

Digital Signage and Content Management Solution



In the modern era of visual content marketing where engaging content is king, the explosion of the digital signage market seems ineludible. Market Research firm MarketsandMarkets reports the market will hit \$23.76 billion by 2020, at a CAGR of 8.18% between 2015 and 2020. The trend will continue to rise as print media gives way to digital signage in myriad sectors such as Healthcare, Finance, Education, Retail and more. ThinkPalm is at par with this technological trend with a unique and powerful communication framework – InterPlay. Millions of tech savvy companies are seeking visual space for their communications across the globe and our digital signage and content management solution provides them unmatched opportunities to grab target audience's attention, keep customers informed, build brands and improve customer experience at all times.

BUSINESS NEED

With the average human attention span falling to eight seconds as per studies conducted by a tech giant, it is important to cut through the marketing clutter and deliver interactive, visually-appealing content to enhance a business's visibility. Moreover, the messaging should be targeted and delivered to the most beneficial customers in real time to generate heightened interest. Digital signage helps realize these prerequisites in real time, eliminating recurring printing fees, waiting time and more!

CHALLENGES

Since the solution caters to multiple verticals, factoring in the varied requirements for each vertical turned out to be quite challenging. The solution is best productive with the help of a designer, as the eye-catching content needs to be created and updated in real time.

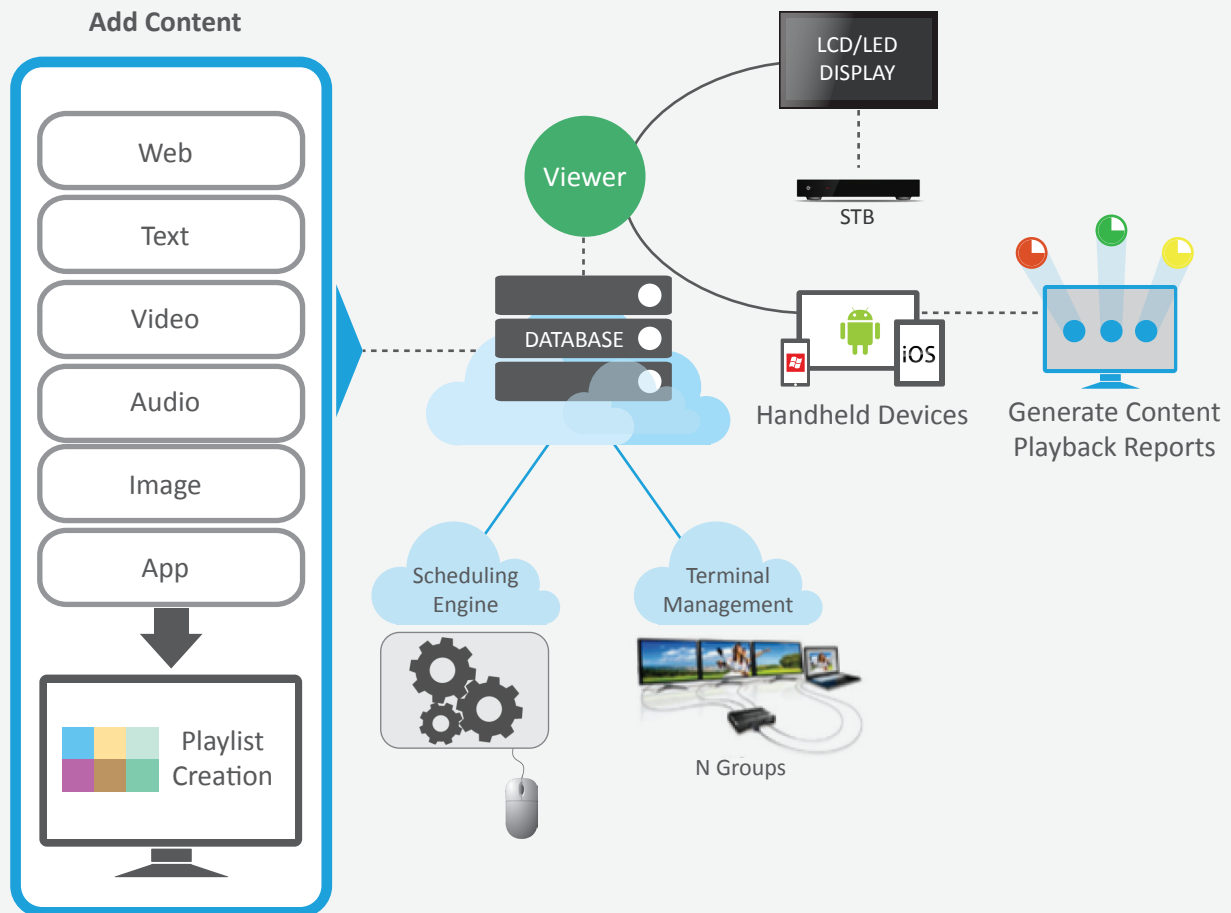
THINKPALM SOLUTION

InterPlay is an intelligent platform that enables operators to enhance customer experience using a network of customizable displays controlled digitally using a computer/ mobile, allowing content to be changed remotely for the most targeted messaging possible. The solution consists of a cloud based content delivery server and the InterPlay web editor.

The web editor facilitates centralized control of multiple displays from a single point. The user friendly interface enables users to upload and edit multiple content types such as HD videos, images, web pages, texts, QR codes, Android Apps and more in real time. The solution supports the creation of playlists, sequences, daily schedules and projects. Looping of playlists can be carried out at multiple levels and be scheduled for 24 hours' time duration. The cloud based content delivery server serves as a repository of contents that can be accessed remotely by the web editor. Contents from the web editor can be exported and pushed in offline/online modes directly to various terminals across the globe. The centrally managed network of screens at the desired locations are connected over internet through Wi-Fi/LAN, the contents of which are managed remotely using the central server, eliminating personnel overheads.

With cross-platform compatibility (Android/Windows/iOS platforms), customizability and support for 3 HD flash contents in a single playlist, layout templates with 21 splits/windows and a wide variety of resolutions, including HD, InterPlay is a comprehensive cloud-based content delivery system of present times.

HOW INTERPLAY WORKS



SIGNAGE EDITOR SCREEN

INTERPLAY English | 日本語 Welcome : Marketing

Signage Editor Group User Settings Administrator Settings Terminal Management Log

Contents Playlist Sequence Daily Schedule Calendar RemoteWatch

Content List Add Edit Copy To Self Copy Delete All Users FileType All Type Content Name

No	Content Name	File Name	Type	Resolution	Size	Playback Time	Reference count	Last Updated Time
1	Retail_1	Retail_1.png	image	800x502	705,983	0:0:15	7	2013-07-24 14:10:27
2	Retail_2	Retail_2.png	image	480x288	237,154	0:0:15	5	2013-07-24 14:10:27
3	Retail_3	Retail_3.png	image	400x145	51,036	0:0:15	5	2013-07-24 14:10:27
4	Retail_4	Retail_4.png	image	400x145	76,384	0:0:15	4	2013-07-24 14:10:27
5	Abbotts Village Bakery - Free	Abbotts Village Bakery - Free	video		4,662,310	0:0:15	1	2013-07-24 14:14:42
6	Retail_telop		telop		228	0:0:15	8	2013-07-25 15:12:34
7	Retail_2b	Retail_2b.jpg	image	480x288	70,159	0:0:15	4	2013-07-24 15:23:23
8	IMG1	IMG1.png	image	400x145	73,574	0:0:15	3	2013-07-24 15:40:20
9	IMG2	IMG2.png	image	400x145	44,037	0:0:15	3	2013-07-24 15:40:20
10	Retail_1a	Retail_1a.jpg	image	800x566	100,081	0:0:15	3	2013-07-24 15:50:50
11	R2_Dep2	R2_Dep2.png	image	788x502	483,850	0:0:15	2	2013-07-25 10:48:09
12	R2_Department2	R2_Department2.png	image	160x144	10,236	0:0:15	6	2013-07-25 10:48:09
13	R2_Feedback5	R2_Feedback5.png	image	139x144	10,939	0:0:15	10	2013-07-25 10:48:10
14	R2_home1	R2_home1.png	image	173x144	9,449	0:0:15	5	2013-07-25 10:48:10
15	R2_HoS1	R2_HoS1.png	image	788x502	301,239	0:0:15	1	2013-07-25 10:48:10

REMOTE WATCH SCREEN

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Signage Editor

Group User Settings

Administrator Settings

Terminal Management

Log

Contents

Playlist

Sequence

Daily Schedule

Calendar

RemoteWatch

Remote Watch

Actions

Information

Settings

<input type="checkbox"/>	Terminal name	IP Address	CPU...	CPU...	Mem...	Free Disk Space (...	Viewer V...	Vie...	Cur...	OS Type	Heart ...	Delivery Status
<input type="checkbox"/>	008064B72933	10.150.20.151	39	93	50	2611093504 (82.36 %)	1.1.26	ON		Android	Inactive	
<input type="checkbox"/>	008064C76409	10.0.0.100	50	44	57	2744840192 (86.58 %)	1.1.20	ON	Ascend:	Android	Inactive	
<input type="checkbox"/>	08D83305E764	192.168.1.10	46	21	26	187318272 (35.45 %)	1.1.26	ON		Android	Inactive	
<input type="checkbox"/>	18FE3415A530	192.168.0.139	51	2	18	863956992 (81.75 %)	1.1.26	ON		Android	Inactive	
<input type="checkbox"/>	Amkette	192.168.2.121	38	100	49	661860352 (61.77 %)	1.1.20	ON		Android	Inactive	Complete
<input type="checkbox"/>	Asus ThinkPalm	192.168.2.130	Error		Error						Inactive	Ready
<input type="checkbox"/>	Bluestacks	10.0.2.15	49	92	71	7835635712 (92.68 %)	1.1.19	ON	2split:	Android	Inactive	Complete
<input type="checkbox"/>	CALISTA 3	192.168.3.114	36	27	31	1896599552 (88.84 %)	1.1.20	ON	QAud V	Android	Inactive	
<input type="checkbox"/>	calista1	192.168.1.167	46	67	46	1865785344 (87.40 %)	1.1.17	ON	Retail.	Android	Inactive	Complete
<input type="checkbox"/>	Calista2	192.168.1.170	24	61	45	1877340160 (87.94 %)	1.1.17	ON	Retail.	Android	Inactive	Complete
<input type="checkbox"/>	calista3	192.168.1.173	25	40	38	1860976640 (87.17 %)	1.1.17	ON		Android	Inactive	Ready
<input type="checkbox"/>	Dell Tab	192.168.2.145	51	10	45	11362422784 (88.92 %)	1.1.20	ON		Android	Inactive	Complete
<input type="checkbox"/>	Development Tab 7	192.168.2.73	20	47	66	3597389824 (63.41 %)	1.1.20	ON		Android	Inactive	Complete
<input type="checkbox"/>	entabtab	192.168.1.11	34	3	29	26758836224 (94.35 %)	1.1.20	ON		Android	Inactive	
<input type="checkbox"/>	FirmaVision table	192.168.1.49	33	26	64	505470976 (47.81 %)	1.1.20	ON		Android	Inactive	Complete

BENEFITS

InterPlay makes content management easy by delivering high quality, interactive information to target audience at reduced costs. Improved brand visibility, seamless administration of effective promotion, analysis of customer behavior and buying patterns, better customer service leading to increased customer retention across Retail, Hospitality, Entertainment, Finance, Medical, Aviation industries are few highlights of the exceptional content management solution. ThinkPalm takes pride in the 4000 successful installations of the solution across Japan by a leading telecom operator, along with numerous others in various retail stores, malls and offices worldwide.