

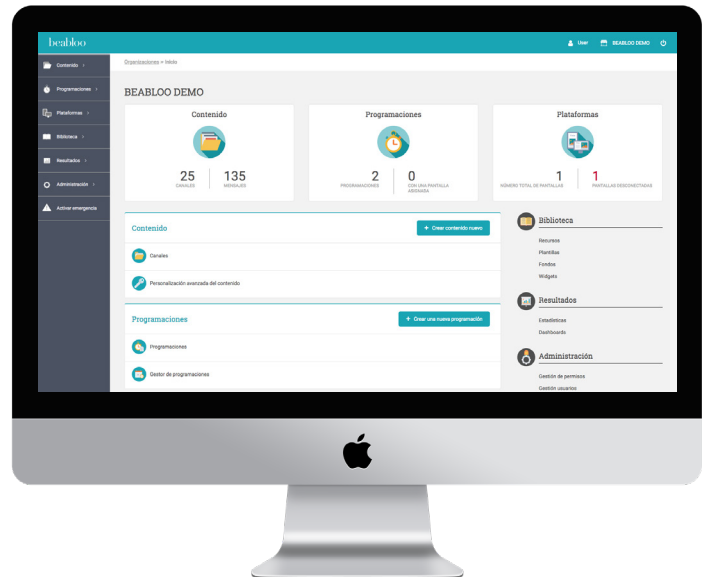


Content Manager

SOLUTION BRIEF

Solution overview

Beabloo's cloud-based omnichannel content management system (CMS), one of the most complete of the market, can publish content remotely and simultaneously across various platforms and grab content from different sources. Users can upload media, create messages with multiple zones, and display content with videos, images, social media, RSS feeds and more. Playlists are easy to create and can be scheduled whenever and wherever it is needed. Admins can easily assign and control user roles and permissions. All advanced setup is done through the CMS, including interactive content, data points, sensor setup, and so on. Monitoring and reporting tools give users an easy way to connect to any display and check their digital signage network in real time. All content management is protected and secure.



Solution benefits

- Optimize customer communication in a multichannel world by monitoring and managing all channels from one platform.
- Reduce costs by using only one tool for campaign management across multiple channels.
- Target audiences better by covering various communication channels at once.
- Enhance the customer experience through interactive signage.
- Increase sales by driving traffic to the store through digital signage.

Key features

The Beabloo CMS supports the following features:

Media Assets and Content Creation

- **Multiformat content support**

Content can be uploaded in any format and converted automatically to internal standard formats in several resolutions for different types of screens. Supported assets are videos, images, sounds, text, RSS feeds, streaming and web pages. Users can add as many assets as they want using additional fields.

- **Social media content**

Our CMS embeds social media content to publish on digital platforms and digital signage screens. Currently, content from Twitter can be displayed using a custom template. This template recognizes several additional fields from Twitter and automatically displays content that contains several important fields, including the post, the number of likes, comments and the user who posted it.

- **Ticker**

Tickers are the bars at the bottom of the screen. They are updated automatically with new information from sources like RSS feeds. Usually, the ticker is horizontal and located on the bottom of the screen. However, additional features allow you to display it in any zone on the screen.

- **Widgets**

We support widgets to add additional features and dynamic behaviors to the DS templates. Use any of the many existing widgets or create your own with the Beabloo Widget API and management system.

- **Multizone layout**

Our CMS allows users to upload content from many media sources and display them simultaneously as a coherent visual unit on a single screen. Brands and other parties can advertise in different modes, using varied content types from different media channels (images, video, text, social media, news tickers, time widget, weather widget, and so on).

- **Unlimited storage**

Our CMS automatically saves all your videos, images, music, and other content types, even after its validity has expired.

- **Smart template engine**

This feature helps the system automatically select the correct template based on the message format.

- **Massive upload**

Content can be uploaded using an FTP Client, which facilitates automatic uploads or massive uploads.

- **Streaming**

With Beabloo, you can display external streaming videos on your screens (e.g. TV content or URL streaming) in one area of your store and digital signage content in another.

Publish

- **Omnichannel**

Our CMS allows users to display content on screens, tablets, mobiles, and so on. The system automatically arranges the mobile or web app content into predetermined categories like Product, Service, Offer, News, About Us, etc. by retrieving this information from your CMS.

- **Playlist**

All messages are displayed in a loop. When an advertising slot ends, the new sequence will start with the first message in the content queue.

- **Schedule**

Program schedule management helps you plan your campaign schedule efficiently by making this process automatic. You can create an event to change the program depending on the time of day. For example, you can have one for mornings, one for afternoons and one for evenings. You can also decide the frequency of content playback (only once, daily, monthly, weekly, and so on). Finally, you can predefine the validity period, meaning when a playlist is valid and when it expires. All events created automatically change the program assigned to a screen.

- **Flexible Timing**

The minimum recommended duration per message guarantees that your message will be shown in the optimal perceptive time for viewers. However, we care about your content and ensure that your videos will be played in their entirety using the flexible timing function.

- **Interactive content**

Interactive content is content triggered by external actions or events. Beabloo supports several types of interactive content based on different factors including weather conditions, audience demographics, Barcode readers, RFID readers, and other third-party sensors.

- **Slot program**

Normally, any content scheduled in a program is displayed in every loop. In our CMS, it is possible to modify the frequency of content, making it possible to display content every two or five loops, for example.

- **SSSP content loop synchronization**

Change your content simultaneously across multiple displays.

Manage

- **Cloud-based CMS**

Our cloud-based CMS allows for maximum flexibility to create and manage digital content from anywhere in the world with Internet access. Upload content, schedule it and display it on any screen, regardless of where it is located.

- **User permissions**

The hierarchy of users with different permissions and limited privileges ensures reliable playback without any risks. Our CMS supports several user profiles with customized privilege types.

- **Offline playback**

Content automatically downloads to the local hardware so it can still be displayed, even when the player is offline.

- **Player registration**

Registering a player with a mobile phone is easy thanks to QR codes and a user-friendly interface. The QR code and a step-by-step guide is available in both English and Spanish.

- **Emergency message**

The emergency program allows you to show emergency messages on your screens. For example, if there is a fire, a building owner can activate and deactivate the emergency message with the push of a button. No other permission or other access to change content is required. Normal playback can be restored remotely or locally when the emergency is over. You can use it as a solution to increase security inside elevators by deploying special screens.

- **Approval Channel**

The approval channel has posts that need to be approved before publication. The CMS will send a notification directly to the authorized user to request their approval.

- **Message Tagging**

Tags added to a message define which screens will and will not display it. This feature makes it easier to manage large screen networks and prevents users from publishing inappropriate messages in specific locations (e.g. travel deals for Madrid on screens in Madrid).

- **Remote reboot**

The system can be rebooted remotely if the hardware requires a forced reset.

- **Remote turn on/off**

Beabloo can remotely turn screens on/off, so there's no need to be at the location in person. This is useful in case a screen is not supposed to play at night, for example.

- **Network configuration**

This CMS feature allows users to manage a screen's network usage and set up the desired bandwidth consumption.

- **Organizations Network**

In the Beabloo CMS, users manage their network through entities called organizations. Your organization in the Beabloo CMS is a virtual mirror of your business. Within an organization, it is possible to manage your data, platforms and marketing campaigns.

Within the organization network, there is a hierarchy of sub-organizations that is like a miniature version of the corporate structure.

- **Program elements preview**

This feature allows for quick and easy checks of published content which is being displayed or has been displayed, see additional information about the content that is shown on the screens, like offer availability, advertisement targets and other information that might be useful in the sales process.

Security

- **Cloud security**

Beabloo servers are protected by several software packages that handle external attacks (among other things). They are connected to the Beabloo network, which has a security barrier controlled by Beabloo. Beabloo earned ISO/IEC 27001:2013 certification because of its security system.

- **ISO certification**

- **Proprietary OS**

Our digital signage operating system is robust, secure and reliable. Attention-grabbing content is delivered to customer displays, all managed through the Beabloo online control center. Software modules that interact with mobile phones and audience characteristics are also included.

- **Secure access**

Beabloo can configure the CMS to work from a predefined IP source. You can also customize the audit log to manage the behavior of those who use the tool.

- **User log activity**

Beabloo tracks all user activity in the CMS, including the action, user, time, browser, impersonated user and IP address.

Monitoring and Reporting

- **Player diagnostic report**

Diagnostic reporting is a software component used to monitor our players' resources and performance. Access to system monitoring is provided within our CMS and allows you to get insight into following system parameters:

1. Load average
2. System uptime
3. Network traffic
4. Network traffic loopback
5. CPU Usage
6. Disk Usage
7. Bandwidth

- **Magic Control**

Remote management and real-time content display view.

- **Proof of Play**

One of the advanced features of the Beabloo IDSS is the Proof of Play. See snap-shots of what has been displayed on the screens remotely and at any given point in time during the monitoring window (usually 5 days).

- **Monitoring tool**

Beabloo can remotely detect if a player is working properly, if there are any connectivity problems, the last time it was updated and the last time it was connected.

- **System report**

Our CMS can collect the log of activities that users perform during their session. It can also collect product functioning and monitoring statistics, such as how many times the player has been disconnected.

- **E-mail reports**

Our CMS monitors service and sends relevant reports directly to selected receivers. Configure your reports in Service Management. Currently, you can set up the CMS to report on four services: Wi-Fi analytics, video analytics, digital marketing and WeChat.

- **SLA report**

The SLA report provides detailed information on players in real time. It is related to the SLA calendar where you can determine the time intervals for obtaining screen status and operation reports. The SLA report is a great source of information and easily tracks the quality of services by allowing you to see which screens are connected or disconnected.

Sensors and Analytics

- **Automated cloud-based dashboards**

All Beabloo reports are accessible through the Beabloo CMS. Access to the dashboards can be assigned to an organization or to a single user.

- **Sensors configuration**

We support several sensor types, the most common being Wi-Fi analytics sensors, video sensors, and beacons. All of these can be calibrated and configured remotely through our CMS.

- **Digital Signage Campaign Analytics**

Digital Signage Campaign Analytics is a cloud-based dashboard that gives an overview of content within a selected digital signage network. Digital Signage Campaign Analytics offers information including impressions made during a selected period, and the most frequently displayed content.

Development

- **CMS API**

The purpose of the CMS API is to enable third-party applications to access and retrieve content and data found in the Beabloo CMS to import it into other applications. This data is exported into JSON format. Beabloo has a full set of documentation for external developers to design integrations with their applications:

<https://wiki.beabloo.com/display/library/Beabloo+API>

Use cases

Unify communication for customers

We know that 60% of customers look for information on the web and that 50% prefer to touch the product before buying*. The omnichannel CMS unites your digital signage screen, social media network, website and mobile notifications. This feature helps your customers improve their experience inside and outside the store.

*Source: "the reality of online consumers 2017" a research of KPMG

Boost purchase

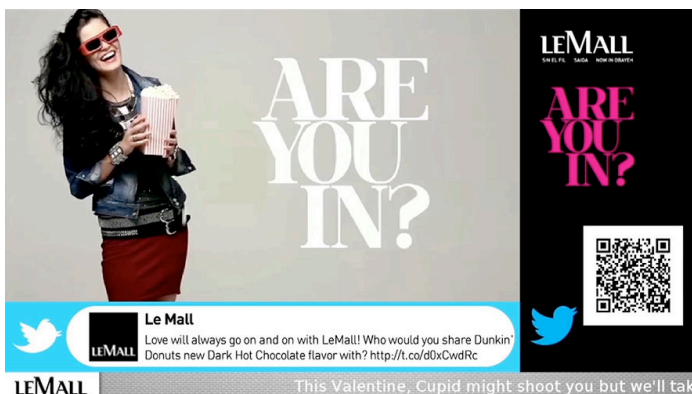
95% of purchasing decisions are based on awareness, and approximately 70% of decisions are made at the point of purchase*. Implementing a digital signage display near your products and exploiting the features of the CMS will allow you to influence your customers' decisions and the products they will buy.

*Source: "Principles of Marketing" by Philip Kotler

Improve store windows effectiveness

Store windows are the first place to engage potential customers. Placing a digital signage display in your store windows can increase engagement with potential buyers. You can display last minute offers, specific content filtered by gender and/or age range, or even trigger special content for your customers when they are in front of the screen.

Case studies



CUSTOMER: LE MALL

YEAR: 2012

COUNTRY: Dbayeh, Lebanon

SECTOR: Shopping Mall

Le Mall implemented a Beabloo system to communicate with their clients. Customer wait time was optimized using an entertainment system that highlighted certain shops and their special offers, showed their latest social media posts and included advertisements. This shopping mall achieved a digital transformation and optimized customer service thanks to this Beabloo solution.