dzine

Digital Signage Technology

retail - public - cinema - banking - airports - hospitality
corporate communication - public transport infotainment

1

Retail

Digital advertising allows retailers to discover a new dimension to brand their products and/or services. Dynamic images for advertising are more attractive than paper posters and result in a better Return on Investment.

As customers today suffer from an overflow of advertising, digital signage is the revolutionary way to draw the attention of customers to your advertisements. The possibility to show a wide range of advertisements on the same display, makes digital signage the core technology for focused advertising in the retail business.

2

Public

Post offices, ski pistes, grand places, town houses, etc. are all public places often visited by a large amount of people. Digital signage is an infotainment technology; all customers are informed about different important facts during their (short) visit or they can be amused while waiting to be served.

Indoor or outdoor, dZine's digital signage technology is the perfect solution offering your visitors dynamic information messages, if desired combined with advertisements. dZine offers solutions for LED walls as well as regular displays or a combination.
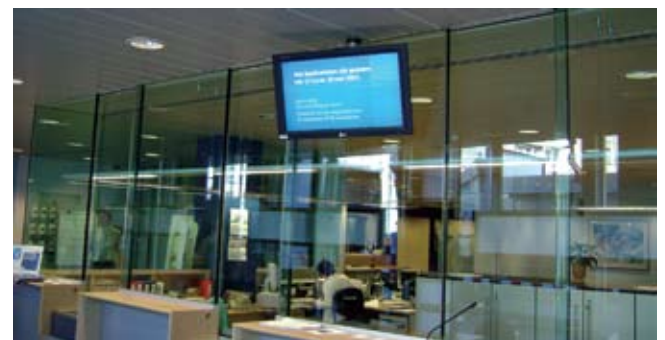

3

Cinema

The movie industry has strong requirements about the quality of the technology behind the displays. Thanks to dZine's digital signage technology, the film industry can show its offering, like the program guide, beverage menus etc., in a more colorful and professional format.

Instead of investing money and time by posting up and showing one image, different images and trailers, etc. can be displayed more easily and this combined with non-occupied seat information at the front desks of the cinema.

4

Banking

A bank is an institution with a large range of products and services making it a challenge for them to inform their customers. The answer to this challenge is a dZine solution. While waiting in the bank office to be served, the customer can be informed about the different banking products and services.

dZine's digital signage technology is the innovative way to visualize your offering. There are no restrictions in the number of player devices that can be connected to the dZine digital signage network, so the customers can be maximal informed.

5

Airports

Airports are crowded and hectic places. People arrive and leave constantly, though not always in a non-problematic way. dZine's Airport Solutions are an ideal medium to offer passengers quick real time travel information and guidance.

In case of delays or other changes, digital signage solutions have proven to be a real asset in this particular application field. Since the beginning, dZine develops FIDS controllers for airports with success! Today, dZine's DISplayers are used in more than 250 airports giving passengers the right information.

6

Hospitality

Over the past few years, hotels and convention centers have recognized the need to incorporate digital signage into their facilities. The goal of digital signage in the hospitality business is to inform people on the spot.

Informing tourists about their holiday resort, business people about their meeting rooms and schedules, patients about the hospital they are in, etc.

Digital signage can provide assistance to visitors in a cost-effective manner while also enhancing the environment of the building.

7

Corporate Communication

Digital signage allows companies to supply real-time, useful information to the employees like internal vacancies, quarterly results, visitor information, etc. Also the visitors waiting in the lobby, can be entertained by a company video or animated presentation.

Different displays can be managed individually or in group, thanks to dZine's in-house software. dZine can give your company departments a whole new way of communicating and it can connect your company with the employees and customers, making it actually far more efficient than intra- or extranet.

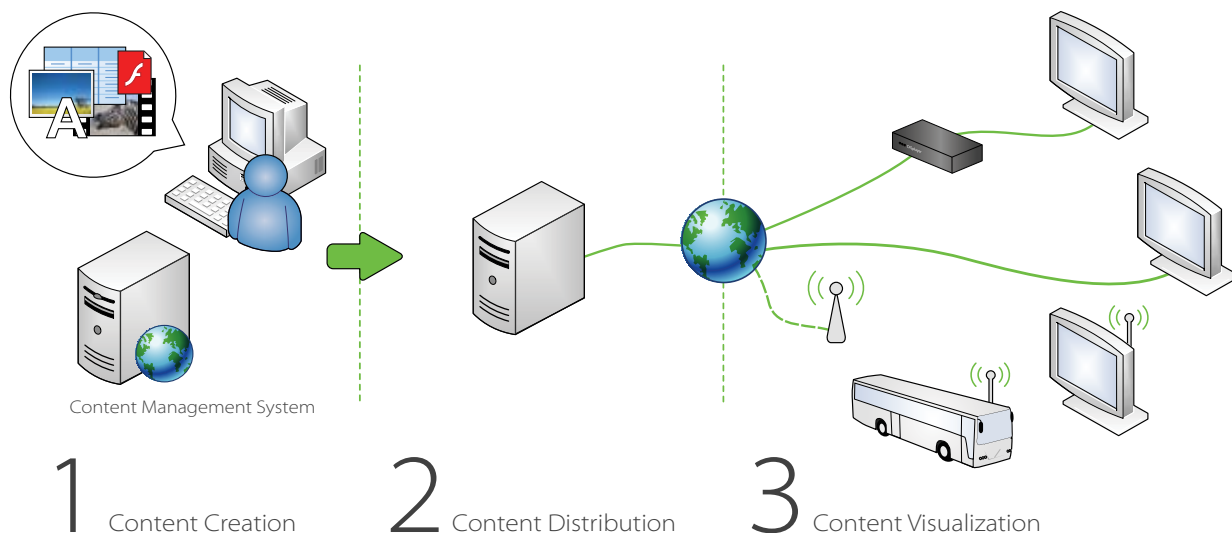# 8

Pub. Transport Infotainment

Public places like railway and bus stations are visited by a large amount of people every day. dZine's digital signage systems are also the perfect solution to inform your passengers during their ride with track information, other connections, advertisements, etc.

Instead of showing an inconspicuous information poster with just one message, you can show as many messages as you want on the same display. Using a combination of indoor and outdoor displays ensures that your message reaches the intended audience, regardless of their location.

Technology has radically changed our way of communicating. dZine is committed to deliver stable, efficient and trustworthy digital signage solutions. dZine developed a unique platform which embodies hardware as well as software. The three digital signage building blocks, Content Creation, Distribution and Visualization, are fully integrated.

This platform can be used for small (< 5 displays) as well as for large (>1000 displays) installations. The software allows running different contents automatically while the customer can keep full control over the different playlists at any time.

dZine's digital signage systems support a wide variety of multimedia formats like automatic webfeeds, flash, video, images, text etc.

Content Management System

1 Content Creation 2 Content Distribution 3 Content Visualization

1　Content Creation - Page Editor

dZine's easy-to-handle Page Editor software offers you all the necessary tools to create attractive and dynamic content for your display information system; from basic texts and images to videos and flash objects. What you see on your computer monitor is what you will get on the display.

2　Content Distribution & Scheduling - DISplay Server

Once the content is created it has to be 'transported' to the displays. The DISplay Server controls the players from a distance, so content can be adjusted at any time and at almost any place. On top of that content can be shared between several users.

3　Content Visualization - DISplayer

The third building block of dZine's digital signage concept, namely the DISplayer, provides you a reliable platform to visualize content on any type of display which can be used in a fixed or mobile application.

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