

SMART NETWORKS  
HAVE A 100% INVESTMENT RETURN \*

# ONLY SmartScreen<sup>®</sup> CAN MEASURE IT

AND SEND A CUSTOMIZED MESSAGE TO EACH TARGET



Your brand  
at the **Top  
of Mind**  
at the time of  
purchase

**SMART SCREEN KEYS:** SMART SCREENS IN BARS (Nielsen):

ATTRACTION

...channels audience **increases quarterly**

HOLD

...**80% of the audience** looks  
at the screen

MEASURING

...**advertising recall: 53%!!!**

CONSUMMING

...**36% of the audience is inclined to  
consume more**

\* A study developed at Walmart Smart Network in  
collaboration with Nielsen

SmartScreen<sup>®</sup>

# MEASURING & RETURN (IF YOU MEASURE, YOU EXIST):

Probably the best digital signage tool in the world

## LOOK AT ME

It attracts all the looks. An excellent display in key spots where purchase decision is made, it draws the attention with dynamic contents.

## USEFUL

Useful communication for purchase and product promotion

## HOW ARE YOU? MAKE YOUR OWN

Talk directly to your client. Measures, recognizes and delivers a customized message to the consumer.

Update and renew your contents in a simple way, anywhere. Dynamic content generation is automatic!



## TECHNICAL SPECIFICATIONS

- Screen size: 10.1" Wide
- Resolution: up to **WSVGA** (800X480) 16:9, horizontal & vertical
- Digital audio output
- Supported formats: MPEG2, MPEG4, JPEG, MP3
- Simultaneously supported elements: Video + Audio + Static image + Text
- Content API adaptable to all content management systems or digital signage software (CMS)
- Data storage: SD
- Network connectivity: Ethernet, WiFi
- Audience measuring: **SVP (Single Viewer PROM)**

## HIGHLIGHT AUDIENCE MEASURING

### TRUMEDIA DIGITAL SIGNAGE MEASURING TECHNOLOGY:

- Viewer measuring
- Attention time
- Gender
- PROM: adequate message for each target

## CONTACT INFORMATION:

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