



1. Design and Create

MY SIGNAGE PORTAL

2. Deploy Globally

3. Engage!



Create exciting content for your network of Digital Signage screens

Our Content Management System allows absolutely anybody to design content without having to write a single line of code. The easy to use interface puts the power in your hands to build your own content that your audience will love to engage with. Use your pre-existing images, videos and websites as you create your custom layouts. Deploy your content to anywhere in the world with just the push of a button. You can also send remote commands, designate specific user privileges, schedule your content to appear at set times and dates and even preview your content from the comfort of your PC.

COMPATIBLE WITH THE FOLLOWING PRODUCTS



Wall Mounted & Freestanding Android Advertising Displays

High Brightness Monitors



Wall Mounted & Freestanding Outdoor Advertising Displays

Large Size Professional Monitors



POS Android Advertising Displays

**Cloud Network Media Player &
Cloud Network Media Player with Live Input**



OUR CLOUD NETWORK MEDIA PLAYERS CAN WORK WITH THE FOLLOWING PRODUCTS



Professional Monitors

Video Walls



Overview

Backgrounds

Set an image or a colour to frame your media zones.

Static Text

Allows you to input custom text values. Edit the font, colour and size of your text.

Webpages

Allows you to display a live webpage such as a social media page or live web feed.

Images

Multiple images playing in a continuous rolling loop.

Videos

Multiple videos playing in a continuous rolling loop.

Logo

Brand your layout with your logo which will stay on top of all other zones.

Date

Display the date in a variety of formats, sizes and in whatever colour you want.

Office Documents & PDF's

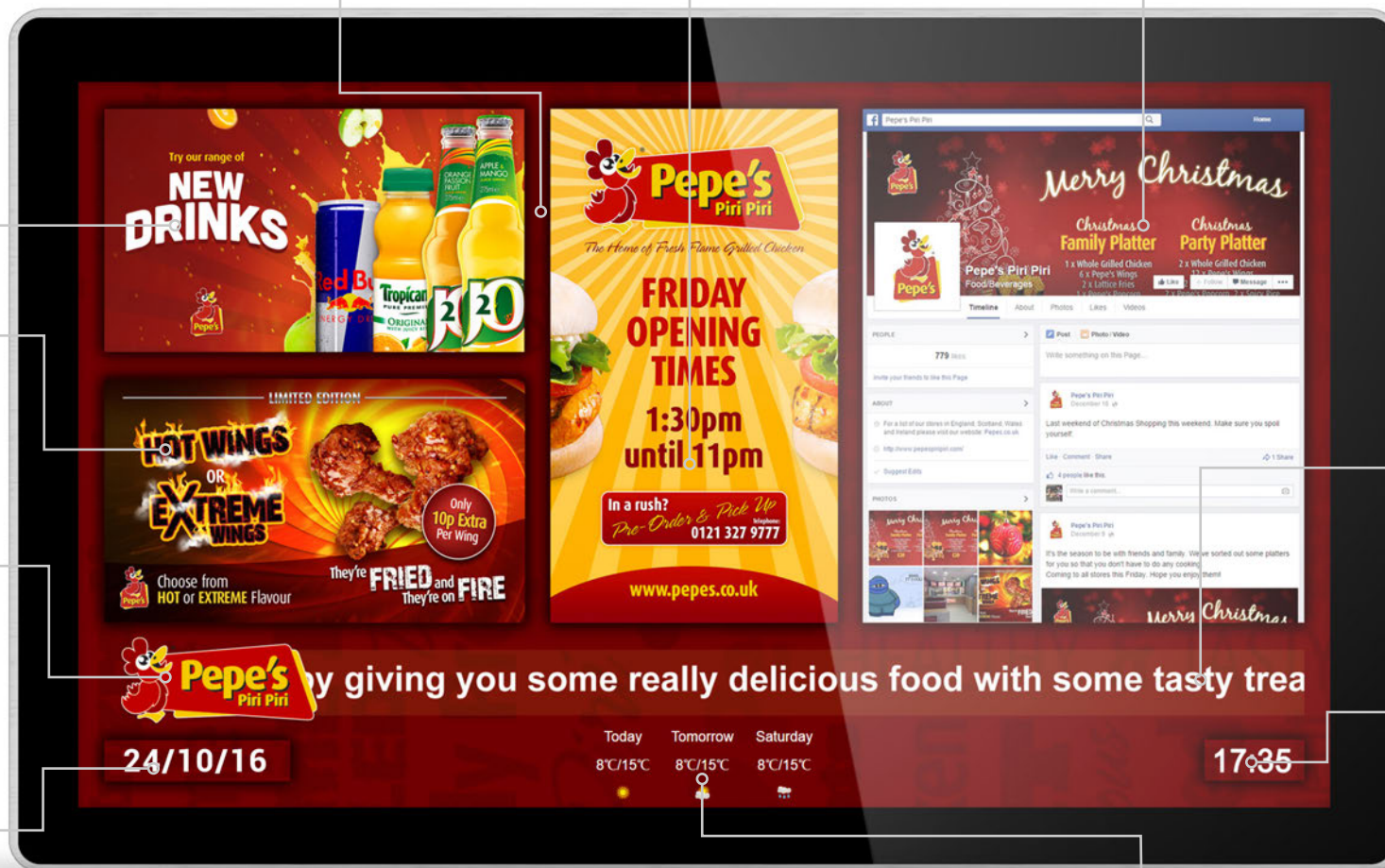
Display PDF files alongside Microsoft Word, Excel and PowerPoint files.

Scrolling Text

Display a ticker tape message or live RSS feed. From here you can adjust the font, size, colour, speed and direction of the text.

Time

Display the time in a variety of formats, sizes and in whatever colour you want.



Broadcast Live TV (Only Compatible with PPCNET-Live)

Transform existing screens into cloud based Digital Advertising Displays with a live television input. Simply connect a TV set-top box or desired input source into the media player via HDMI. Then connect the media player to a screen via HDMI and you can control everything via our CMS. It couldn't be simpler to integrate live TV with Digital Signage.

Weather Widget

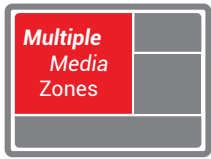
Display a real time weather forecast for up to the next three days.



Cloud connection only required while downloading new content (unless a live feed is being used e.g. displaying web pages, RSS feed), and our screens will continue playing your content even if there's no internet connection. In areas of poor network coverage, you can simply use a mobile hotspot to update the screens. Our animated designs are generally less than 50MB in size, so won't drain your data and only take a couple of minutes.

Features

Create Custom Layouts



This feature allows you to design your own layout with different media zones for your images, videos, webpages, time, date and also allows you to add a scrolling message or RSS feed. You can even give your layout a corporate “skin” to go around your media zones.

Connectivity

Connect via



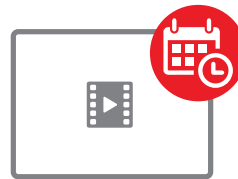
Connect your Android Network Screens to the internet wirelessly via Wi-Fi or via a Local Area Connection. If an internet connection is not available a 3G router can be incorporated into the screen, meaning that we can provide an integrated network solution for any location.

Update From Anywhere



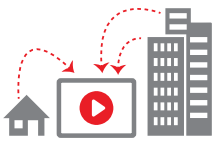
Content can be uploaded and managed from anywhere in the world via our web portal, simply login, upload your images and videos to our secure server and send them directly to your screens.

Schedule Playlists



Display what you like, when you like. Create playlists that will automatically display your desired content a pre-determined times and dates. Whatever your scheduling requirements, our system can support them.

Ultimate Remote Controls



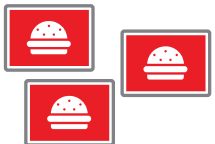
Thanks to the all-in-one nature of the screens you can remotely control functions such as adjusting your screen's brightness, rebooting or formatting your screen, playing and stopping content, adjusting the volume and scheduling on/off times; a truly centralised solution.

Manage Users



Create as many bespoke user accounts as you like. You may wish to limit some functions of the software to specific users, for example you may wish to allow a receptionist to upload media and have access to the screen in the reception area but nothing else - our system allows full user rights control.

Multi Screen Synchronisation



You can synchronise the content across multiple screens that are connected to the same network. This is ideal for advertising networks on escalators or along lengthy corridors.

RSS Feeds



Display your RSS feed in the form of a scrolling text message. This can be anything from up-to-date news and weather to the latest movie reviews and currency exchange rates.



Applications

Food & Drink

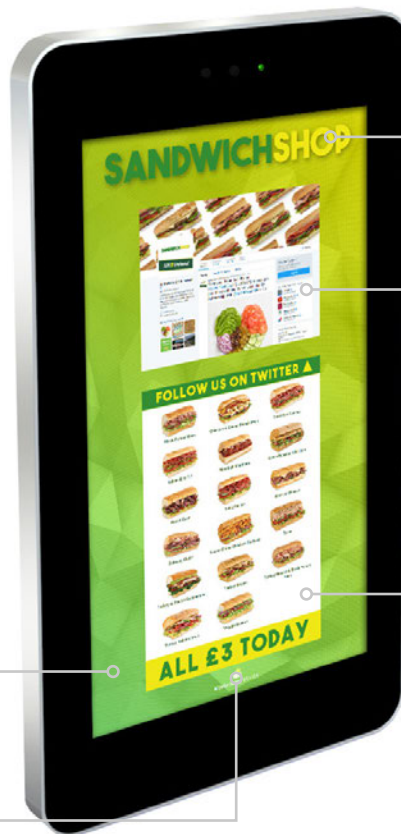
The food and drinks industry can benefit greatly from a network of Digital Signage screens. A Digital Menu Board is a fantastic way to present your menu items in a dynamic and clear fashion. Going digital also allows you to push targeted promotions and deals with the click of a mouse, saving on print costs. In this example a fast food chain is using a Wall Mounted Outdoor Advertising Display on the exterior of their building which gets a lot of passing foot traffic. The screen is promoting a new £3 meal deal for the chain while also promoting the brands social media pages.

Background

An image using the company's corporate colours has been used as a background.

Weather Widget

The weather is displayed using both text and icons to accurately depict what the weather is like at a glance.



Logo

An image zone has been used for the company to prominently position their logo on the layout.

Webzone

The Webzone is linked directly to a Twitter feed for the company which automatically refreshes itself.

Microsoft Office - PowerPoint

You can integrate Microsoft Office documents with our network solution. The menu portion of the template was created using PowerPoint. The PowerPoint file was then directly uploaded to the CMS and into the layout.

Logo

An image zone has been used for the company to prominently position their logo on the layout.

Entertainment

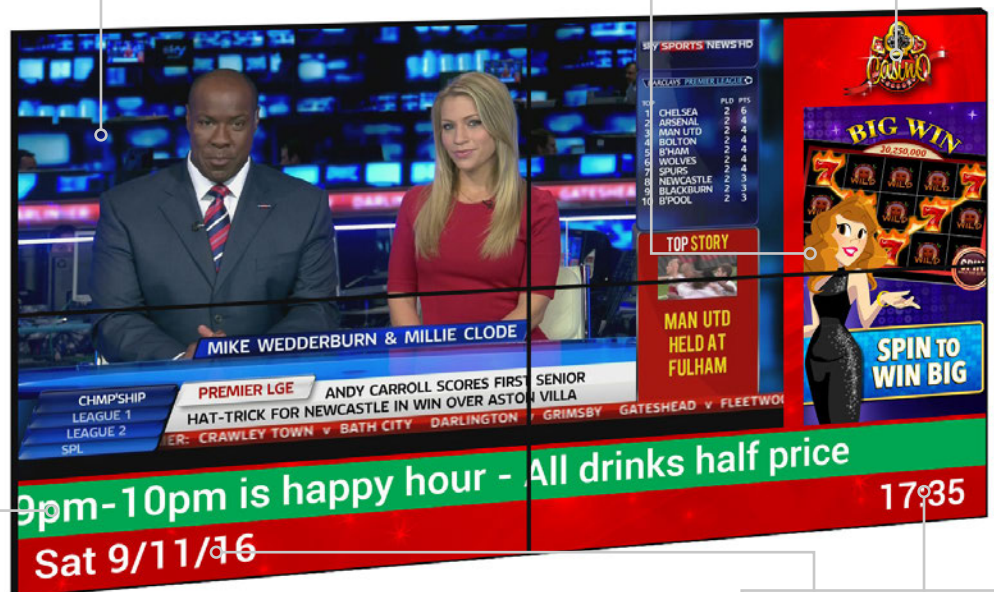
Our network solution can work on a big or small scale, in this example a casino is using the CMS with a 2x2 Video Wall. Placed in a prominent position the Video Wall is designed to help create the fun and friendly atmosphere the casino is after. A live television feed plays constantly entertaining viewers, for this requirement the casino needed a Media Player with a Live Input. The casino also uses the Video Wall to push short term promotions and special deals direct to its target audience.

Live TV Feed

In the entertainment industry, providing customers with a distraction is often of paramount importance. A live television feed is one way to stop customers and visitors from getting bored.

Images

A small zone to the right of the layout cycles through multiple images that promote various features of the casino, its games and food and drink offers.



Scrolling Text

The scrolling text zone can be updated instantly with up to date offers and news. If required it can also become an RSS feed.

Time and Date

The layout displays the current time and date.

Videos

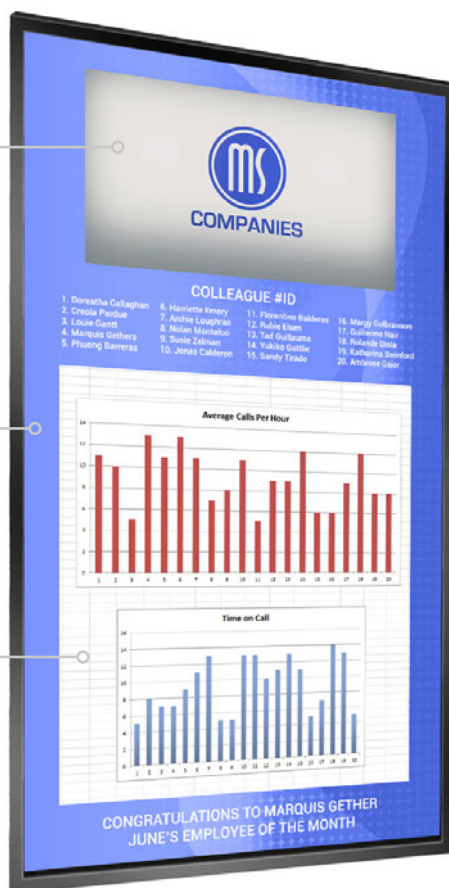
The video zone plays several corporate videos that the company has made that play in a continuous loop.

Background

The predesigned background gives the company the chance to sculpt exactly how the layout should look. The more detailed text sections are actually part of the background layer to fit more into the company's branding.

Microsoft Office - Excel

You can integrate Microsoft Office documents with our network solution. The graphs were created in Excel; the Excel file was then directly uploaded onto the CMS. From the CMS they were placed directly into the layout design.



Internal Communication

Keeping communication constant between a business and its employees is vital for the success of any corporation. Effective internal communication can motivate employees and can build morale within a team of workers. In this example a small company have installed a Professional Monitor as an internal communication board to display company news including announcing the employee of the month. The company's data is then made into graphs in Microsoft Excel and exported direct from Excel and onto the screen.

Transport

A network solution in the transport sector opens up a whole world full of opportunities to dazzle commuters with engaging and unique displays. In this example a tube station has used multiple Android Advertising Displays to be positioned alongside an escalator; using the CMS the content on the two screens is synchronised. This allows you to synchronise the same content on each screen or even split a larger video up so that you get the effect of one large display, like in the image below.



Videos

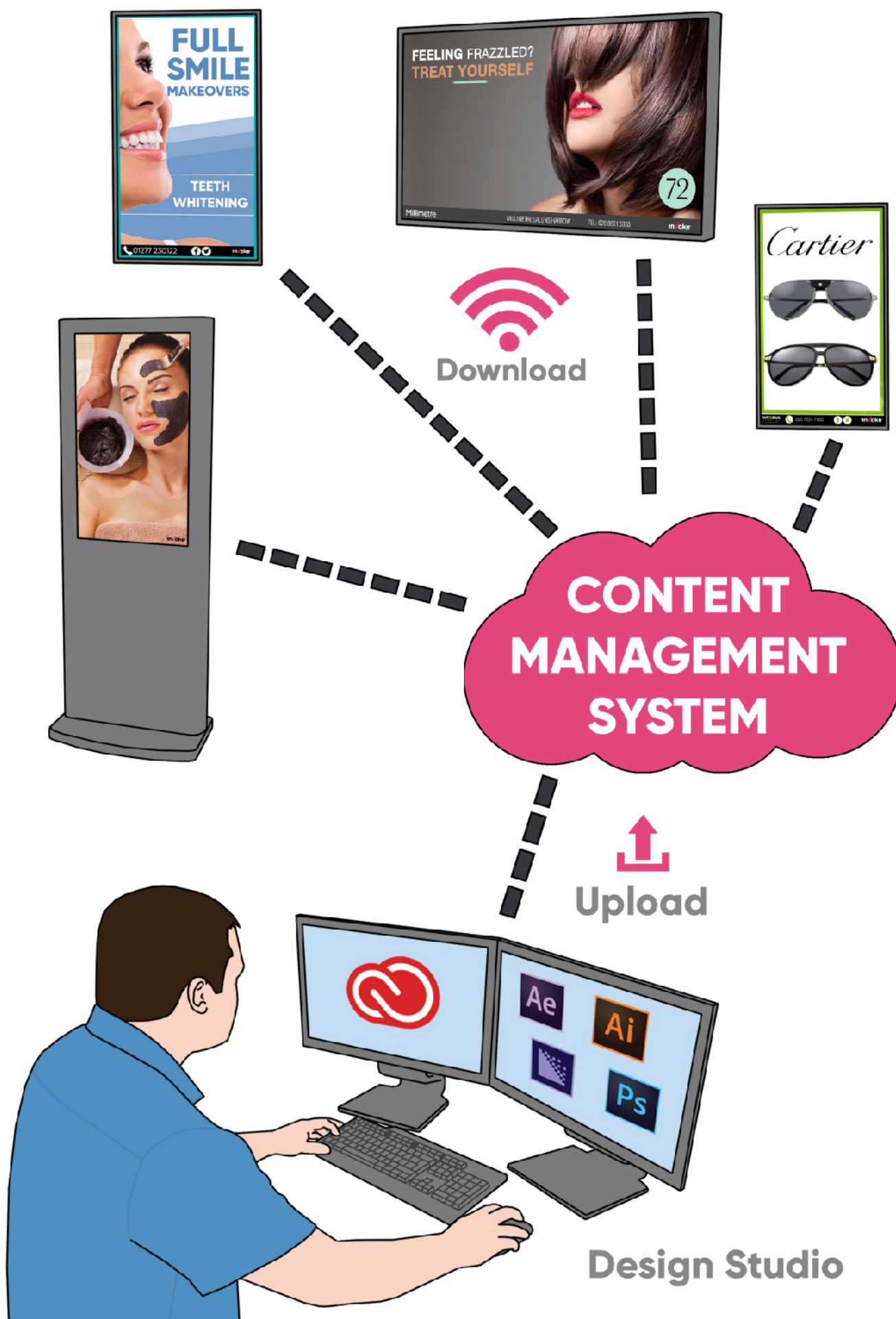
Several promotional adverts of the latest products play in a continuous loop.

Synchronisation

Ordering any number of your screens to synchronise in unison can create a real wow moment. Synchronising involves setting your images and videos to the same length of time and having their transitions synced. You can create memorable advertising by splicing your video content so it appears to play across all the screens regardless of the gaps between the screens like in this example.

InVoke Digital Signage

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Why Digital Signage?

Key Statistics that Prove Digital Signage

Grab Attention & BOOST Sales!

Digital Displays capture **400%** more views than static displays.

400%



8/10 customers have entered a store because of a sign catching their interest.

One retailer noted a **24%** increase in footfall after implementing digital signage technologies.



Nearly **7 in 10** customers have purchased a product or service because a sign caught their eye.

80% of brands experienced an increase of up to **33%** in additional sales through the use of digital signage.



7x **11x**

Everyone's a winner

Halo effect from the advertised product
7x sales increase on the family of brands
11x sales increase on the overall category.

Digital Signage recall rate is higher than any form of traditional media with **83%** of people recalling at least one ad seen on a digital billboard in the past 30 days.



inVokeTM
digital signage

www.invokedigitalsignage.co.uk

800% advertising revenue increase using Digital vs static signage in OOH

1200% revenue increase by switching to interactive or touch screen advertising over static signage ¹⁰



Digital Signage reduces perceived wait times at checkout by as much as

35% ¹³



'Occupied time feels shorter than unoccupied time' - David Maister - Psychology of queuing ¹⁴



Digital menu boards typically present a **5%** sales lift.

Tips to make your signage work



Content

Make it relevant, easy to read & attractive. Use motion where possible, keep it short (around 15 seconds).



Reliability

Commercial grade for extended use & durability. Components that work when you need them & require minimal maintenance.



Hardware Specifications

Select the right components to deliver the content playback performance your content requires and is suitable for the installation environment.

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