The system is fully automatic and centrally controlled. Start and stop your campaigns exactly when you want. Bring up messages and reminders. Switch off certain components when not in use and save energy. Even sublet your DMS to others, generating revenue for you.

T-Systems Hungary offers all the above - including the displays and the network - for zero investment costs and available via cloud computing in a pure leasing construction with full day and night service management.

**DIGITAL MEDIA SIGNAGE (DMS)**

**THE BILLBOARDS REVIVE!**

An eye-catching T-Systems Hungary video wall with pictures, movies and messages constantly popping up is guaranteed to catch the attention of your clients when they visit your business.

The sky’s the limit with Digital Media Signage. Bring us your idea and T-Systems Hungary will realize it for you. From a single monitor to a complete monitor wall, flexibility is key when it comes to our DMS.

A video wall has many advantages over a single large screen, including giving your Marketing Manager the ability to customize and edit tile layouts using professional templates, meaning you can more easily target your customer profile (age, male/female, etc.), or simply entertain clients while they wait.
DMS CLOUD ARCHITECTURE

Digital Media Signage
- Browser
- Advertising agency

Secure Access
- VPN
- SCALA Ad Manager

DMS Infrastructure from Cloud
- Remote network management
- T-SYSTEMS ADATKÖZPONT
  7x24 customer care

Secure Data Transmission
- VPN
- Fix Mobile

Digital Media Signage
- Site 1
- Site 2
- Site 3

DMS service
- SCALA Content Manager and Designer are market-leader multimedia design and development environments.
- Template-based contents editing, detailed role and authorization management and optimizing human resources.
- Efficient integration of TV channels, digital contents and intelligent external applications (serial connection of monitors (video wall), product comparison, virtual changing room, etc.).
- Regulated reception of external advertising blocks and playing them that enable the sales of interactive advertising space.
- Generating QR codes and displaying them, SMS and e-mail message board integration options (SMS, e-mail, Twitter, Facebook, etc.).
- Interactive customer experience with touch-screens, cameras or other sensors.
- Gesture recognition-based targeted contents amendment: custom advertising and offers to the customers according to categories or activities.
- Standard and central management of all DMS display points through the most state-of-the-art and reliable data center in Central Europe.
- Easy-to-use web administrator platform to control the DMS network.
- Continuous operation also in case the network connection is possibly down.
- Energy efficiency with timed display and player switch on and off.
- Immediately measurable impact, namely business analysis of the spectators of advertising, fast buyer habit survey and direct feedback from the stores.
- POPAI accounting system with the advertisers accepted internationally and in Hungary.

T-Systems DMS service advantages
- We offer hardware components and software licenses as investments, or as a purely monthly fee service.
- DMS is a high-reliability cloud service.
- We also use DMS solution in our T-Pont network for over 600 displays.
- We provide 24/7 continuous remote management and customer service to digital media signage as per the related service-level agreement, and if necessary our on-site service replaces hardware.
- Upon demand we ensure or integrate display access via fixed-line and/or mobile communications.
- DMS contents can be standardized on monitors and mobile devices (tablets, smartphones) as well.
- We offer ready integration packages: serial connection of monitors (video wall), camera customer identification, touch-screen interaction.
- We offer custom integration options to corporate solutions upon demand.
- We can assist you to develop multimedia content with providing industry specific templates and their customizing.

UNIQUE EXPERIENCE:
- 25-year market presence
- Controlling 500,000-plus displays
- Used in over 100 countries

If you are interested in our services, please, do not hesitate to contact our experts or visit our website at: www.t-systems.hu.

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