



**Get your message through.**

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# How would you like to improve your communication?

That's what we really should ask ourselves, as the possibilities offered by the Smartsign software are virtually unlimited.

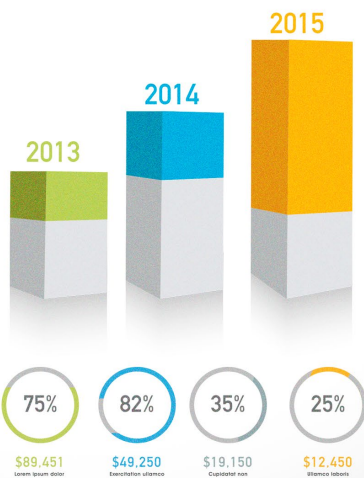
**S**ince our journey began, we've facilitated the blossoming of numerous companies through the use of Digital Signage. Some have by these fascinating, digital communication channels developed closer relationships with their customers, others ventured fresh internal communication paths and some have discovered new platforms to sell their products from. Today, as digital progression in all shapes and colors keeps saturating our daily lives, these new and ever evolving means of communication might just be what launches your business into the next dimension.

## **Around the world with start and finish line in Borlänge, Sweden**

Smartsign was founded in 1998 in Borlänge, Sweden. At that time, we were one of the very first players within the industry and few understood what we were up to. Since then, we've had the privilege to experience the digital revolution up close and personal. This has given us an advantage; we know what works and what does not. With representation all over the world, Smartsign today helps thousands of customers of all sizes and needs to achieve their goals using the power of digital communication. As our company continues to grow we'll keep getting closer to our worldwide customers, but our HQ remains in Borlänge, Sweden.

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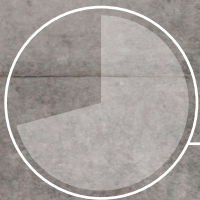
# Communicate on your terms...

The magical world of digital communication lets you reach your customers at the right time and place. Ideas can turn into full-blown campaigns in record time and customizing messages to target audiences has become a breeze. Digital screens delivering creative content stand out in a static environment, and the limits of what's possible are constantly pushed. Simply put – Digital Signage radically expands and enhances your marketing palette.



## 60%

of all decisions leading to purchase are taken in store.



## 71%

agree that advertising on digital screens outweighs Internet ads.

## Up and running in no time...

The industry leading Smartsign software is available through your existing IT supplier. The choice between using your existing screens or acquiring new ones is up to you. Close collaboration and partnerships with some of the largest digital screen manufacturers on the planet ensures a universe of options.



# ... with Smartsign and Digital Signage

Getting started shouldn't be hard and complicated, therefore the Smartsign software is developed with the user firmly occupying the driver's seat. Smartsign lets you easily publish noise penetrating messages from anywhere in the world.

## SIMPLICITY

Get started quickly and without fuss. Smartsign lets you publish your first messages within minutes.

Smartsign supports most content formats as well as the majority of screens and devices. Use one of the many included, pre-made, professional looking templates, your own corporate identity or start designing from scratch.

## FLEXIBILITY

## SCALABILITY

Start small, go big. Or start big and go even bigger. Smartsign will adapt without a glitch.

Smartsign can be used and accessed from anywhere in the world. Publishing can be scheduled for ultimate freedom.

## ACCESSIBILITY



### Smartsign around the world

- Australia
- Belgium
- Brazil
- Denmark
- Estonia
- Finland
- France
- Faroe Islands
- Greenland
- India
- Italy
- Canada
- China
- Latvia
- Lithuania
- Netherlands
- Poland
- Norway
- New Zealand
- Portugal
- Russia
- Singapore
- Spain
- Sweden
- Germany
- Taiwan
- UK
- UAE
- United States
- Vietnam

**I** magine a world where no boundaries limit your ability to communicate. An omnipresent solution that elevates your business above the noise and puts you in perfect control of your message.

Smartsign can help strengthen and extend your communication. Thousands of companies worldwide rely on our comprehensive digital signage platform to manage, publish and verify custom content across the globe. On any platform, on any device.

**Get your  
message  
through.**

# With Smartsign, your screens come alive



## INTERNAL COMMUNICATION

### Approaching your coworkers

Strategically placed screens are not only an efficient way of conveying important information to your coworkers – they can also serve as clever work site atmosphere boosting tools. Digital Signage delivered by Smartsign is a straight and certain path to coworker enlightenment: This week's events, today's canteen menu or the weekend weather? You decide what to convey to your colleagues. Smartsign supplies the tools.



## RETAIL

### Say hello to your new sales staff

Using Digital Signage and Smartsign you can turn digital screens into powerful and persuasive sales staff, inspiring your customers to stay longer, spend more and increase the frequency of repeat visits to your store. With the help of Smartsign you can easily create customer specific, targeted messages and also use your screens as billboards promoting your suppliers.



## HOTEL

### Guests feel right at home

With Smartsign and Digital Signage you can help make your guests feel more welcome and their stay more memorable. Welcome greetings, entertainment in elevators, appetizing displays of hotel and restaurant specials, personalized messages on all in-suite screens. And why not inform your guests about the recently renovated roof terrace? You decide which senses to excite.



## HEALTHCARE

### The world's best waiting room?

Through the use of Digital Signage by Smartsign, waiting room/lounge information will stay up to date and stick to your corporate profile. Smartsign can even turn cold, bare white walls into ever changing sources of inspiration, aiding patients to somewhat disconnect from their current state and the place they're visiting.



Digital Signage by Smartsign offers close to infinite possibilities. To better illustrate what Smartsign can do for your particular business, we've listed a few real life examples from various application areas.



#### RESTAURANT

### Guests asking for the dessert menu

Digital Signage by Smartsign can easily spice up an ordinary event like a restaurant visit! Display a slideshow of tempting dishes and tantalizing desserts or maybe promote upcoming restaurant events. You are in total control of your message. Smartsign can even automate your schedule, like changing the menu from lunch to dinner at a given time.



#### TRANSPORTATION

### Well informed travelers

Is there anything more annoying than waiting for a bus that doesn't show up? Well, probably the anguish of not knowing why that bus isn't coming. Using Digital Signage and Smartsign, traffic information and time table updates can be quickly pushed through to eagerly waiting travelers. Smartsign won't make the bus arrive on time, but it can make sure travelers are adequately informed of the traffic situation which most certainly means happier customers.



#### EDUCATION

### Efficiently keeping students up to speed

The good ol' days of bulletin boards and stickies are long gone. To ensure important information is relayed to students, innovative technology must be deployed. Smartsign offers the latest, simplest and most efficient means of capturing attention no matter message or content: Schedules, lunch menus, time and date or weather.



#### PUBLIC ENVIRONMENT

### Pinpoint messaging

What would you like to convey to your target audience? Digital Signage by Smartsign is a fast and efficient way to target certain groups with customized messages, even if you can't be present yourself.

VIKUSKIFTIS-  
TILBOÐ

# Nýbakað Wienerbreyð og lítil kaffi

Bara

18<sup>00</sup>



 **fast:**

Skálabotnur

# The right software for any application

The Smartsign software comes in two different versions to ensure a perfect fit to your particular needs. To squeeze the most juice out of your screens, Smartsign also offers an array of attractive add-ons, designed to take your communication even higher.

**A**s companies are righteously diverse, especially in regards to digital communication, the Smartsign Display Manager software comes in two different versions: Standard and Pro. Regardless of which flavor you settle for, expect and look forward to an easily manageable system that turns Digital Signage into your veritable piece of cake.

The Smartsign Display Manager Standard version will have your content displayed in full-screen mode only. This somewhat simplified version is more suitable for – and aimed towards – smaller outfits, satisfied with content in full-screen mode.

If you opt for the Pro version, you will be able to divide your content into multiple layers and areas on the screen.

Installation can be local or cloud based depending on which version of the Smartsign Display Manager software you choose.



# Two versions of the same reliable product

Smartsign Display Manager	Standard	Pro
Display of content in multiple layers and areas	—	✓
Authorisation management for several layers and areas	—	✓
Adjustable screen layouts and touch features	—	✓
Display of content in full-screen mode	✓	✓
Unlimited number of users	✓	✓
Simple publication system	✓	✓
Calendar interface	✓	✓
Smartsign Sync*	✓	✓
Media library	✓	✓
Support for Smartsign's all file formats**	✓	✓
Cloud service through Microsoft Azure	✓	✓
Possibility for local installation	✓	✓
Support for Active Directory with local installation	✓	✓
Suitable for small and large installations	✓	✓

\* Synchronising content in folders on your computer or server so it is automatically displayed on your screens.

\*\* File formats include PDF, DOC, XLS, PPT, JPG, PNG, RSS, URL as well as most video formats.

## Support and training

Smartsign offers first class service and technical support. We focus on evolving together with our customers. Smartsign provides weekly online training sessions where you can learn more about using our products. Read more and book your online training session on our homepage.

## Cloud or local installation

Both versions are cloud based services but can also be delivered as local installations on premise, giving you full control of your server environment.

Support and online-training!



# Getting the most out of Smartsign

The Smartsign Display Manager software is a complete solution that makes the intricate domain of Digital Signage simple and accessible. These add-ons allow even more punch to be packed into your Digital Signage activities.

## + Smartsign Mobile Play

The new Smartsign Mobile Play is the perfect delivery system for making information available to co-workers on the go and the perfect solution for quick and flexible internal communication. Smartsign Display Manager lets you push any message such as text, images, audio, video or documents to any smartphone or tablet. Target tailored content to different recipients and ensure that specific persons or groups receives the right message at the right time whenever you want.

## + Web Player

The Web Player is a quick and smart way to send digital information as a simple URL. Gather your information, create the link and send it as email, SMS or even as a QR-code printed in a brochure. Even after link creation, content can be altered and updated, so that your URL will remain the same but the information it points to can be fresh and relevant. The Web Player is a marvel when wanting to quickly push information to smart phones and tablets – for instance in a trade show setting where your target recipients are mobile.

## + Template Creator

Templates made with Smartsigns template creator are very flexible with various designs. Change colours, texts and add your company's logo to each template. There are information, menu, visitors and RSS news feed templates and Smartsign is constantly developing new templates in order to expand your opportunities. And you can always design your own templates from scratch.

## + Wayfinder

The Smartsign Wayfinder is an add-on that's equally suitable serving a conference facility, hotel setting or an office environment with a vast number of meeting/conference rooms. The Wayfinder solution guides staff and guests to the right meeting rooms and can also manage facility bookings by connecting to your existing system.

## + Smartsign Sync

Make easy super easy! Smartsign Sync allows you to make changes and updates to your content - on your computer, your cloud service or remote server. Your changes are automatically synchronized with Smartsign Display Manager and published on your screens. No need to log into Smartsign Display Manager.

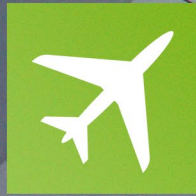
Read more about our add-ons at [www.smartsignmanager.com](http://www.smartsignmanager.com)

## Smartsign reaches everyone. On all devices.

The Smartsign Digital Signage software is designed to fit any device. This lets you rest assured that your message reaches any screen regardless of size, as well as smartphones and tablets.



# FLY WITH US



Visit us online for more information and all destinations

## Smartsign success stories

A global industrial group, a clothing store or a hotel – different business areas face different challenges. Regardless the flavor of the trade, a common denominator is that digital communication can help. The next few pages tell a handful of success stories from companies that chose Smartsign to solve some of their problems. These stories aim to inspire and perhaps launch a thought process – how could digital communication ultimately serve *your* business?





## Australian Institute of Management

Smartsign enables information and guidance at The Australian Institute of Management.

Formed in 1941, The Australian Institute of Management is the peak Australian body for managers and leaders. With more than 12,000 individual and corporate members along with the constant transient of students, faculty members and lecturers, the AIM building in Sydney is a boiling hub in great need of activity and information management. Facility handling, guidance and general information management must be quick yet simple and updates, changes and new content occurs several times a day.

For the last 3 years, a Smartsign solution running Smartsign Display Manager and Wayfinder add-on along with a PC player and multiple screens manages the AIM facilities, promotes information of various types and also guides students and faculty members alike. The custom built system can be controlled by one or several administrators from anywhere and has resulted in great organizational uplift as well as time saving.



## Global consistency with Smartsign

Keeping information fresh and up to date at Volvo.

Volvo is one of the largest truck manufacturers in the world with thousands of resellers worldwide. In a climate where communication and information is key to success and where high tempo and the demand of current and precise information and data continuously pushes the industry, Volvo decided to reinvent their communications platform.

Today, the company uses Smartsign at some 400 offices globally and several pilot projects with screens placed in reseller show rooms are ongoing in Europe and Australia. Thanks to Smartsign, Volvo now enjoys an integrated communication setup that also synchronizes all channels such as screens, home pages, reseller offices and show rooms throughout its worldwide branches. This improves brand integrity, time saving, simplicity, quality, cost efficiency and not to mention - future proofed scalability. An extra benefit is of course the environmental aspect when focusing on digital rather than print.



## Safety First with Smartsign

Relaying safety information using smart screens from Smartsign.

ABB hosts numerous visitors every year. To ensure their safety, important rules must be mediated and followed.

The challenge was to make sure all visitors absorbed the necessary safety information before entering the site. Screens were placed in the reception area, production facility as well as the visitors lounge and by using the Smartsign system, ABB easily controls guest information across multiple screens with content language being changed just by pushing a button.

Today, a vast number of screens ensure that safety information is properly mediated to visitors. The screens also tell the company story, what's being produced and what has been accomplished throughout the years.



## The right path with Smartsign

Smartsign guides guests through the 300 rooms and suites of Grand Hotel in Stockholm.

With its some 300 rooms, suites and conference facilities, event venues, fitness center, bars and restaurants, Grand Hotel Stockholm is the only Swedish hotel bearing the prestigious *"The Leading Hotels of the World"* label of excellence. In such a vast building, channeling tens of thousands of guests through its many domains, distinct and accurate guidance is of utter importance. Digital signage allows hotel management to easily tailor information to ensure smooth and professional guidance.

The challenge was to create apparent and distinct guidance. Smartsign equipped the hotel with a simple system compatible with their already existing screens, allowing operation by experts and novices alike. This means anyone from management to reception staff can make necessary adjustments as needed without having to take the detour via the IT or marketing departments. The display area on the screens also feature an up-sale section where the spa, bar, restaurants or other hotel facilities individually can promote various offers or services. Clear signage ensures solid guidance/wayfinding even on peak traffic days.





**clas  
ohlson**

## Clas Ohlson and the Smartsign solution

Cutting edge Digital Signage customer experience by Smartsign. Increasing sales without sacrificing space.

Clas Ohlson is a large, reputable Swedish retailer, founded in 1918 with 200+ stores in 6 countries. Progressive despite its age, Clas Ohlson is always on the lookout for smart, dynamic solutions to enhance customer experiences.

The challenge lied within engaging in-store customers in trying out a new Kärcher window cleaning device. Project participants believed that once a prospective buyer actually tested the product, a much better understanding of its qualities and capacity would be achieved. Using the Smartsign Display Manager software, various sensors and a custom display rack that doesn't inflict on precious store real estate, a new high in customer experience has been reached.

The outcome has been amazing. Engagement level revolving said product has been greatly approved and sales numbers are up. The project also earned the "Best High Street / Mall / Supermarket / Convenience Store or Forecourt Deployment" award at The Daily-DOOH Gala Awards in London 2016.



**غرفة دبي  
DUBAI CHAMBER**

## Dubai Chamber of Commerce & Industry

Dubai Chamber of Commerce & Industry turns to Smartsign for stellar Digital Signage installation.

Established in 1965, the Dubai Chamber of Commerce & Industry is a private non-profit organization, aimed to support the business community in Dubai and promote Dubai as an international business hub. It's a grand outfit, covering hundreds of square meters and a multitude of offices and meeting rooms. The entity sought to simplify property guidance while also offering visitors and entrepreneurs an easy and natural way to absorb information about the UAE nation and the Chamber of Commerce, with full respect given the IT security guidelines of the outfit.

Today, some 40 screens running Smartsign Display Manager with the Wayfinder add-on permeate the property, including a large video wall as well as screens mounted in the elevators. The system features one internal and one external part, offering great versatility in content publishing, including a customized gateway to the proprietary content or booking systems of the entity. Property guidance and general information promotion has become a breeze and the system is constantly being expanded due to popular demand.

# Get acquainted with the hardware

The Smartsign software is compatible with most screen brands out there. Through solid partnerships with some of the world's largest and most reputed manufacturers of digital screens, the best possible conditions are achieved.



LG Electronics is a global leader and technology innovator employing 77,000 people working in 125 locations around the world. LG is also a 2016 ENERGY STAR Partner of the Year. LG and Smartsign have been working together since 2013. A partnership offering exceptional Digital Signage solutions to its international customers.



Qbic Technologys player is the latest addition to the series of Smartsign compatible hardware products. You can connect any screen through this external player from Qbic Technology. The Smartsign software will automatically work without any hassle through the players built-in Android system.



Samsung Electronics is the flagship division of the Samsung Group and the world's second largest information technology company by revenue. With Smartsign being a Samsung Platinum Partner as of 2015, the two companies work in close collaboration, supplying some of the best Digital Signage solutions the industry has to offer.



Under the brand statement "Orchestrating a brighter world" NEC Group is focusing on solutions for society businesses that utilize the strengths of ICT to create the social value of safety, security, efficiency and equality that is necessary for people to live more prosperous lives. NEC and Smartsign continuously work together offering clever and powerful Digital Signage solutions.



Philips strive to make the world healthier and more sustainable through innovation. A main goal is to improve the lives of 3 billion people a year by 2025. Smartsign and Philips have maintained a close partnership since 2007 and constantly deploys new Digital Signage solutions for their clients based on Philips Pro Displays and Smartsign software.



Smartsign Display Manager has always been developed to be compatible with Microsoft Windows and a PC machine of any brand. You can simply run any screen and screensize via a PC machine. It all depends of the hardwares capacity.

**Get your message through.**

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