

The New
SmartScreen®



The right message
at the right target
in the right time



Digital Screens for digital signage

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The New
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Intelligent Media Screen for Digital
Signage Applications



Digital Screens



with TRUMEDIA



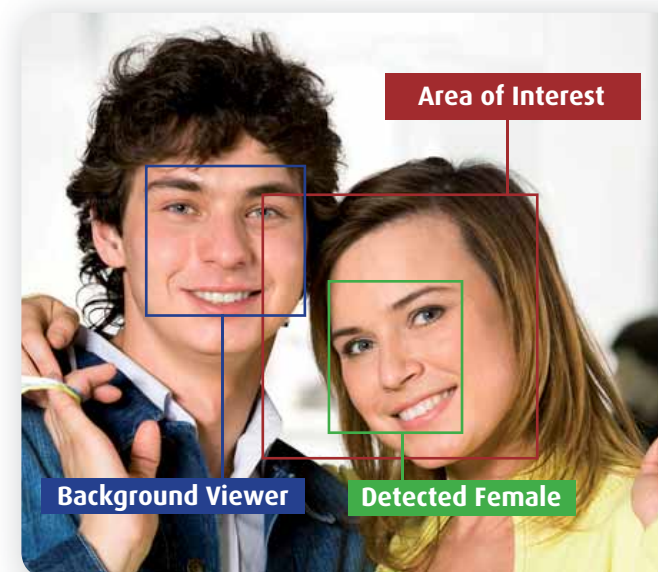
Intelligent Media Screen for Digital Signage Applications

Digital Signage networks use digital media technology to display information, streaming media, still images, scrolling text and graphics on one or more displays in locations frequented by the general public or specific groups within a corporate environment.

Sensor-based audience measurement, for automated, non-cooperative counting of audience size and its demographic segmentation is finding more and more applications. Originally designed for reporting applications, audience measurement now

shifts towards real-time applications. Among these, PROM (for PROactive Marketing), namely selecting a message to play, based on current audience size and demographics, has tremendous potential to increase screen effectiveness and thereby lifting sales.

Present trends in the Digital Signage indicate that heretofore, a PC had been commonly used; nonetheless the incorporation of Audience Measurements capabilities requires either an additional device or a stronger PC platform to provide both applications.



The **Smart Screen** is a compact embedded camera-integrated video analyzer and a media player for out-of-home digital signage applications – primarily kiosks, vending machines and small screen displays. **Smart Screen** captures audience images with a high-resolution, wide-dynamic range digital camera sensor, detects viewers' faces and tracks them through head turns and occlusions to yield accurate audience counts with gaze time and dwell time data. Video classification algorithms determine the viewer's gender and age group.

A series of control algorithms is implemented by the **Smart Screen** for audience-adaptive messaging or "PROM" where the player selects a message to play based on real-time audience information provided by the video analyzer. **Smart Screen** unique design enables full integration with your Digital Signage business either as an external unit or integrated into the screen.

Designed as an edge device for content management system, a published API (Application Program Interface) allows Content Management Systems (CMS) to integrate with the **Smart Screen**. This enables digital signage networks that are adopting a certain CMS, to select the **Smart Screen** as the screen's edge device.

Features and Benefits

- Combined Solution – The same hardware is used to achieve both purposes
- Extremely Cost Effective in comparison to other digital signage equipment / Audience Measurements devices – the hardware cost is even less than an average PC.
- Small form factor – allowing easy integration within screens/kiosks
- Stability/reliability – embedded device, low power consumption and stable operating system
- Interoperability – enabling a convenient platform for integration with various management systems.
- Flexibility in choosing whether to purchase a complete stand alone hardware or production files for manufacturing.
- Flexible licensing models- Each customer is opted to have the service type of his choice: Basic or advanced DS and Audience Measurement.

The Evolutionary Approach to Digital Signage

DS Digital Screens with TruMedia's, **Smart Screen** is the first to deliver a truly simple and cost effective solution; a single embedded device that includes a Digital Signage player as well as audience tracking capabilities.

The **Smart Screen** can be used as a cost-effective replacement to existing DS player hardware, and in addition can perform real-time audience measurement. It then uses the information for targeting the displayed messages / ads to the current audience. Audience metrics are combined with the player logs to yield accurate reports.

The media player supports various media formats and industry-standard as well as leading 3rd party content management protocols.

Values Proposition Screen/Kiosk Vendors/ Large Volume Distribution

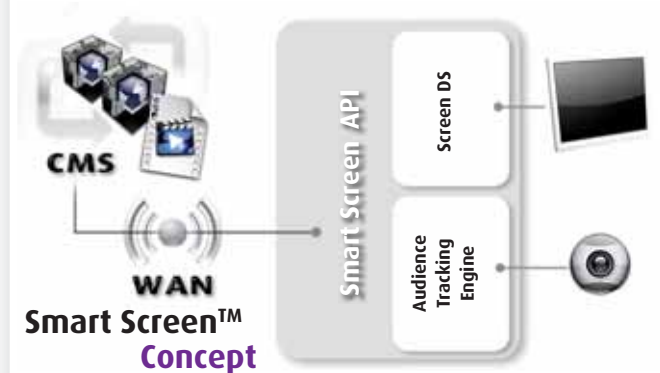
■ Get the **Smart Screen's** production file, and manufacture it yourself. Integrate **Smart Screen** into your screen; remove redundant components according to your need- all at a very low cost.

CMS Vendors

■ Integrate with **Smart Screen** using the **Smart Screen** Software Development Kit. Offer your customers to take an advantage of low-price hardware along with your content management capabilities.

DS Networks, System Integrators

■ Get a complete solution from DS a complete **Smart Screen** device at a low price. Low price software license for a player with or without Audience Measurement services



Smart Screen Applications

- **Smart Screen** enables retailers to:
 - Identify and focus on target viewer in front of a screen
 - Adapt content in real-time based on viewer demographics
 - Design interactive applications that respond to viewer's interaction with the screen (proximity, engagement time, demographics, time facing the screen)
 - Analyze audience data to get insight into viewer / shopper demographics and behavior, as well as screen effectiveness in merchandising for better media planning
- **Smart Screen** offers diverse applications which may appeal to either one of the following: Information Kiosks, Small screens on shelves, Elevators, Vending Machines, Airline TV, Bars and Restaurants (on tables).

