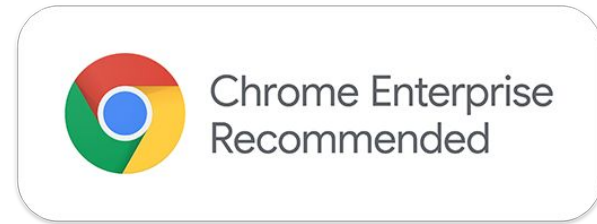# stratosmedia

Hybrid Cloud Digital Communications Platform

StratosMedia is an intelligent 'open' platform that provides a greater ability to use digital media, data and IoT dynamically in Kiosks and Digital Signage, including Large Format LED, Video Walls and Digital Out of Home (DOOH) Advertising. If you need to deliver your message to visual displays, StratosMedia has a solution.

StratosMedia's hybrid cloud communication management platform provides a complete set of embedded applications and tools for advanced enterprise digital signage, corporate communications and digital advertising networks. A platform that empowers businesses, advertisers and institutions to create, deliver, measure and monetize visual and interactive experiences on any device and media outlet.

StratosMedia is one of only a limited number of **Chrome Enterprise Recommended** partners for the Kiosk and Signage category globally.

StratosMedia also supports **Android**, **Windows OS, Samsung Tizen, Brightsign LG WebOS, Philips Android, Sony Android TV** and our proprietary Operating System - **StratosOS** - can be loaded on any x86-64 hardware.

StratosMedia delivers unparalleled ease of use, security and reliability.

- StratosMedia resides on **Google Compute.**

- Fully scalable, no matter the size or geographical spread of your display network.

- End-to-end content encryption over the network.

- Reduce friction in your content management by integrating with the workspace services you know and use.

- **API integration** tools for automated ingestion and display of data from third party applications.

- **Granular permission settings** available to support multi-user contributor needs.

- Local storage and playback of distributed content ensures reliability and reduces network load.

- Count, track and and understand your audience engagement with **data visualisation**.

- Create and deliver measurable interactive experiences to infrastructure display or to mobile devices via **Progressive Web Applications** (PWA).

- Built in **Anonymous Gender and Age Analysis** (AGAA) and click through reporting for interactive screens.

Platform Applications

Data Driven Digital Signage

- Quick Service Restaurants - Digital Menu Boards
- Advanced Directional Display & Event Information
- Corporate Communication & Data Visualisation

Advanced Kiosk Applications

- Track navigation, session times, and the path of engagement using advanced user analytics including Anonymous Gender and Age Analytics.
- Create, manage and serve Progressive Web Applications to mobile devices from the same management console managing your displays.

Video Walls and Large Format LED

- Support all display resolutions and custom aspect ratios including LED walls.
- Playback native resolution of the array at broadcast quality.
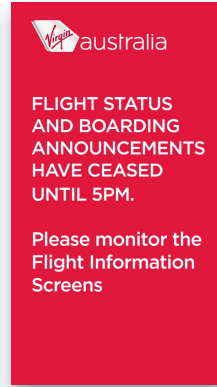- Video wall templating used for fast multi-site deployments.
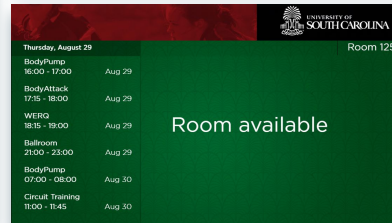
Quick Service Restaurant

5

Digital Menu Boards/ Hospitality/Food Courts/Malls/ Stadiums/Airports.

- POS and system integration via API, automating real time delivery of menu pricing and general data.

- Local storage of content for instore playback, increases reliability and reduces downtime.

- Automate highly targeted content distribution including price zones by utilising store location attributes.

- Schedule content by time of day, daypart, or event.

- Supports any menu board display configuration and resolution.

- Real-time visibility of remote playback via the management console.

- Complete touch integration and kiosk capabilities.

- Native QR code management for delivery of offers and promotions. Includes reporting on user QR code engagement, delivering audience insights.
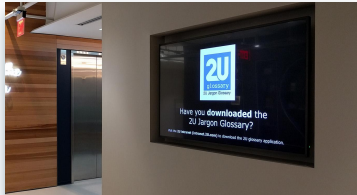
Advanced Directional Display & Event Information

Corporate/Education/Convention & Exhibition Centres/Sporting Arenas & Stadiums/Airports/Hotels.

- Display current room booking data using dynamic data sources delivering automated updates, increasing efficiency.

- Ingest and display 3rd party data sources via API.

- Fully automate managing the display of event information.

- Display directional/wayfinding elements in content for improved location navigation.

- Drive content to any display resolution including ultra high resolution LED walls.

- Native QR code management, including reporting on user engagement delivering audience insights.
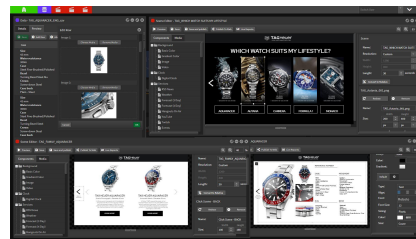
Corporate Communication

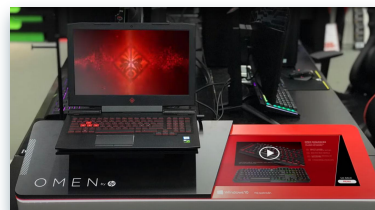## Customer Experience/Corporate Messaging/Data Visualisation.

- Integrate Google Sheets, Drive, or CSV, and other workspace cloud services for seamless content updates.

- Schedule and deploy targeted visual messaging with ease

- Automated display of dynamic data sources including RSS feeds for weather, traffic, and news in content.

- Display ingested data on screen using data visualization tools.

- Choose to view your data as graphs, tables, pie charts, arc graphs and line charts. Aesthetics such as fonts, colours, and design are fully customisable.

- Combine disparate data sources and add formula to calculate comparative data for display.

- Capture live TV and video feeds for display to all or part of screen.

- Permission based template creation tools deliver on brand content via multiple stakeholders.

Advanced Kiosk Applications
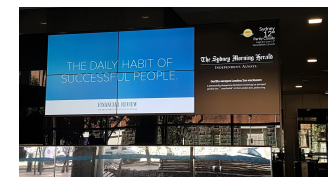
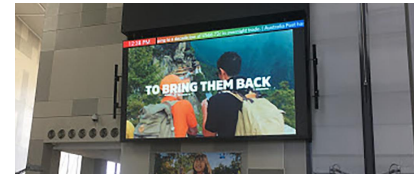Scan to view these solutions in action

Self Service and Check In Terminals/Information and Promotional Kiosks/Self Paced Personnel Training.

- Retail display experiences made easy. Drag and Drop creation and scheduling with interactive display content creation tools.

- Track navigation, session times, and the path of engagement of interactive kiosks using advanced user analytics including Anonymous Gender and Age Analytics (AGAA).

- Integrated survey tools delivering real time audience feedback.

- SMS and/or email service delivery integration capability for interactive display content, leading to ongoing customer engagement.

- Create, manage and serve **Progressive Web Applications** to mobile devices from the same management console managing your displays.

- Build self-service solutions including data driven product/service finders.

- Build personalized kiosk experiences for 1-1 personnel training.

Ultra High Resolution Video Walls and Large Format LED

Ultra High Resolution Video Walls and Large Format LED

- Create interactive video walls in less than ten minutes with easy drag and drop functionality

- Support **all display resolutions and custom aspect ratios** including LED walls*

- Playback native resolution of the array at broadcast quality

- Video wall templating used for fast multi-site deployments

- Single or multimedia player options no external video processors required

- Integrate external data sources and third-party platforms via API
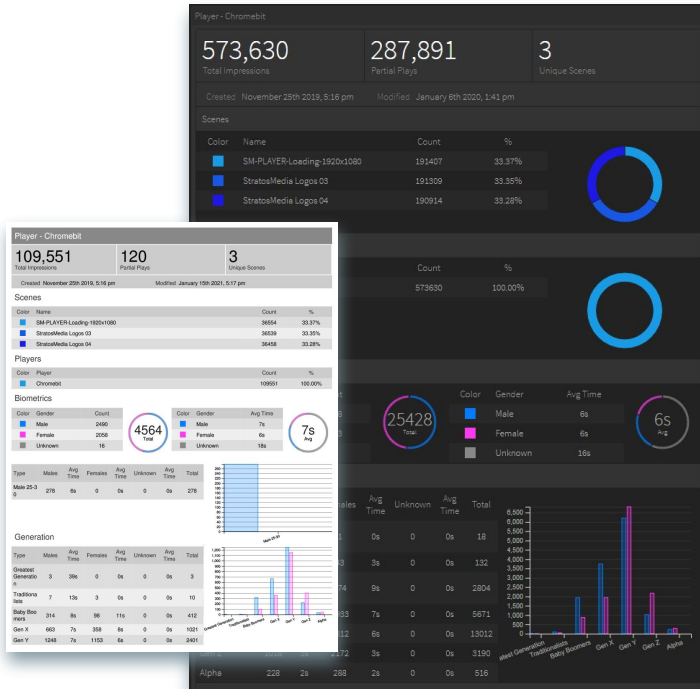
- Control from kiosk

*with suitable media player hardware

Scan QR Code to learn more about our Ultra High Resolution solutions
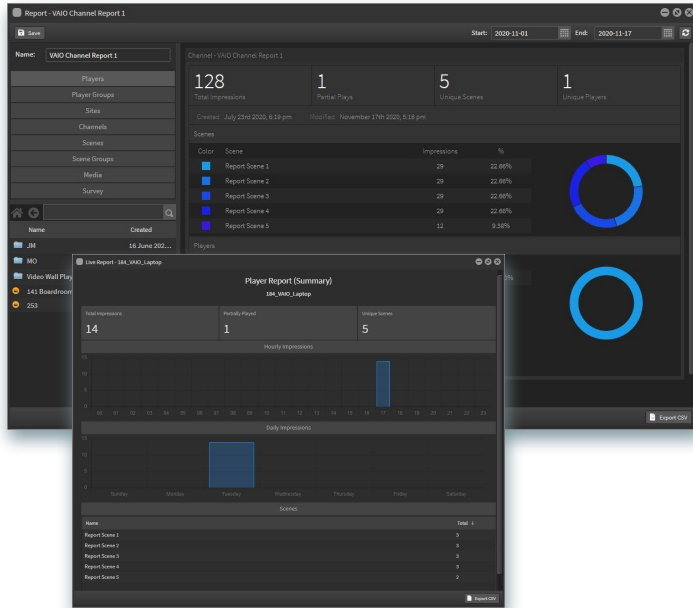
Historical and real time reporting

- A comprehensive range of detailed reports.
- Customizable reports across your complete network of all components from a precise granular view to an overarching overview visualization.

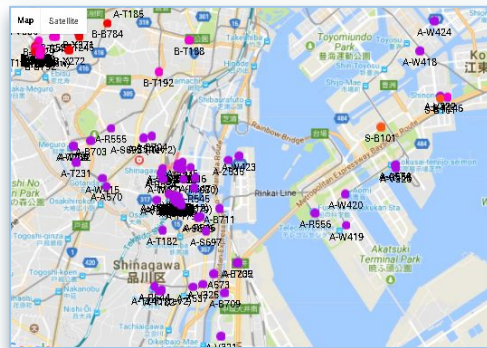## Reports include exportable summary view and data of:

- **Anonymous gender and age analytics**
- Content, scenes, channels and playlists for A/B split testing
- Device/Location/Tags/Media
- Real-time audience engagement view
- Export report directly to CSV/PDF

Analyze Your Audience:
Anonymous Gender and Age Analysis.

- Anonymous Gender and Age Analysis [AGAA] optimized for kiosk environments included at no extra cost.

- AGAA runs on the same hardware as your media playback, delivering hardware deployment cost savings.

- Anonymous analysis delivering audience insights whilst maintaining the strictest privacy policies globally, including GDPR.

- Deliver triggered targeted content based on audience analysis.

- Enable on unlimited StratosMedia player devices across your network.

- Exportable overview and granular reporting of audience analysis included.

Campaign Manager: DOOH Programmatic Advertising.

- Advanced programmatic features reduce the time spent on advertising placement and allow delivery of more targeted campaigns.

- Stack unlimited targeted delivery attributes such as Date range, Day part, Rate, Weather, Temperature and Location to achieve greater monetisation via highly targeted campaigns.

- Manage and deliver duration or impression based campaigns with ease.

- Explore sold and unsold inventory at a glance to create greater sales efficiency.

- Automate priority Advertising placements.

- Automate blended campaigns.

- Granular reporting on Campaign delivery.

- Customizable integration to third party billing systems.

Progressive Web Applications (PWA).

- Create and deliver Apps your way - no coding required.

- PWA's combine the best of a web browser with the best of native apps, creating a phenomenal mobile user experience.

- Accessed like normal websites - but offering additional benefits like: offline usability, push notifications, and access to device hardware.

- PWA technology packs an array of new powerful features, allowing for significant user experience.

- Increased user time, increased conversion rates, improved user experience, increased organic search traffic

- PWAs are faster than an App, loading in an instant and use less data.

Scan the QR Code to view our Demo PWA.

StratosMedia

Working alongside some of the world's leading tech, retail and corporate brands

Scan or click the QR Code to
view some of our Case Studies

stratosmedia.com