

## FOCUS® | Digital Signage

*for more efficient & effective Communication*

Sensory Technologies **FOCUS® Digital Signage** is an all-inclusive digital messaging solution designed for clients that want to communicate effectively and efficiently – with minimal upfront cost.

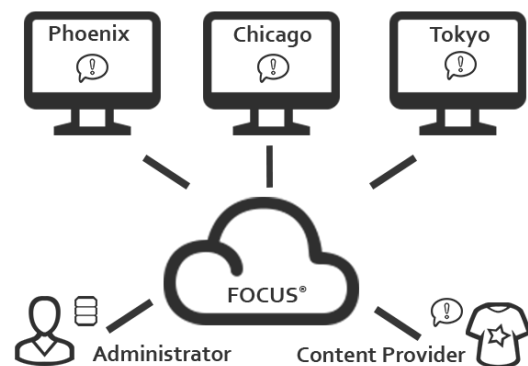
**FOCUS®** is an enterprise grade, cloud-based signage-as-a-service. Fully hosted and secure, **FOCUS®** combines powerful administrative tools with a simple, elegant, content management approach. **FOCUS®** makes ingesting, assigning, and adjusting content delivery across your network a simple and repeatable process.

### FOCUS® Features List:

- Simple – intuitive web-based administration
- Hardware Assurance
- Scalability – Global Content Distribution
- Web Page support (including HTML5)
- Performance Media Player with Powerful Graphics
- Advanced Scheduling
- Integrated IP video Support
- Multi-Layer Content Support
- Dynamic Data
  - o News, Weather, Stocks
- Database Integration
  - o Events, Directories, Product catalogs
- Wayfinding
  - o Text, Graphic, 3D, and Interactive
- Interactive – Touch Screen ready!

### Media types supported by FOCUS®

- MPEG-1, MPEG-2
- MPEG-4 Part 2
- H.264/MPEG-4 Part 10
- MP4, WMV, AVI, MOV
- JPG, PNG, GIF, BMP
- MP3
- Flash
- Web Page Support (Including HTML5)
- Streaming Support (TS, RTMP, HLS)



## Communicate.

Digital Signage is proven to increase engagement - delivering information and interaction tailored specific to the target audience.

- Display where viewers will see them – hallways, elevators, cafeterias, and lobbies.
- Visually connects with your customers through eye-catching, dynamic messaging
- Delivers targeted messages to multiple locations to improve time-to-market for promotional campaigns
- Facilitates cross- and up-selling of products
- Reduces perceived wait time and promotes your brand, products and services
- Enables real-time updating of announcements, policy changes and messages
- Steer visitors to the right place with wayfinding capabilities
- Promote sales at gift shops and restaurants
- Encourage return visits by sharing special promotions or showing featured ads in the lobby



## Direct.

With wayfinding technology, digital signage can efficiently direct people throughout your space. From the lobby of a corporate office building to the conference space of a large hotel, wayfinding technology is applicable for any organization.

- Static Text and Image Mapping - an eye-catching addition to any digital sign and proven to attract the attention of your users over standard, printed signage
- 3D image Mapping - a uniquely realistic and eye-catching representation of your office is offered that's more effective in familiarizing constituents with your space



## Engage.

Interactive Digital Signage can enhance the customer experience. Make the most of their time by providing valuable data at their fingertips.

- Building Directory for employees and visitors to quickly locate departments and staff members and provide navigational assistance to help them find their way through your organization.
- Meeting Rooms easily coordinate and display what meetings are occurring in a particular room at any given time.
- Directories tied to map locations
- Mobile Device integration with QR codes and SMS
- Color-Coding designated building or areas
- AroundMe™ Location based services – hospitality, dining, entertainment, and lodging.
- Up-to-date Weather, Traffic, and Flight information



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