DIGITAL SIGNAGE

PRODUCT FEATURES

The "soviaRetail" software that we have developed in-house is capable of a lot more than just displaying images and playing videos. This complex system features a wide range of options and add-ons that pave the way for unique selling propositions in the digital signage market.

We have summarised the most important functions of soviaRetail for the digital signage environment below.
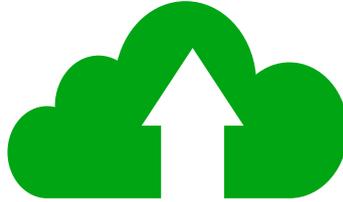
1

GENEREL
FEATURES

CLOUD

It is possible to run soviaRetail in the Microsoft Azure Cloud. This is advantageous for a number of reasons; there are no investment costs for server hardware, administrative costs can be reduced and IT services can be scaled promptly to suit the situation at hand. What's more, the intelligent media search function, Microsoft Azure Search, and automatic tagging of media come as standard.
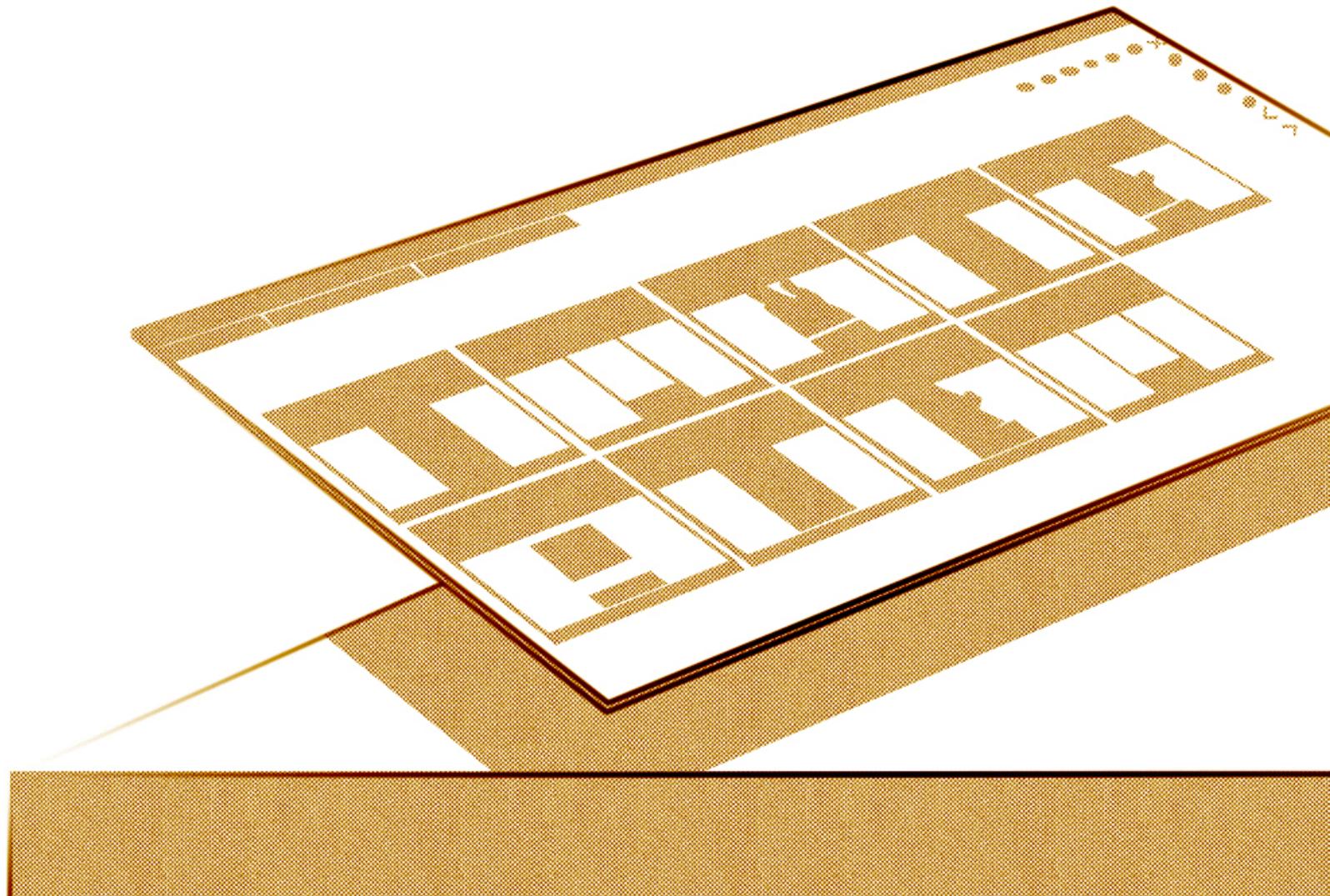
INTERFACE TO CUSTOMER SYSTEMS
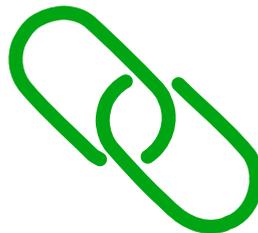
To ensure that the interplay of information is flawless, interfaces are required between the central retailCore and the customer's systems, taking into account the specifications of the project. For example, data connections to ERP, the online shop, recommendation engines or RFID. One significant advantage of the centrally configured retailCore system is that the same data is accessed automatically from all end points. As such, the ability to scale and activate or deactivate soviaRetail modules is guaranteed at all times.

PUSH-TO-SCREEN

Individual media items or entire promotions can be transferred to a digital signage screen at the click of a button. To do so, the customary display is temporarily interrupted.

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CONTENT MANAGEMENT (BACKSTORE)

EASY-TO-OPERATE USER INTERFACE

The web-based, user-friendly interface of the backstore makes the navigation process quick and easy. The intuitive "blade design" and the fact that the selected modules are arranged in tabs make it easier to keep track of the last few work steps. The entire interface is capable of supporting multiple languages and features video tutorials to help you get started.

PROMOTIONS
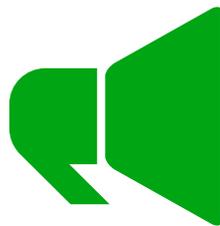
A promotion is a compilation of content (images, videos, product mix, social media content etc.) that is shown on a digital signage device. Transition effects can be selected as required.

CONTENT TEMPLATES

Content templates enable you to create promotions quickly and easily. The following templates are currently available:

- Media (images, music, video, PDF)
- Information regarding selected products and presentation spaces (e.g. as a digital price tag)
- Filter-based display of products (e.g. new releases, product categories, etc.)
- Media arranged in folders (container mix)
- Outfits / sets – compilation of suitable products
- Display of web pages
- Display of media elements with specific tags
- Social media content (Facebook and Instagram)
- Light control at certain parts of the display (Philips Hue)

Customer-specific content templates can also be created.

FRAMES AND OVERLAYS
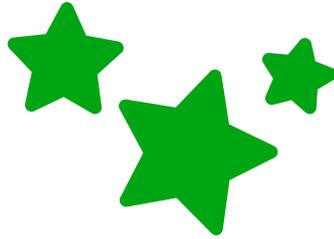
Frames enable you to divide the advertising space into areas with static and dynamic content. For example, you have the option of incorporating a news ticker. Overlays are suitable for creating overlapping effects such as, for example, snow, bubbles or text inserts.

RULE-BASED DISPLAYS

With rule-based displays it is possible to automatically display content using pre-determined rules (such as dates, time, the weather at the store location, sell-through rates of products, etc.).
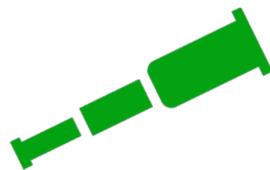
SECURITY/AUTHORISATIONS

The role and rights management system that is in place can be used to assign users various access rights in order to improve work flows and increase the level of security. In addition, user authentication against an active directory (Windows Server or Microsoft Azure) is supported.

SCOPING

A visible area within the backstore is defined by means of scoping. In this way, pre-determined users are prevented from accessing or modifying certain data. The scope (visible area) of a user is defined by their organisational unit.
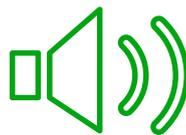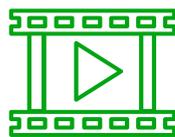
PDF CATALOGUE

This feature allows you to display PDF files on a page-by-page basis and to browse catalogues. The display duration per page and the transition effects are adjustable.

MEDIA MANAGEMENT USING CONTAINERS

In the media library, content can be managed in the manner you are accustomed to in the Windows file system. To do so, you can create your own folder structures. Content can be previewed using the media preview function.

MANUAL/AUTOMATIC TAGGEN

The soviaRetail backstore allows you to index media using relevant additional information. Tags can either be assigned to the media elements manually or applied automatically using Microsoft Cognitive Services.

DIRECT ASSIGNMENT OF PROMOTIONS

At the click of a button, promotions can be assigned to individual digital signage devices or even entire device groups, which are also known as hotspots. The promotion will then start straight away on the devices in question. It is not necessary to specify a time or date. Specifying a default promotion is also possible. This ensures that the content displayed is always representative of the company's corporate identity.

SOCIAL MEDIA CONTENT

Facebook and Instagram content can be accessed from the media library and the content can be used for promotions. A special-purpose template can be used to show the latest posts together with their likes straight away and with very little effort.

META DATA-BASED DISPLAY

A cognitive search is used to identify and display media in line with selected keywords.

LIGHT & AURAL AMBIENCE

Mood lighting and sound effects can be created in the backstore and activated on the interactive mirror at the click of a button. To establish mood lighting, you are required to install a Philips Hue System with Philips Hue Bridge as a control element. There is also the option of playing background music. This music is stopped automatically whenever videos that feature their own audio content are played on the digital signage device.

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TELEMETRY AND
ANALYSIS

KEY PERFORMANCE INDICATORS

KPI

Background tools register any activities that are, for example, carried out on a digital signage device or run on a self-service terminal. The technical telemetric data is supplemented with the appropriate specialist information and displayed. Analyses can be tailored to suit customer-specific requirements for specific projects. In this way, it is possible to register and evaluate basket check-outs including sales data, the display of products and outfits, changes to the lift & learn system and much more.

EVALUATING THE CONTENT DISPLAYED

Extensive reports summarise the content that appears over a certain period of time. By referring to these reports, it is possible, for example, to see how often, for how long and at which location a certain video was played, with split-second precision.

HEALTH MONITORING

At present, the following metrics are provided for monitoring the stability of the system:

- Recording and evaluation of all applications
- Recording of all error messages (on the server end and end devices)
- Active monitoring and push notifications

MANAGING THE DIGITAL SIGNAGE DEVICES

With administrative access to the digital signage devices, it is possible to re-name and delete devices and link them to other locations or hotspots. It is also possible to display their metrics. The devices can be grouped according to criteria (e.g. geography) by means of hotspots. Rules regarding the playback of a group can be defined and the content to be displayed selected.

MONITORING & MAINTENANCE

Health monitoring can be used to monitor and check the status of the network. Remote-controlled maintenance work such as rebooting a device, sending and retrieving log files or installing updates can also be performed. It is typically the case that updates are carried out fully automatically. The Remote Device Control and Remote View functions in the backstore can be used to monitor the display processes on specific devices during live operation. If the sovia Signage Player malfunctions, a ticket is submitted to our Bütema Support Center automatically. This proactive monitoring system ensures that errors are rectified quickly, even if errors occur during regular operation. It is also possible to have automated emails sent to predefined groups of people whenever a ticket is opened.
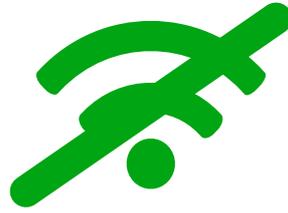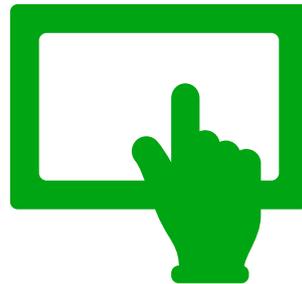
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SOVIA SIGNAGE PLAYER

OFFLINE CAPABILITY

In the event of a network failure, the player will continue to show the most recently transmitted content.

VARIOUS OPERATING MODES

The sovia Signage Player can play automated media or interactive content on a touchscreen. At present, the following operating modes are supported:

- Digital Signage
- Self Service Terminal
- Self Service Terminal + Digital Signage
- Interactive mirror in fitting rooms
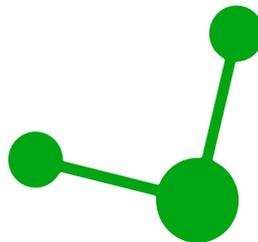- Interactive shop window
- Tablet with browsable PDF catalogue

SYNCHRONOUS PLAYBACK

With soviaRetail, it is possible to run promotions on different digital signage devices at the same time in a store.

SMART CONTENT DISTRIBUTION

For display purposes, the sovia Signage Player only ever downloads new or updated media elements. This conserves bandwidth. The content can either be shown immediately or only when all of the media files used in the display are available locally on the player. The latter ensures that the content is played smoothly and at the highest quality. Media that has not been used for a long time is deleted automatically so that the storage space available on the player is not used up unnecessarily.

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