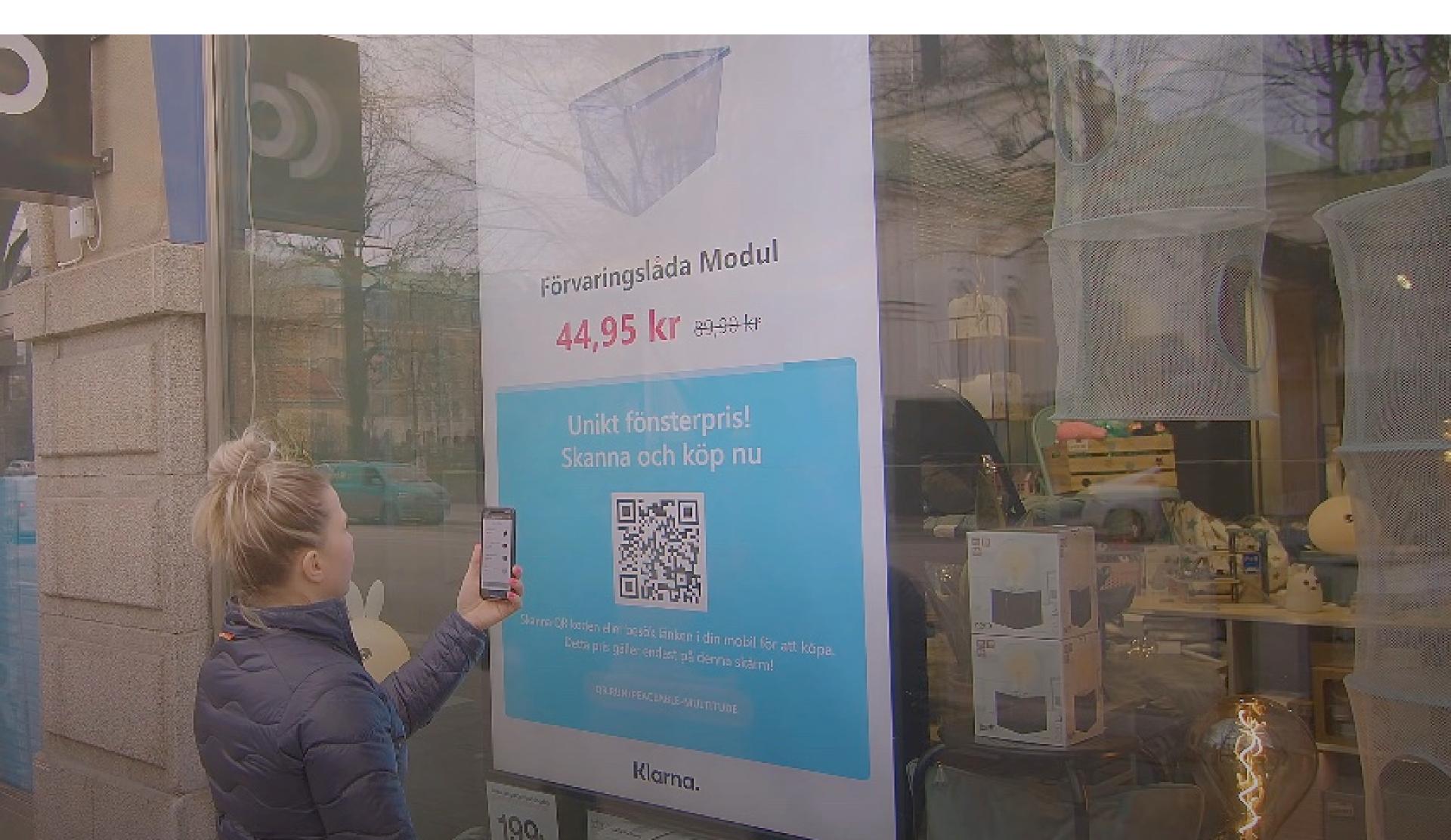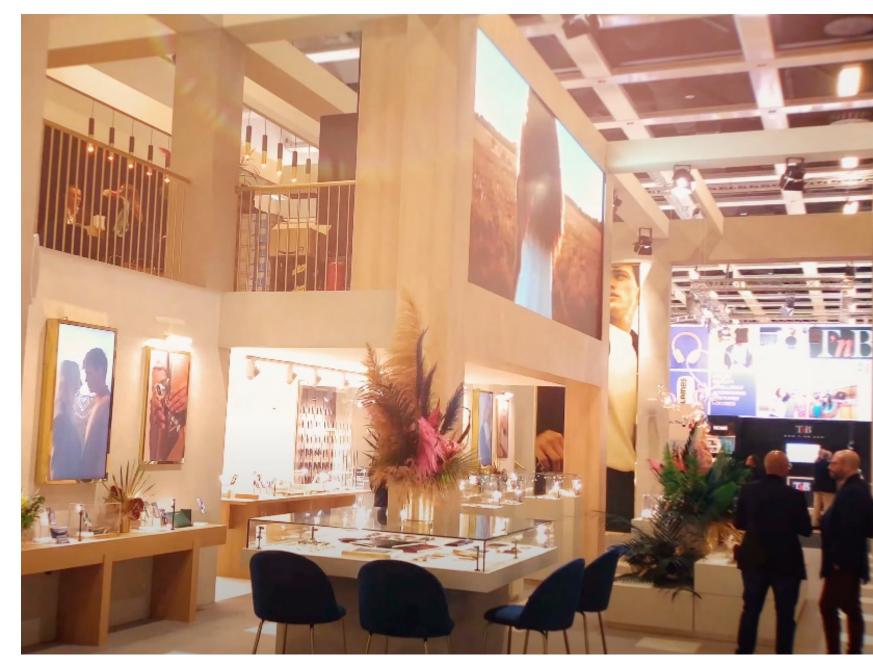OMBORI GRID

Ombori Grid Digital Signage Playlist

Automated interactive content management

Powerful tools allow you to create dynamic digital signage playlists that will surprise and delight visitors.

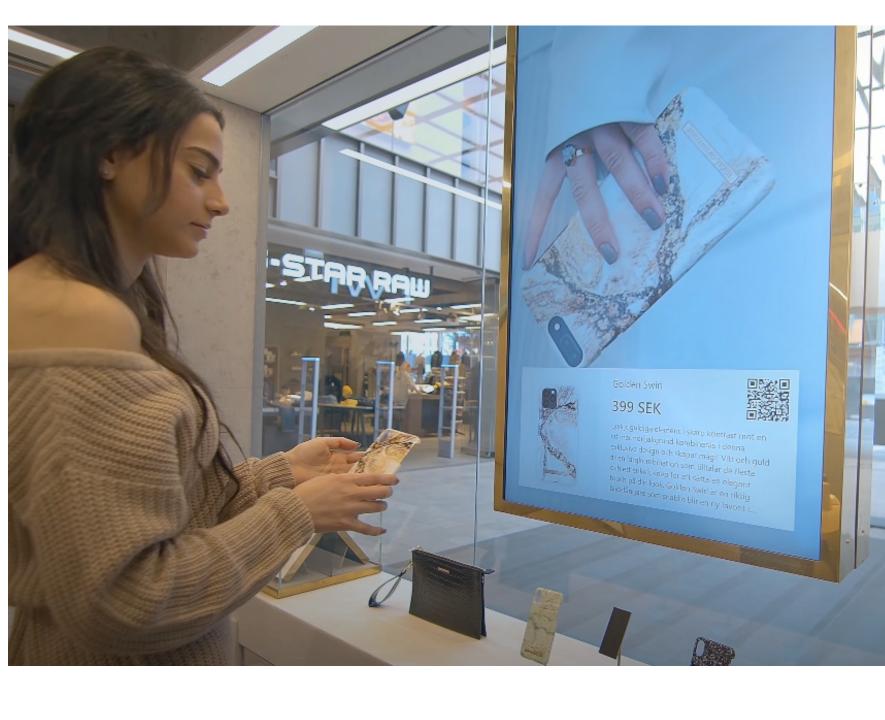## Solution overview

Assemble playlists

Content can include video, audio, animations, images, and text. Reuse your existing content without any additional coding.

Create interactivity

Provide opportunities for visitors to engage with the signage via touch or voice, so that they can find the information they need.

Set schedules and triggers

Decide when you want each piece of content to be displayed. Use context-sensitive triggers to change the content based on factors such asweather, building occupancy, the gender of the visitor, or when a product is picked up.

Use cases

Remotely control your digital signage in real-time and across multiple locations. Use configurable content that is always relevant and engaging to consumers — considering things like location, time of day, date, weather, temperature, and more
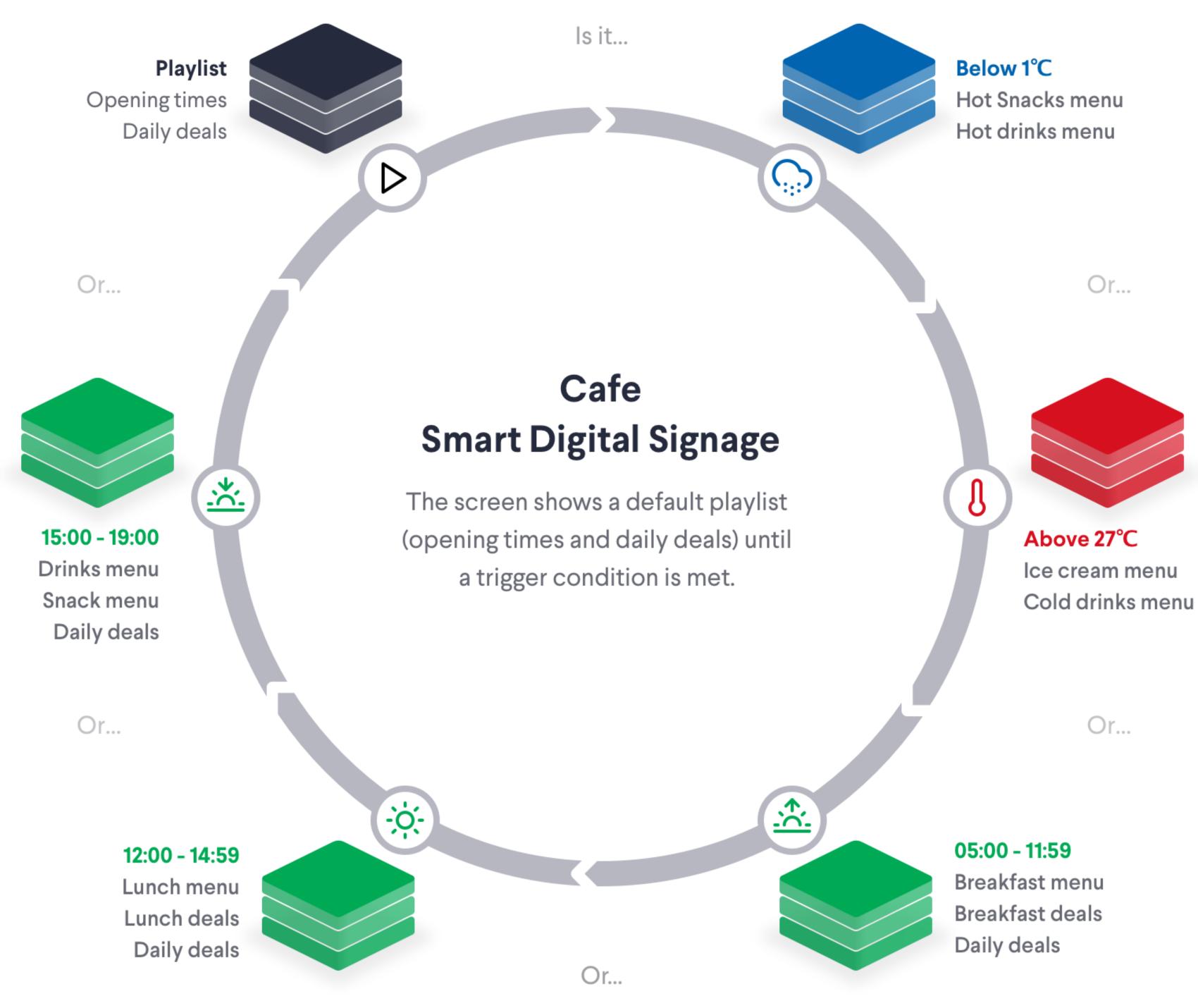
Real world usage
- A restaurant automatically switching menus from breakfast to lunch at a certain time.
- A café switching to promote ice coffee on their specials board when it gets hot
- A supermarket showing grocery offers with a QR code the customer can scan to see recipes using the promotional items.

Playlist
Opening times
Daily deals

Is it...

Below 1°C
Hot Snacks menu
Hot drinks menu

Or...

Cafe
Smart Digital Signage

The screen shows a default playlist (opening times and daily deals) until a trigger condition is met.

Above 27°C
Ice cream menu
Cold drinks menu

15:00 - 19:00
Drinks menu
Snack menu
Daily deals

12:00 - 14:59
Lunch menu
Lunch deals
Daily deals

Or...

05:00 - 11:59
Breakfast menu
Breakfast deals
Daily deals

Highlights

Content creation is powered by a user-friendly templating system, that can be as simple as an image or video, and as complex as a full web app with animations and transitions

- Meaningful analytics built-inN
- Number of plays per media item
- Number of plays per tag, each media item can be assigned multiple tags (brand/category/etc)
- Templating system
  - Our media templates schemas are built on open formats (HTML5, CSS, JavaScript) and can be built by anyone easily.
  - Template schema can be as basic as an image or video or as complex as a full web app that allows anybody to create an interactive game.
  - Templates use open formats

Environmental triggers to change content;
- Time (lunch, breakfast, store closing/opening)
- Date & time (Sunday lunch, Christmas dinner, etc.)
- Weather (Rain, sun, snow, thunderstorm, etc.)
- Temperature
- Manage thousands of devices simultaneously
- Create rich media interactive content playlists
- Use the same content across multiple devices

Ombori Digital Signage can be used by any business or organization that needs to present information to visitors.

- Offices
- Municipalities & public sector
- Restaurants
- Retailers
- Healthcare8888
- Airports
- Leisure and entertainment facilities

Digital signage can display the same information across an entire location or organization, or can have unique content on each screen.

- Stores in different countries display content in their own language and currency
- Stores in different parts of the county offer different promotions
- Each department in a hospital displays information relevant to its patients

Benefits

Dynamic digital signage provides exciting new ways for you to communicate with visitors. The Ombori Digital Signage playlist makes it easy and efficient to create and manage content.

- **Increase engagement:** signage can be configured to take the initiative and respond when a visitor approaches, either by changing the display or by speaking to them. This increases the chances that they will stop and take notice of the content.
- **Surprise and delight:** visitors who are used to simple carousel displays will enjoy being able to interact with the signage in new and interesting ways. Signage becomes less like a billboard and more like a browser or smart speaker.
- **Increase revenue:** engaged, happy customers are more likely to respond to promotional opportunities and will spend more.
- **Reduce productive costs:** reusing your existing material means that you're not spending time and money creating content specifically for digital signage. The simple user interface allows anybody to create playlists without needing to go through the IT department or write code.
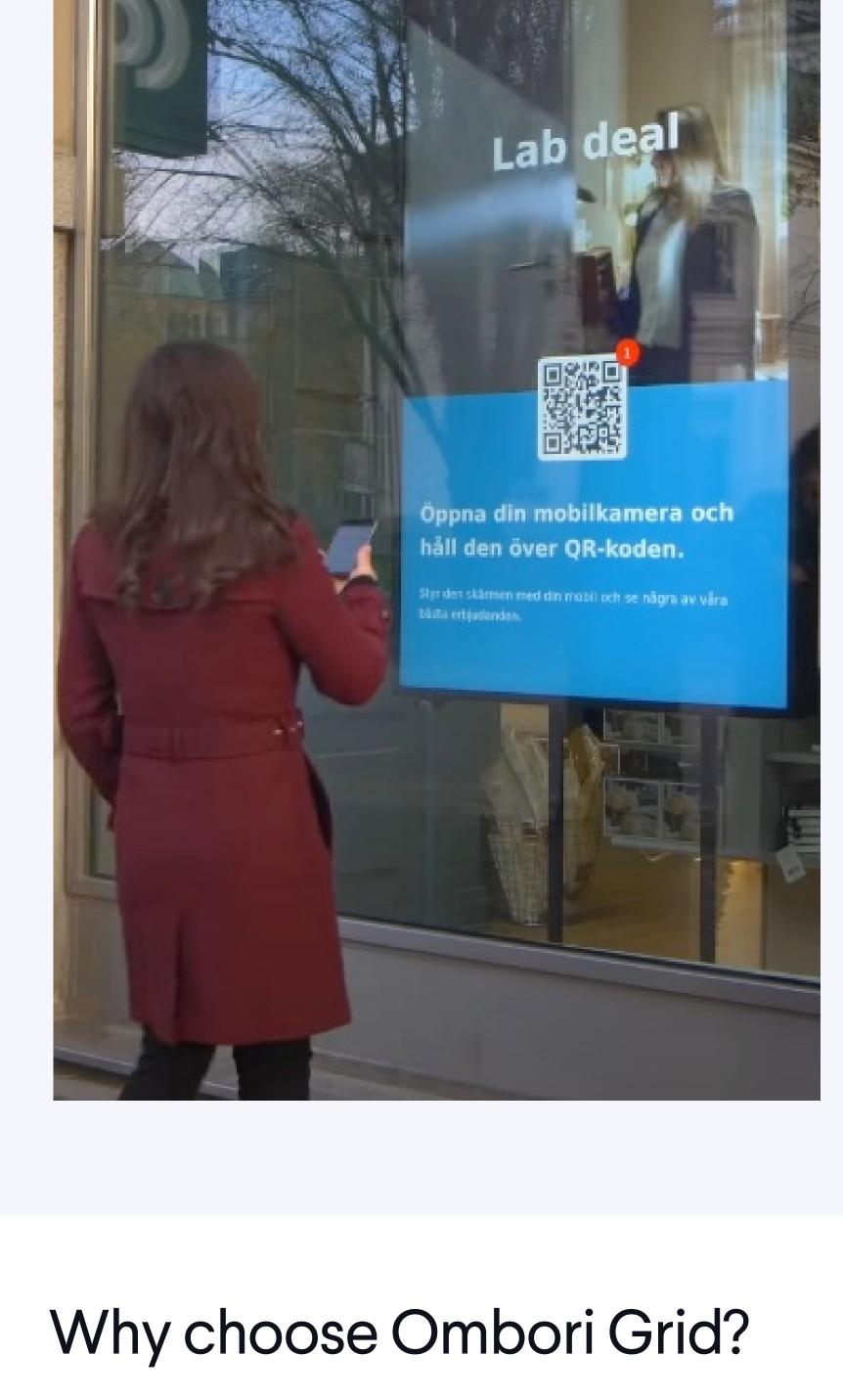- **Reduce maintenance costs:** all screens can be managed, monitored and updated remotely from a central hub, either individually or in groups. Content can be changed simultaneously across all screens quickly and easily. Alerts let you know if a screen fails or needs attention.
- **Optimize messaging:** context-sensitive triggers and schedules allow your messaging to adjust automatically to the current situation: promote unthinkable when it's raining and sunscreen when it's hot!
- **Reduce workload:** staff spend less time answering routine questions, which gives them more time for other tasks
- **Accurate data:** real-time and historical data on engagement with signage allows managers to determine what content is most effective.
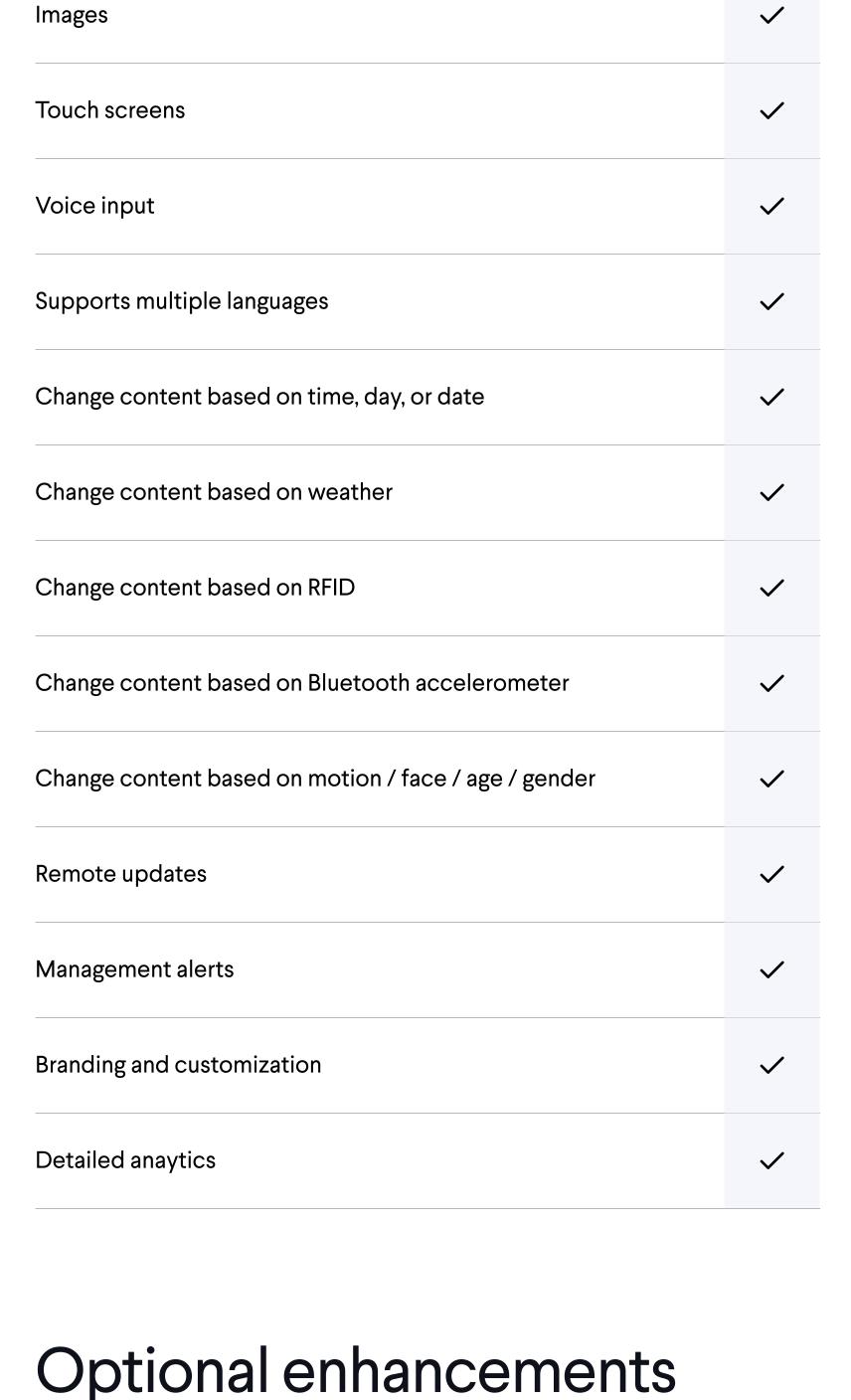

Key features

Feature	
Video	✓
Audio	✓
Images	✓
Touch screens	✓
Voice input	✓
Supports multiple languages	✓
Change content based on time, day, or date	✓
Change content based on weather	✓
Change content based on RFID	✓
Change content based on Bluetooth accelerometer	✓
Change content based on motion / face / age / gender	✓
Remote updates	✓
Management alerts	✓
Branding and customization	✓
Detailed analytics	✓

Why choose Ombori Grid?

- **Fully customizable:** fits the needs of your business and includes your branding.
- **Rapid deployment:** quick and simple to install and configure.
- **Easy scaling:** roll out to multiple locations with minimal effort and cost.
- **Central control:** manage all locations and queues from a single hub.
- **Usage-based billing:** pay only for what you use.
- **Hardware support:** runs on a wide range of hardware, including Android and iOS tablets.
- **Mobile integration:** makes use of the visitor's own mobile device.
- **Grid integration:** all solutions use a common platform allowing them to share data and interoperate.
- **Proven technology:** based on Microsoft Azure IoT.

Minimum Hardware Requirements

For Raspberry Pi
Raspberry Pi 4 4GB
SD Card A2 Read Speed -
150MB/s. Write Speed ~60MB/s

For Intel device
Intel® Celeron® processor N3350
Intel® HD Graphics 500
4 GB RAM
64 GB storage

For Android devices
Last three major releases supported
Google Play Services
32GB disk space
2GB RAM

For Digital signage
1080p on screen

For Samsung smart signage
Samsung Tizen v3.5 or above

For Android TVBox
8GB disk space
2GB RAM

Optional enhancements

Extend the digital signage playlist functionality with these additional Ombori apps.

Occupancy Control

Displays how many people are currently in the location.

Queue Management

Displays how many people are waiting to enter,and the expected wait time.

Order Pickup

Displays information for visitors coming to pick up or drop off items.

More information: Ombori Grid Digital Signage Playlist