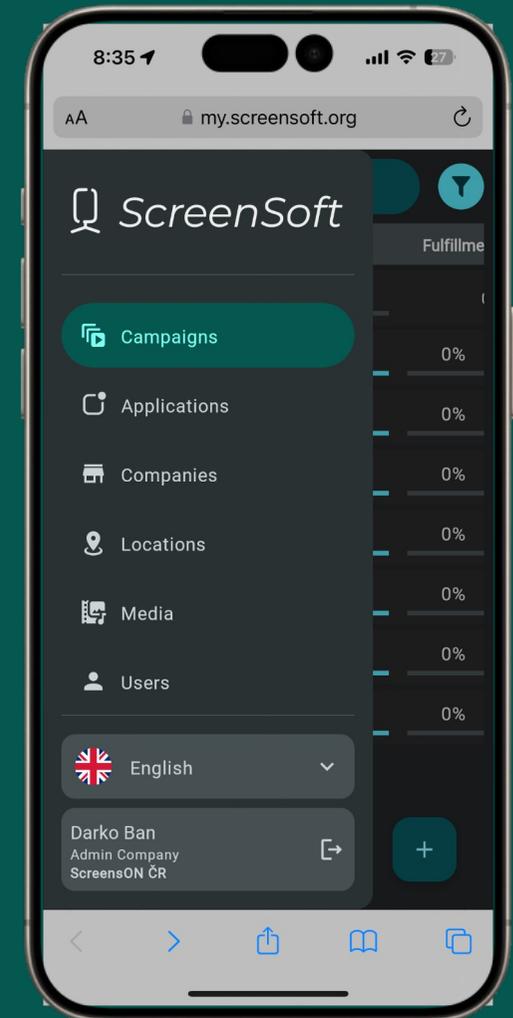
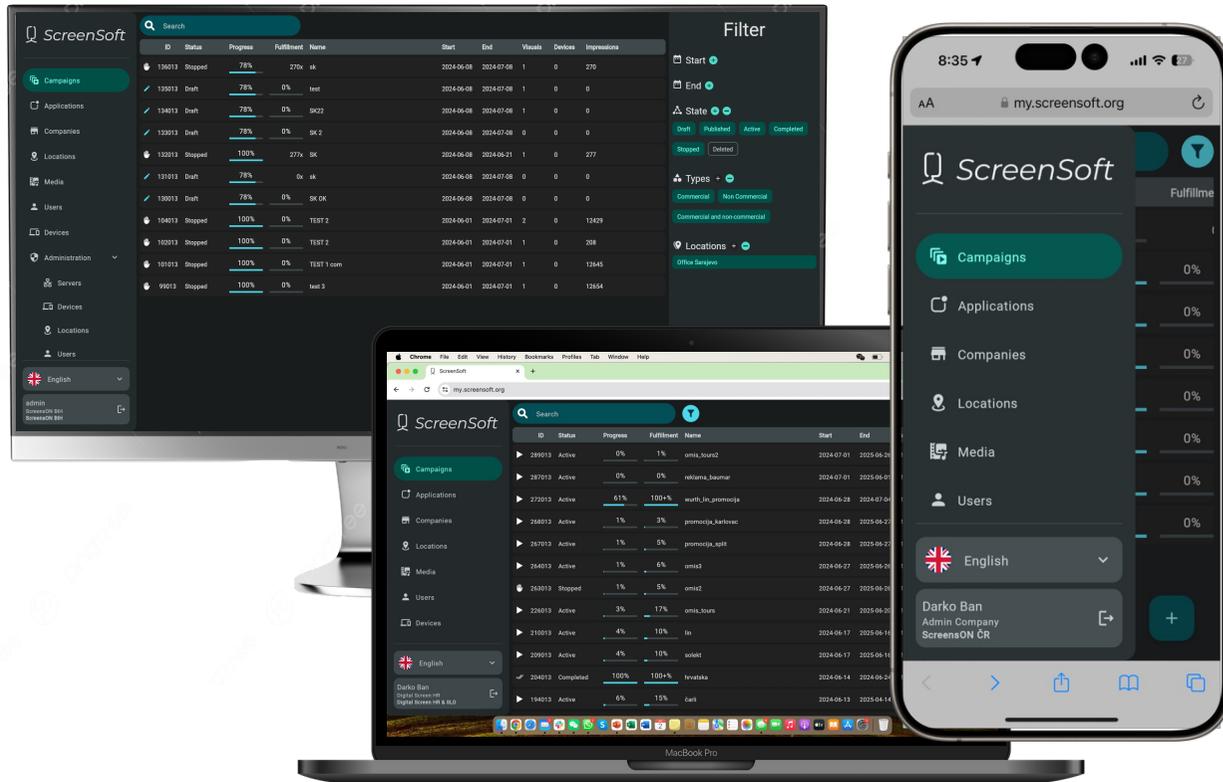


# ScreenSoft

*Revolutionizing Digital Screen Management*

*A Self-Service Platform for Dynamic and Interactive Digital Screen Content Management*





An advanced software solution for remotely managing content on digital LCD and LED screens

# ScreenSoft is the go-to solution for



## Municipalities

Share important public information and updates



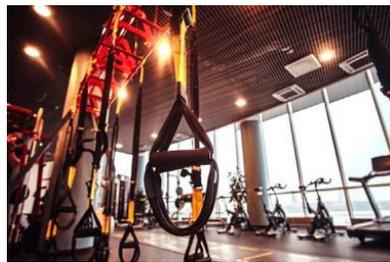
## Advertising Companies

Streamline ad campaigns and maximize reach



## Store Chains

Showcase promotions and product information



## Gyms

Display schedules, promotions, and fitness tips



## Shopping Malls

Engage shoppers with dynamic, interactive content



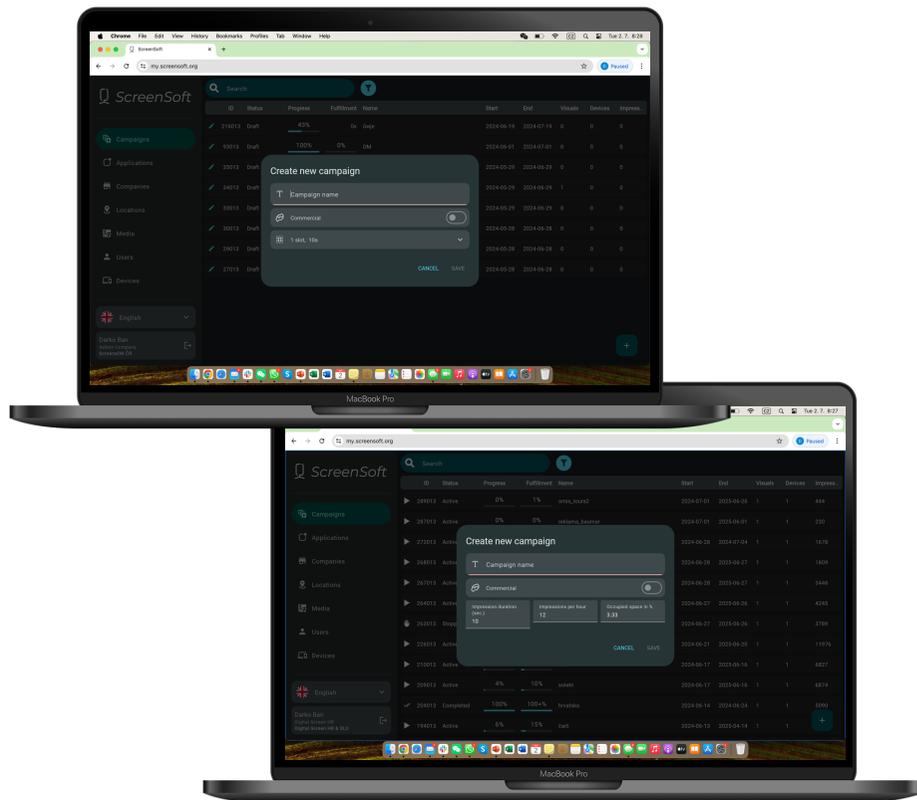
## Hotels

Enhance guest experiences with interactive displays

# Advertisement

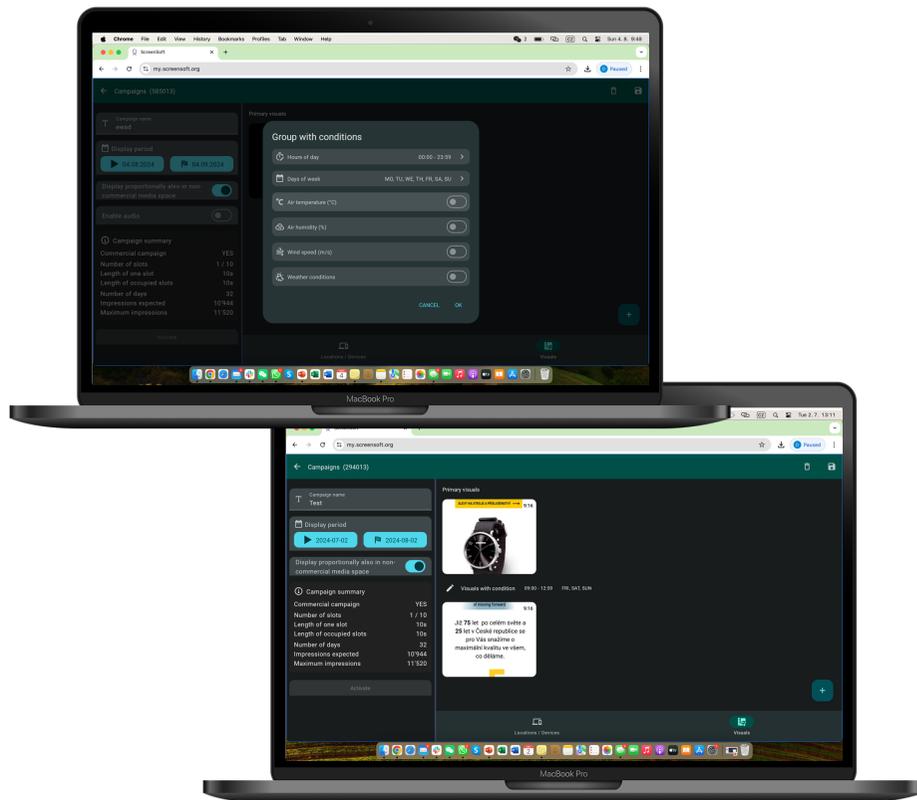
*Our software caters to both, media owners selling commercial adverts and also those who want to display non-commercial information and visuals*

# Commercial advertising with ScreenSoft



- Easily upload and schedule pictures or **videos from any device, anywhere, and in real-time**, programmatically across your entire network of digital LCD or LED screens.
- Utilize our **sophisticated algorithms** and control display frequency per hour, allocate a fixed percentage of media space to your campaign or fixed slot in a loop of visuals. System is at all times considering the duration of your visual.
- Algorithms will always ensure **optimal and purchased visibility** for your commercial ads while maintaining full compliance with industry standards.
- **Each campaign** comes with **comprehensive reporting** for real-time insights.

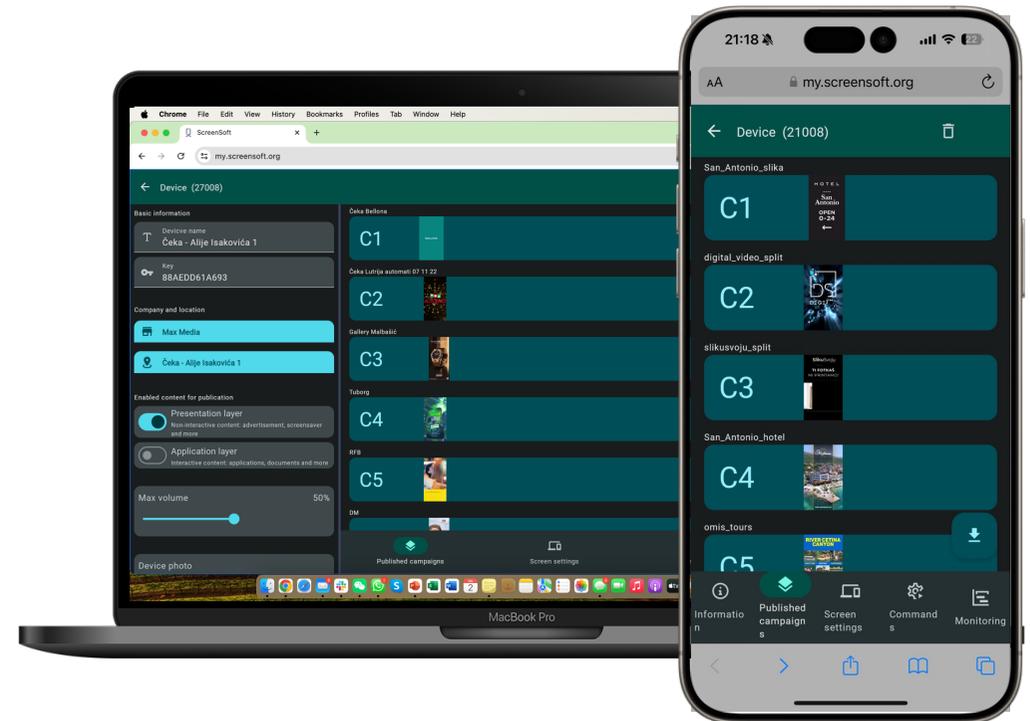
# Dynamic campaign adjustments



- We offer **dynamic campaign adjustments** based on variables such as time of day, specific days of the week, or real-time weather conditions.
- Each device will **validate directly independently and without need for internet connection** all these conditions in real time and instantly display the most relevant visual of your campaign accordingly to conditions that are met.
- This adaptability allows your campaign to seamlessly adjust to various conditions, thus **meeting your goals with the highest precision**.

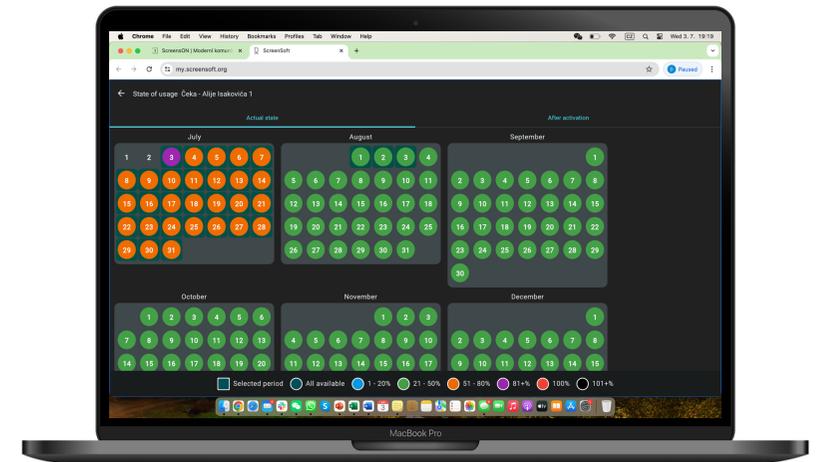
# Sequence of your campaigns

- **Customize the sequence** of your commercial campaigns to strategically space out those from the same industry.
- Choose whether your commercial campaigns should fill unsold media space, or designate just those that should, while also being able to **publish non-commercial campaigns, that are meant to occupy the remaining unsold media space.**
- Our **clear differentiation between commercial and non-commercial** advertisement ensures that your primary marketing messages always take precedence, that they are delivering exactly as intended to achieve maximum effectiveness for each commercial campaign.



# Maximize the potential of commercial media space

- Our **software manages your media space availability** for all your devices, ensuring that you cannot schedule beyond the available capacity. It also continuously displays the remaining available space for your commercial advertisement.
- The **transition between visuals** using our software is seamless, ensuring no time is lost when switching from one campaign to another, thereby maximizing the available display time.

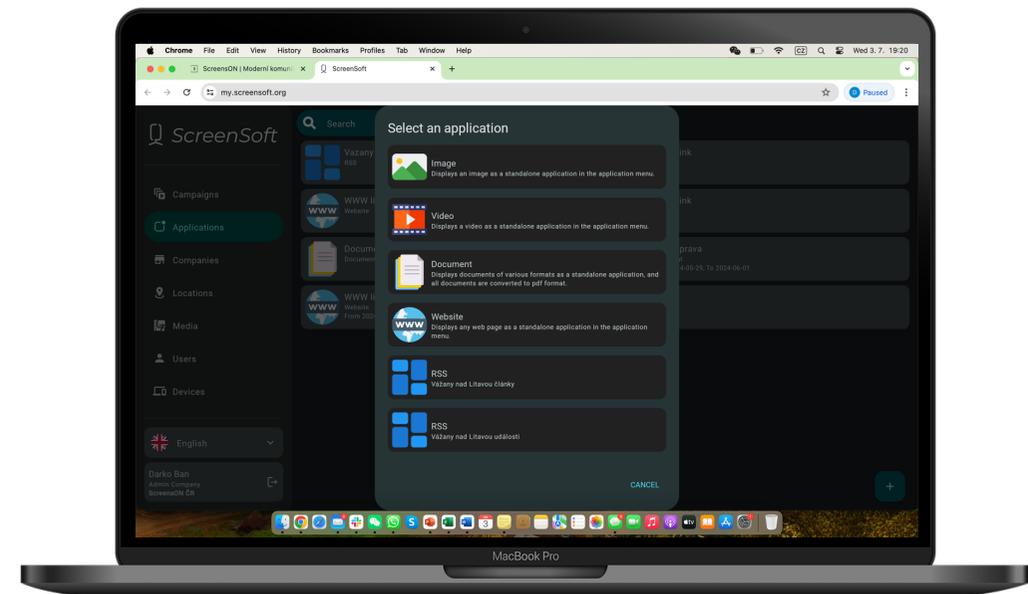


# Interactive applications

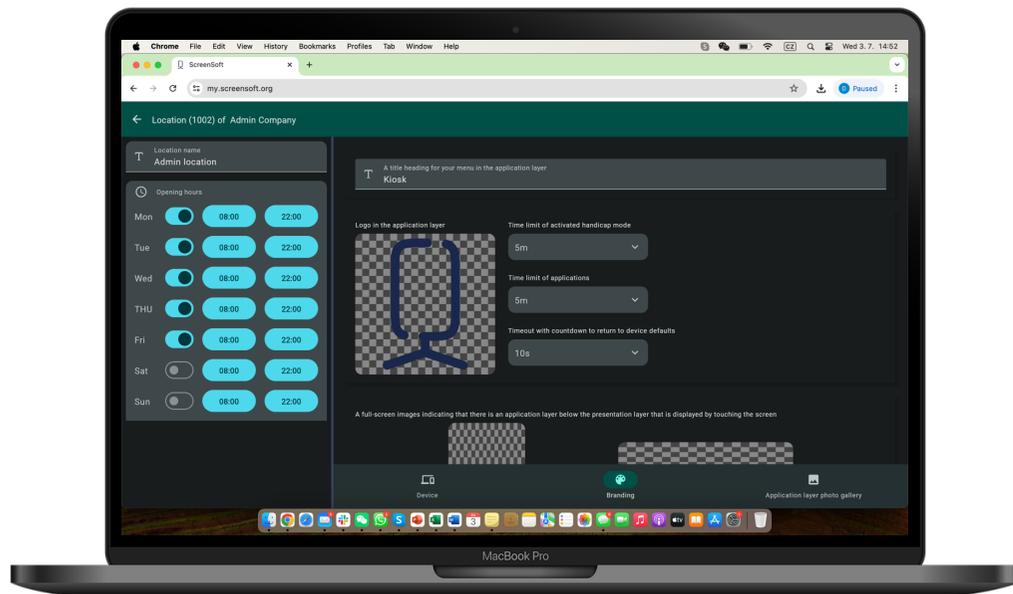
*Our application platform provides a vast marketplace to access a wide range of applications. Tailor them to fit your specific needs and easily publish on your interactive digital screens.*

# Download an app and tailor to your needs

- Our software provides access to a versatile **application marketplace**.
- **Download and customize** any of the available **applications** to your specific needs and publish these as **interactive content on your touch screens**.
- Additionally, we can provide you our RSS definition document, allowing you and guiding you how to prepare an RSS feed that you add to an app from our marketplace to seamlessly integrate your **RSS content** into your digital screens.
- For each app you might **define specific dates for an app to be published** and thereby set an automatic depublishing schedule, ensuring content is displayed precisely when needed.



# Your own branding for the applications menu

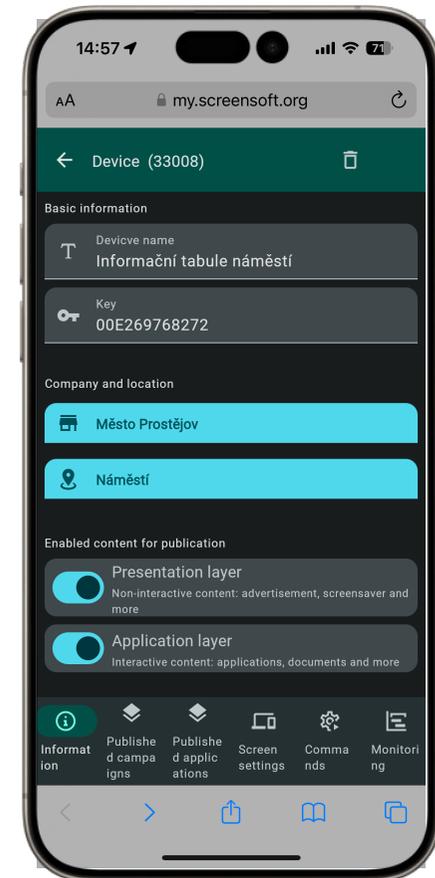


- Our software allows you to **fully brand** your digital screens layout using your own logo, colors, and other custom settings.
- You can also add photo and video galleries as ambient presentations, **creating a visually stunning application menu** that enhances the overall **user experience**.

**Discover the power of ScreenSoft and  
transform your digital screens into  
dynamic content hubs**

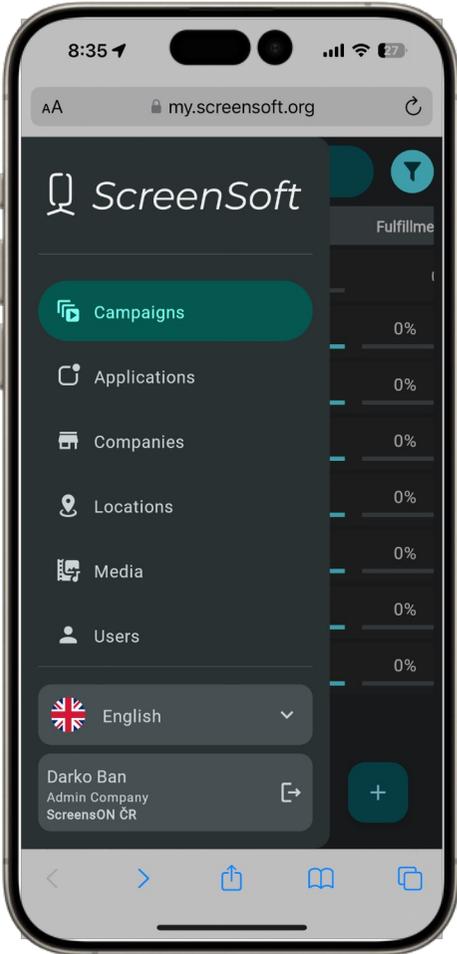
# Combining advertisement with applications

- Our software **seamlessly integrates advertisement and interactive content** by enabling both within a presentation and application layers.
- The system creates **two distinct layers**: the top "presentation layer" for advertisements and the bottom "application layer" for interactive apps.
- You can choose to **enable either layer individually or both** simultaneously.
- When both are active, advertisement is displayed on the top layer with an **overlay icon indicating interactive content** is available.
- **Touching the screen reveals the application layer**, while temporarily hiding the advertisements.
- Users can **navigate back** to the presentation layer through an arrow back, but presentation layer also reappears **automatically after a period of inactivity**.



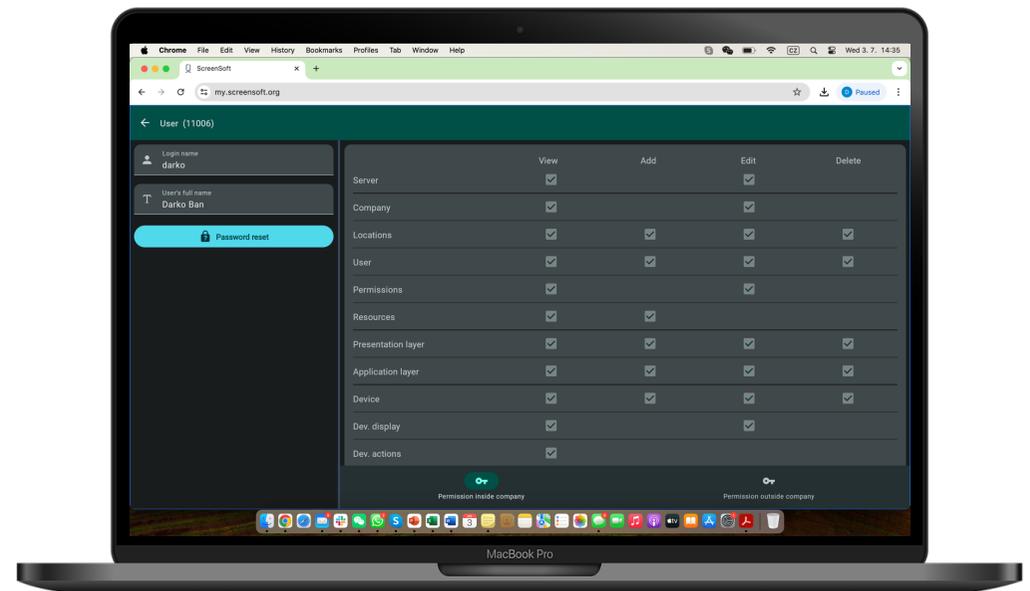
**There is so much more!**

# Optimized for mobile devices



# User access management

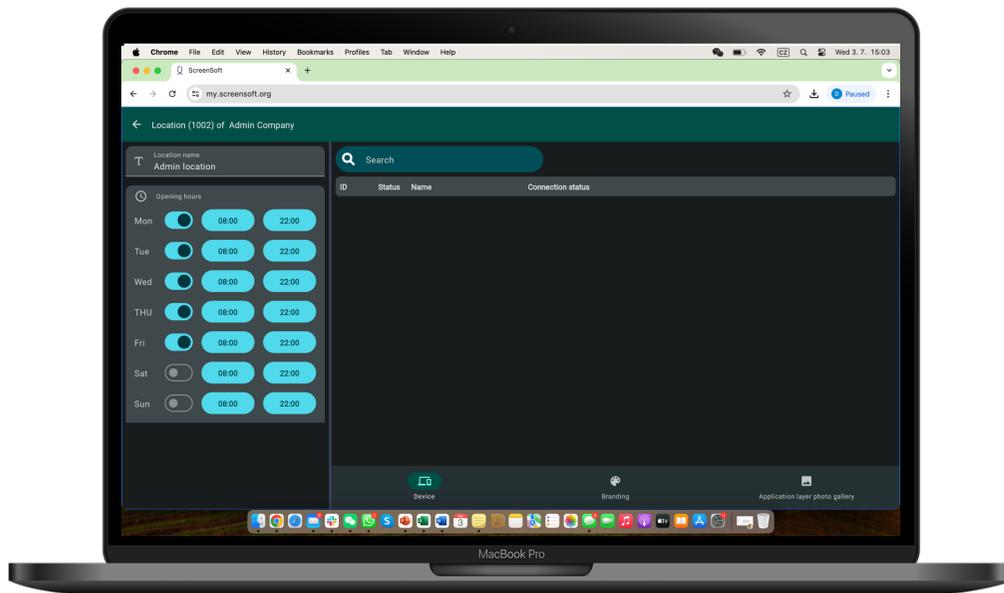
You have a full control over account accesses, allowing detailed permissions for each user to ensure that every team member has the appropriate level of access tailored to their role.



# Location management

Our software allows you to schedule screen on/off times for each day at the location level, applying these settings to all devices associated with that location.

This feature helps extend display and screen lifespan by reducing unnecessary usage.





# Device management

Monitor all your devices, view published ads and applications, manage their order, send commands to the screens, and view and control screens in real-time remotely.

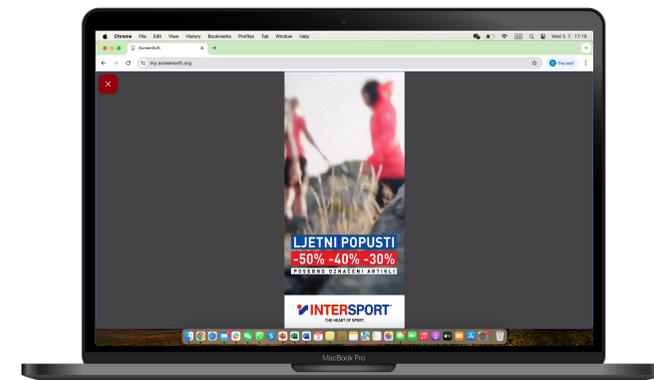
Additionally, you can set resolution, orientation, and much more.



# Real time view of content played

View the content on your screen remotely from any other device.

Touch the screen of your mobile phone and control the content on your screen.



**Upgrade your digital screen software  
today!**