

# Advertisement that reaches its target

Either you are already using or just planning to introduce LCD or Plasma screens with running commercials, the question is: "How will the operation of the whole system be efficient?" "Will I have a return on investments?" "How will the commercials reach their objective?" "Is my sales going to grow?" The customer's stimulus threshold is getting higher and even if we admit it or not, the customers become bored of the commercials running in an endless loop.



## OMP/OMM

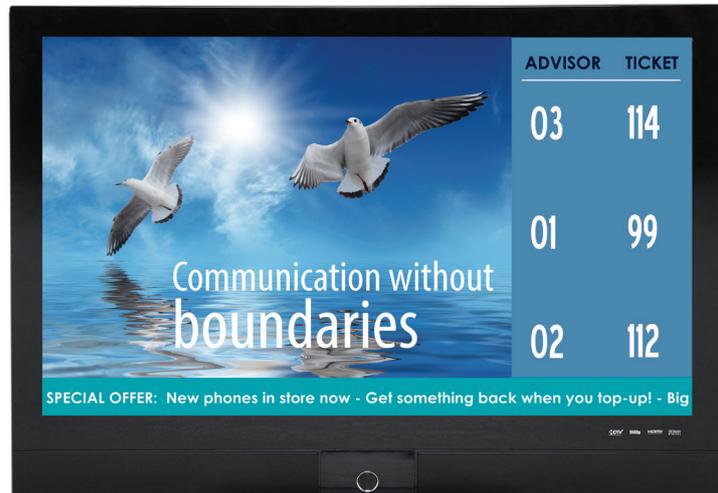
DIGITAL SIGNAGE

➔ SOFTWARE

- ➔ THE OMP/OMM(ONLINET MEDIA PLAYER/ONLINET MEDIA MANAGER) SYSTEM INTEGRATED WITH THE ONLINET QUEUE MANAGEMENT SYSTEM HELPS IN STICKING YOUR CUSTOMER'S EYES TO THE SCREEN, PLAYING A CONTENT IN WHICH THEY ARE INTERESTED AND BRINGING MUCH MORE NEW ORDERS TO YOU.

THE  
**ONLINET**  
GROUP

## Features and benefits



**Stick to the screens** The customers become indifferent towards the commercials running on an endless loop. The ONLINET OMP / OMM system makes it possible to display, besides commercials, ticket calling and other information (e.g. exchange rates, announcements, news) on the same screens. The customers eyes will surely stick to the screens.

**Targeted messages** Using the ONLINET OMP/OMM system, the commercials can be played automatically in an order that covers the actual needs of your customers. In this way, your messages, commercials will have bigger effect, creating higher sales impulses.

**Central management and statistics** The creation of playlists, timings for commercials, videos or images and sending them to even multiple locations can be done from a central location. Statistics will be created about the frequency and timing of the content that was played, separately for each location. These can join the queuing system statistics, giving a clear picture of the results of a specific campaign.

TECHNICAL SPECIFICATION	
Components:	Media Server (hardver) OMP - ONLINET MEDIA PLAYER (software) OMM - ONLINET MEDIA MANAGER (software)
Playable formats:	PC video formats(video playlist) PC picture formats (picture slideshow) Animated presentations Direct VHS/DVD/Bluray play (even in HD quality)* Display of TV channels*
Information display:	Display of the last 3-5 ticket numbers called Display of new call in a separate window Warning sound when a new customer called Even 4 tickers at the bottom of screen Company logo, image, colours and fonts
Setup options:	Creation of branch groups Creation of screen, panel and ticker groups Creation of campaign and campaign groups Creation of playlists Define „expiry terms“ for playlists
Monitoring:	Currently playing media content Current screen status Current status of campaigns and campaign groups
Design functions:	Size of panels and tickers Colour palette for panels and tickers Font type for panels and tickers Possibility of displaying automatically data received online
* Some restrictions may apply	

## ➔ RECOMMENDATION

- ➔ Banks, Building societies
- ➔ Insurance companies
- ➔ Telecommunication companies
- ➔ Mobile, internet, cable tv suppliers
- ➔ Fashion stores
- ➔ Beauty shops
- ➔ Cinemas, theatres, concert halls
- ➔ Travel agencies,  
tourist information points
- ➔ City and District Councils
- ➔ Registry offices
- ➔ Tax, Custom and Revenue Offices
- ➔ Solicitor and Notary Public offices
- ➔ Malls, Supermarkets
- ➔ Store chains
- ➔ Restaurants, bars, pubs
- ➔ Educational institutions
- ➔ Real estate agencies
- ➔ Conference and sport centers

### ➔ ACCESSORIES AND OPTIONS

#### ➔ **MEDIA SERVER**

Branded PC models, that allow even a 24h operation. Stores multimedia materials

#### ➔ **LCD/Plasma screens**

32" - 37" - 42"

standard or custom sizes on request

#### ➔ **Ceiling and wall mounting support, floor stand**

#### ➔ **Front and back aluminium cover**

#### ➔ **Wooden frame**

#### ➔ **Uniquely designed frame or cover**

### ➔ RELATED SERVICES

➔ Consulting

➔ Site survey, planning

➔ Installation, commissioning, training

➔ Maintenance, remote support, repairs

➔ Spare parts supply

➔ Operation

➔ Custom development and design

➔ Integration to existing IT systems