



Zissis Lioupas
General Manager
CyberStream



Delivering **Customer Value** in a time of crisis through **Digital Signage**

Agenda

i

INTRODUCTION

1

MOTIVATION FOR SIGNAGE

2

WHAT TO LOOK FOR

3

OUR SOLUTION

1

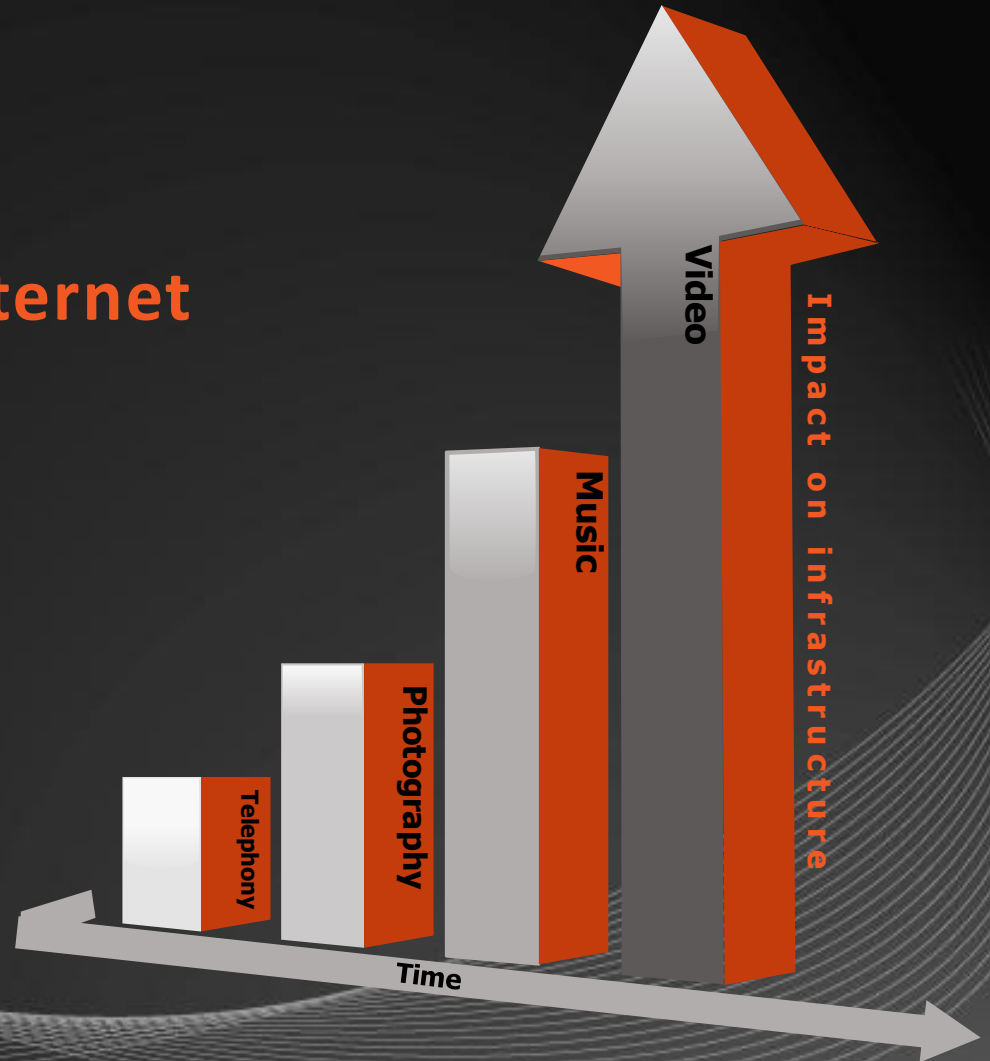
Digital Signage: What it is



Video: The new frontier of digitization

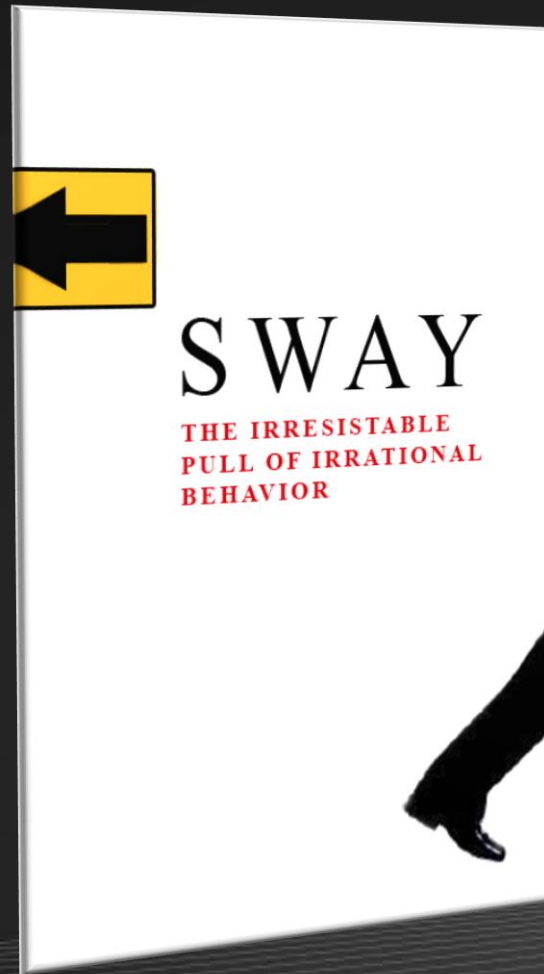
Content types on the Internet

- 1 Telephony
- 2 Photography
- 3 Music
- 4 Video



Your customers will soon expect to be addressed through digital video

Influencing human behavior



Do we **really know** what influences our decisions?



Is **Value Attribution** the key to our judgment?



Products have **intangible** value



New Consumerism



Savings rates have dropped to negative in the past decade

A shift to informed and mindful consumption is bound to happen

Aim to **impress!**



2

Digital Signage: What to ask for





How do you stand out?

It's all about the **viewer** experience

- Select appropriate displays
- Place your screens carefully
- Design your content
- Engage viewers
- Achieve Balance
 - Promotional messages
 - News
 - Entertainment

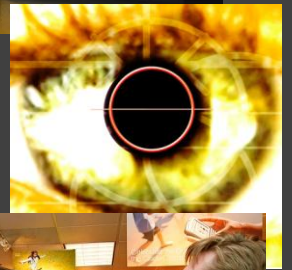


Ensure **ease** of deployment



Content Aggregation

- Multiple content types and sources (RSS, web content management, APIs)
- Open platform
- Integration with external systems
- Support for scheduling
- Reporting on content projections



Interactivity

- Exploit technology applications already widely used (barcode, RFID, QR codes)
- Mobile phone, Wi-Fi, IVR capability
- Enable and monitor viewer selections/collect useful data
- Provide way-finding applications & instructions
- Run polls and get viewer feedback



3

Digital Signage: What we offer



Key points of our architecture

- High end equipment by leading manufacturer
- Networked architecture / guaranteed continuous operation
- Integration with external systems and sources of content
- Unique support for Interactivity



DSplay

- WEB based digital signage management platform
- Supports local & remote displays independently managed
- Seamless management and distribution of digital assets
- Support for multiple presentation layouts
- Creation of time adjusted content presentation schedules
- Content caching and offline transfer
- Network status monitoring

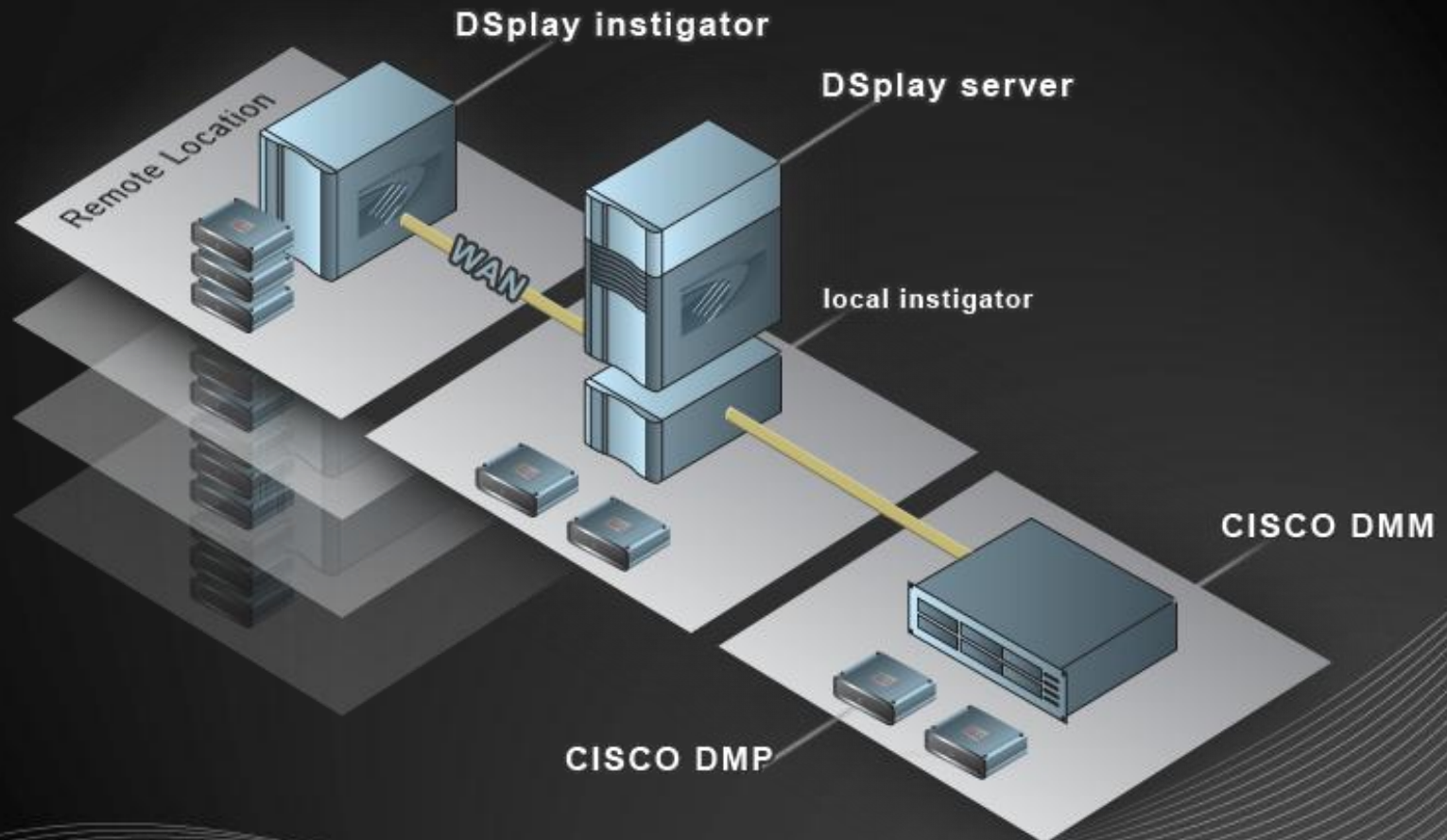


Positioning

- Works as a stand alone platform for small scale environments
- Works in combination with DMM to deliver functionality that cannot be delivered “out of the box”
 - Integrations with backend systems
 - Reformatted Internet content
 - Implementation of interaction scenarios



Network Architecture



Optimized for “less than perfect” networks

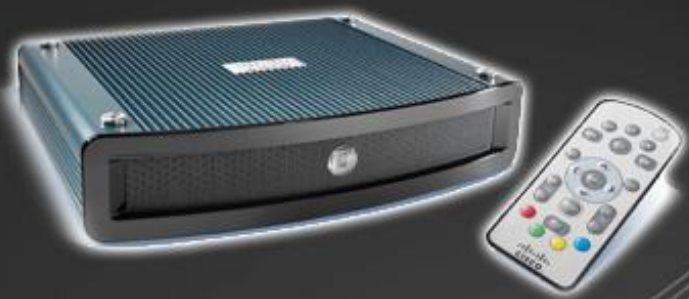
Functionality



Media player

CISCO DMP (digital media player)

- High end quality
- HDMI HD video, graphics processor
- Support for video (file & streaming), flash, images, html
- non-Windows operating system
- 24x7 operation
- Low power consumption
- Remote management
- Full product range



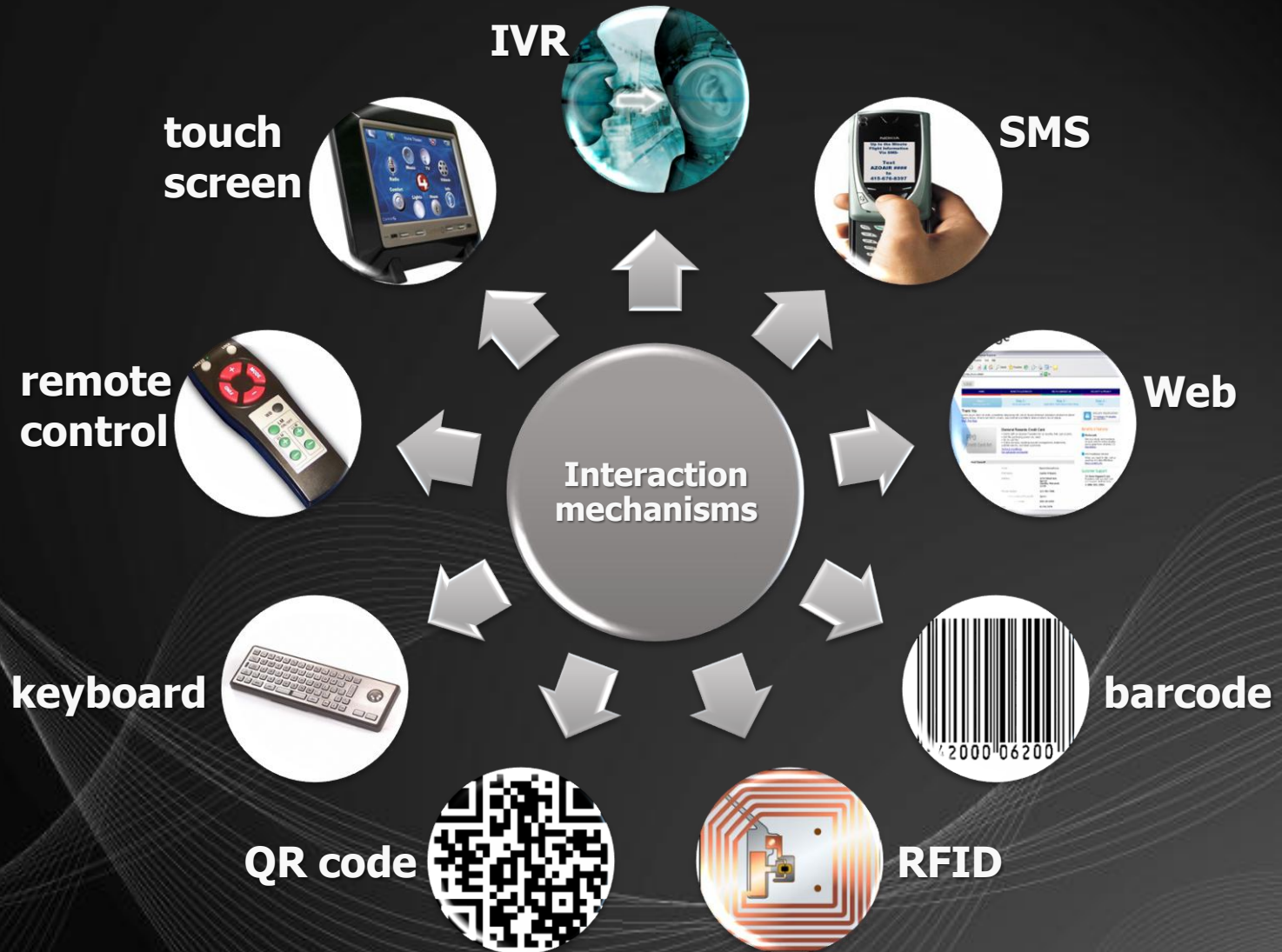
Dependability counts!



Interactivity through QR codes



Viewer input from any channel



Case Study: Municipality of Vrilissia

Town hall



Customer service desk



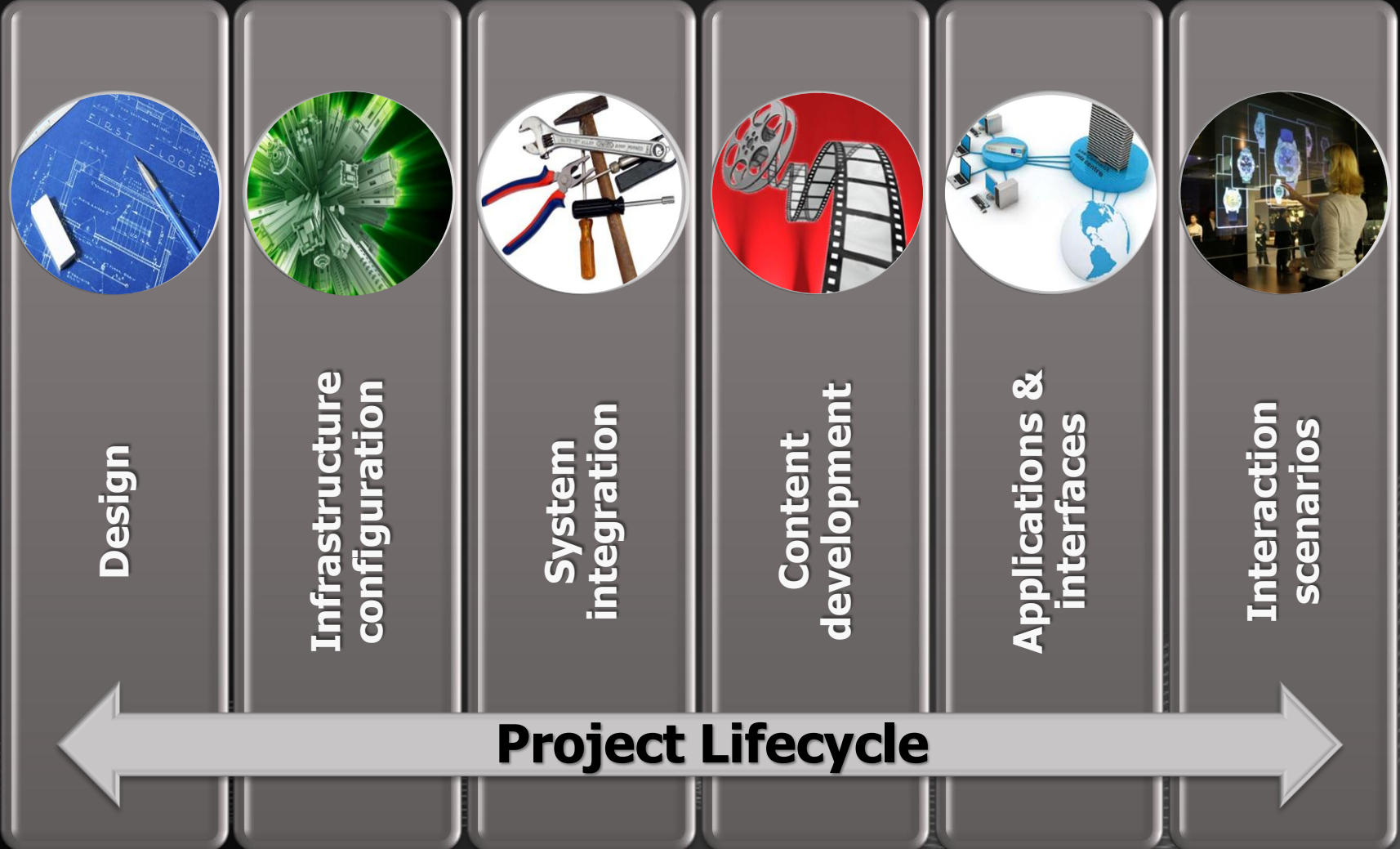
Case Study: Municipality of Vrilissia

- Five locations interconnected via ADSL lines (VPN was implemented)
- Integration with web content management, IVR, RSS feeds
- Viewer interaction through IVR, QR codes
- Weather, news, announcements, polls, alongside video and images



**Vrilissia
Central Square**

CyberStream **Services**



Thank you!