

SMART NETWORKS
HAVE A 100%. INVESTMENT RETURN *

ONLY SmartScreen® 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 FASHION:

ATTRACTION

...Product **catalogue**

HOLD

...**Personal shopper**

MEASURING

...**Interactivity**

CONSUMMING

...Promotions

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

SmartScreen®

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!

45 mm



180 mm



257 mm



TECHNICAL SPECIFICATIONS

- Screen size: 10.1" Wide XGA (1024 x 600)
- 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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SmartScreen® a product of

 Digital Screens


with TRUMEDIA