

EXECUTIVE'S SUMMARY

Digital poster

What is this?

First of all is a solution that, with its dynamic images, will wake up, catch and keep active the attention of a potential customer, who sits in a customer waiting area or who even walks down the street. Secondly is an IT system with hardware and software components, which consists of the following elements:

- LCD or Plasma TV
- PC or media player
- ONLINET CDS TV software

How does it work?

Placed in a customer waiting area or in a window display, the digital posters represents the descendants of the classic, paper-based advertisements. It is proven that a dynamic multimedia content will leave a deeper mark in those who are watching, than the static marketing materials. Integrated with the Queue Management System, the playlist can be overwritten, to always play on the screens commercials, that stay closest to the customer needs. The commercials, campaigns, preset multimedia content can be uploaded and managed from a central location.

What benefits will bring to you?

- No more printing costs
- No more printed material logistic costs
- The adverts are out always in the right time and place
- The distribution of a nationwide campaign can be done with a few clicks
- The renewal of a campaign can be done with a few clicks
- The dynamic content will attract more viewers
- The targeted content will lead to more purchases
- Marketing efficiency increased
- More professional image
- Profit increased

ONLINET Group in a nutshell

ONLINET Group is a European leader in developing, manufacturing Queue & Customer Management Systems and Digital Signage solutions. With branches in 7 countries and resellers on 3 continents we provide solutions in the Financial, Telecommunication, Retail, Healthcare, Education, Transport and Public sectors.

ONLINET through its systems manages around 500,000 customers daily, in more than 1,200 Customer Services around the world.

