a bookstore, it displays comic books/ young adult fiction; or when an adult male is detected, it may display sports magazines or technology book.



Try it, buy it: RFID Tags

Fitting Rooms: Digital Signage in fitting rooms uses RFID (Radio Frequency Identification) tags to detect the clothes customers want to try. The Signage screen in the fitting room then automatically displays complementary items.

Example: If a shirt is detected, the customer also sees complementary trousers and shoes. Customers can also view available colour variations and sizes which are brought to them directly by a salesperson. They have an "Add to Cart" option to send the item to their personal email. If they want to buy, they can complete the transaction in the fitting room itself



Social Media Integration

Boost Engagement

Feature audience-driven content in your brick and mortar stores.

Promote Business

Create buzz, get your audiences talking about your brand

Share Your Success

Share viewer ratings, compliments and feedback to build positive brand image.



www.colruyt.be

SCAN DEZE QR-CODE EN HERVOOR BIJ RECEIPT OF UW SMARTPHONE,
OF NIEM HERHAAL UW RECEIPTEN AAR.



Display your social media feed on any screen!

- Create a unique hashtag.
- Encourage customers to post pictures or videos relevant to your campaign, with the hashtag.
- Let customers see their own images/videos on your feed, creating brand recall.
- Make your social media feed extremely lively and increase brand awareness.



Build Customer Goodwill!

- Run a live feed of your social media.
- Customers use your hashtag, circulating it among their circles.
- Display positive feedback from previous customers, projecting yourself as a place that creates great experiences.



GLOBAL HEADQUARTERS

Q3-A3, 10th Floor, Cyber Towers, Hitech City,
Madhapur, Hyderabad - 500 081 (India)
Phone: +91 (40) 66903959 / 60
Email: vc@peoplelinkvc.com

INTERNATIONAL CONTACT NUMBERS

USA : +1-321-2163070
UK : +44-20-35190197

Africa : +27-10-5001977
Australia: +61-29-0988367

Canada : +1-647-4964195
Middle East : +973-1-6199342

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