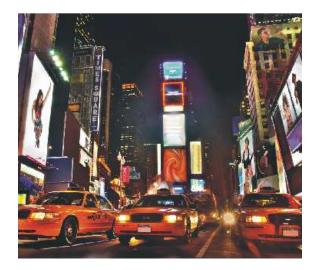# THINXTREAM™

# POINT MEDIAPRO™

## APPLICATIONS

# PointMediaPro Applications

PointMediaPro is one of the world's most sophisticated digital signage software platforms, with a superior, database-driven design that allows for precise, dynamic scheduling and targeting of media messages across large enterprise networks. As a flexible digital signage and media management system, PointMediaPro allows for easy extension and integration into existing business processes and can meet diverse customer requirements across a wide range of industry segments.

## Digital Out-of-Home Advertising

For companies that use digital signage for advertising, PointMediaPro offers a robust system that allows them to support a wide base of advertisement inventory with its innovative targeting and media scheduling system. The system does not need  the generation of discrete playlists for each display category and enables quick response to media placement requests, without any impact on other media scheduled for the venue. With its unique and innovative features that enable localized targeting, PointMediaPro offers several benefits to Out-of-Home agencies and advertisers that help in maximizing ROI.

## Retail

Digital signage systems that are used in the retail environment need to be flexible in order to handle a variety of applications ranging from product promotions to interactive systems. PointMediaPro can be integrated into existing business operations processes such as providing a Web services interface to allow point of sale (POS) and inventory systems to initiate or terminate specific promotions based on product inventory. The system can also be configured to display local area pricing, brand promotions and special offers. PointMediaPro can also be integrated with third party systems that facilitate interactivity. PointMediaPro can be deployed near checkout stations by extending the media mix to address wait time management. Media displayed can include syndicated sources of news and weather in addition to community service events.

## Banking

PointMediaPro offers a host of benefits to banks which can leverage the system to relay announcements, advertisements and can also provide information and live feeds relating to currency exchange and interest rates. PointMediaPro can be integrated into existing banking applications and workflows to relay useful real-time information, in addition to integration with third-party interactive kiosks which help manage physical queues. With PointMediaPro, wait time at banks is significantly reduced while leading to an informative and interactive transacting experience.

## Healthcare

PointMediaPro can be deployed by hospitals and healthcare networks that are looking to improve communication and interaction with patients, thereby freeing up staff effort/time that can be dedicated elsewhere. With PointMediaPro, a hospital can engage patients in waiting areas, lobbies and can relay useful healthcare-related information as desired. Additionally, the hospital can relay doctor appointment status/updates. PointMediaPro also supports an emergency communication mode where the system can be used to inform hospitals and their various departments to stay prepared for a forthcoming emergency.

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## Hospitality

Hotels and restaurants can leverage PointMediaPro's features to provide an enjoyable leisure and entertaining experience to their guests. With PointMediaPro, hotels can provide essential information to guests, in addition to advertising their in-house facilities (spa, multiple restaurants, etc.) and displaying banquet event details. The signage screens can also play the role of a concierge, by providing information on reservations and ticketing. Restaurants can advertise special dishes, or special offers on specific items on the menu. Multi-property chains can leverage PointMediaPro to promote their facilities across all their properties.





## Entertainment

PointMediaPro can be used by casinos, cinemas and other entertainment venues. In casinos, PointMediaPro can be used to guide players through the venue, provide game information and status updates. In addition to improved communication with visitors, the systems can be used to promote new games, restaurants and other hot spots at the venue. At cinemas, static posters are now passé, and the need to display multiple messages to a captive audience is fast gaining prominence. PointMediaPro allows cinemas to promote multiple movies, display ticket availability details, as well as special offers on food and beverages.
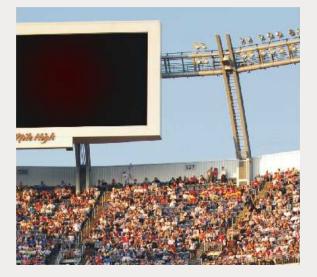
## Transportation

The transportation industry can benefit by deploying PointMediaPro. The system can be deployed in train stations, airports and bus terminals to display arrival/departure schedules on screens, in addition to relaying advertisements and general news/weather updates that can be specific and localized. On highways, PointMediaPro can help display useful information like distances, weather updates and real-time information on traffic density. At airports, PointMediaPro, can be integrated with existing third-party interactive systems and kiosks to provide information pertaining to ticket reservation and self check-in.



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## Corporate Communication & Factory Floors

PointMediaPro can be leveraged by companies to deliver corporate messages to employees within an organization. Strategically placed signage screens (at common areas, cafeterias, etc.) can be used to deliver corporate messages and important announcements, which otherwise need to be circulated through email and other methods (which may go unnoticed) or through static posters. PointMediaPro can be deployed on factory floors to increase productivity and minimize turnaround time, leading to effective workforce utilization. Industrial units can leverage PointMediaPro's advanced features to relay real-time information on production status, best practices, safety as well as shift/schedule related information, in addition to inter-departmental communication.



## Sports

Sporting venues today need to reach out effectively to thousands of captive viewers at an event. PointMediaPro can enable quick and effective display of scores, player and game statistics as well as other game-related trivia and general information during breaks. Multi-zonal screen display allows for multiple messages/media to be relayed simultaneously. Advertising on the digital signage can also be integrated and coordinated with the television advertising campaign that home viewers are exposed to, thereby ensuring that an advertiser reaches out to audiences at the venue as well as at homes, without compromising on messaging consistency.



## Education and Government

Educational institutes feel the need to innovate and remain 'state-of-art', by providing students with a unique educational experience. PointMediaPro can be leveraged by institutes/campuses for structured student communication in common rooms and lobbies, and provide alerts and messages from staff/management. Governments, local agencies, civic authorities and departments can effectively leverage PointMediaPro for emergency communication, weather forecasts, cross departmental alerts (between the police and fire department for example) and public announcements at specifically identified venues.



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## Summary

Regardless of the target audience or objectives, PointMediaPro offers a powerful media delivery engine that can effectively target messages by varied criteria ranging from geo-spatial data to the demographics of individual sites. Besides, media prioritization can be used to augment specific placements with secondary content that can be displayed on a space available basis. PointMediaPro thus helps customers manage diverse installations by defining the audience categories and having the system assign the placements, transfer the media, and provide constant reports on media display.

With its network deployment flexibility to leverage lower cost media players and optimize capital costs, PointMediaPro deployments can be tuned to meet specific project require-ments including video formats, network bandwidth, and capital costs. PointMediaPro supports both Microsoft Windows and Linux environments to enable customers to best match price, performance, and media compatibility. PointMediaPro can also support alternative communications systems such as satellite download in multicast that leverage existing infrastructures to support high definition content download, while other lower data rate traffic can be routed through the corporate network.

What's more, Thinxtream has the engineering horsepower and background to help customers integrate their existing systems, address new industry demands and benefit from new trends with innovative digital signage and media management capabilities.

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| PointMediaPro Features | Benefits |
|---|---|
| Enterprise-ready digital signage software platform | PointMediaPro is based on a flexible and distributed design that supports digital signage applications that scale across nearly any installation. Its progressive media distribution supports complex and multi-dimensional criteria for optimum viewer impact. With its centralized user profiles, security policies and audit trail, PointMediaPro can be trusted to manage a complex enterprise. |
| Powerful media targeting | Media is scheduled through an innovative engine that allows operators to match it to the audience based on a flexible compilation of attributes aligned to business objectives. This approach eases media placement across the network and eliminates operational errors. |
| Digital Out-Of-Home network ready | The PointMediaPro workflow follows processes used in a Digital Out Of Home network for operators who build advertising into their programming models. It gives them the ability to manage a number of clients and brands across a single operating network. PointMediaPro combines both menu-based and geospatial interfaces to allow operators to compare inventory and placement scenarios. It includes optional fine media control to specify placement including adjacency, distancing, and exclusion. Prioritization can be used to support premium placement or space available models. Records of all displayed media are tracked on the system and are available to be incorporated into operational and billing reports. |
| Broad media support | PointMediaPro supports an extensive set of media formats including video, interactive, and RSS sources. A wide range of video formats can be supported as well as streamed from a local or external source. The design is extensible to allow Thinxtream to add new media formats as well as leverage lower cost hardware with dedicated media decoders. |
| Network flexibility | The system support both local and wide area network infrastructures and fully operates within network security implementations. Its dashboard displays system connectivity and media transfer statistics and can quickly highlight potential issues before they may be noticed in the field. With a three-tier deployment, network utilization is minimized since media can be aggregated into a minimum number of systems. Incremental schedule files can leverage previously transferred media to further reduce ongoing operational network bandwidth. Media and schedule files are also protected against local tampering to maintain system integrity. |
| Comprehensive real-time monitoring and management | With the Advanced Management System option for PointMediaPro, customers are able to continuously monitor the network operation and can tune alerts to notify them of conditions that may impact operation. These events can also be aggregated onto a dashboard that is accessed from a web browser. Issues can be resolved based on the detailed logs and system statistics provided. If further extensive device updates are needed, the system can distribute and install software updates over the network either to an individual unit or to all units from the central management interface. |
| Open architecture supports extensions | The modular design of PointMediaPro can accommodate product extensions in many areas including content submission, content approval, network optimization, and player hardware certification. Peripherals can also be incorporated into the system as proximity sensors, touch screens, RFID affinity cards and blue tooth, which can enable the display of personalized media. |
| Professional services | Thinxtream has in-house resources with extensive experience in media, networking, security, and systems to respond quickly to customer requirements. |

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