

mi SignageLink

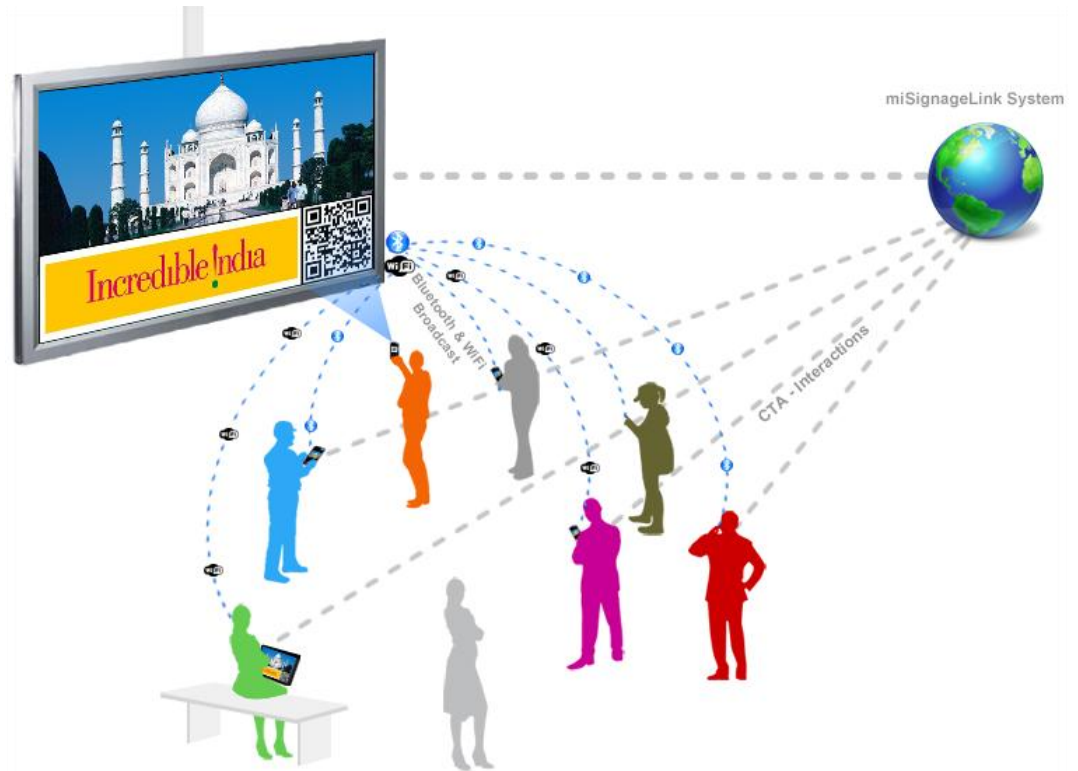
Because your message needs to move

Highlights

- Auto-Configuration Server (ACS) for fast deployment, reduced installation costs, and greater ROI
- Seamless information delivery from OOH displays to users' mobile devices so audience can take your message with them
- Multiple points of interaction and engagement give users a richer, more powerful experience with brands
- Advanced, cross-channel metrics enable advertisers to be effective, relevant and more creative with their digital marketing
- Intuitive web 2.0 consoles simplify management and allow dynamic, targeted ad publishing, visual status monitoring, and secure operation of distributed display networks
- Strong support for industry standards allows reliable integration, deployment, connectivity, and content display across a range of devices, networks, and media

Interactive, Connected Solutions for High Value Signage Networks

- miSignageLink
- miSignageLink Embedded
- miSignageLink for Retail
- miSignageLink Plus



In out-of-home settings, mobile devices unleash valuable potential for connecting the physical world to the digital world. The miSignageLink solution from Mobax creates the ideal convergence of mobile and visual communications, connecting the ubiquitous mobile device with messages on digital signs to close the loop between the consumers and advertisers.

With its innovative Admetry technology for advanced metrics, miSignageLink delivers in-depth metrics on users interactions, CTAs, audience measurement (consistent with OVAB guidelines) along with accurate proof of play (complies with POPAI definitions). It even enables advertisers to track campaign effectiveness across channels, including the viral reach of ads shared across social networks.

To reduce installation and management costs, miSignageLink enables fast deployment with its Auto-Configuration Server technology, and simplifies operations with intuitive web-based consoles for efficient content scheduling, dynamic playlist changes, and device monitoring.



Seamless Communication Technologies
for Communities and Commerce

Technical Specifications

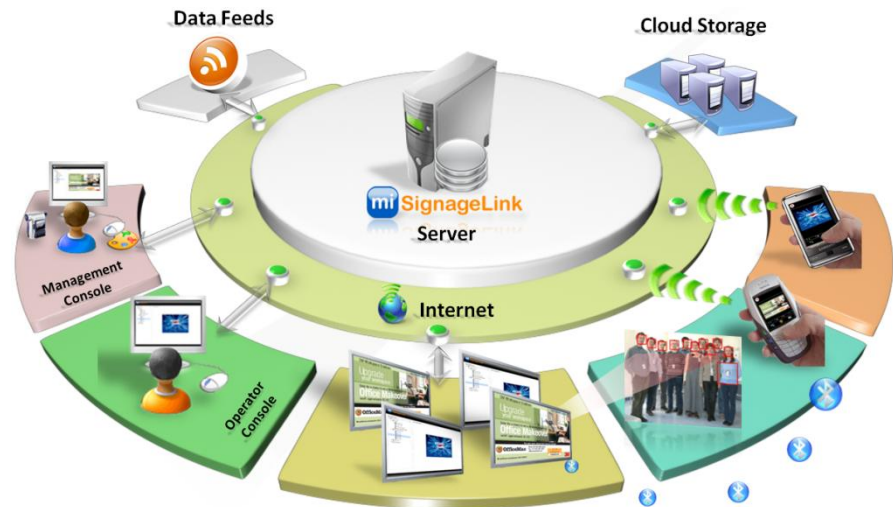
- Compatible with standard digital signage displays
- Mobile platform support: Android, iPhone, Java ME, Windows Mobile, Blackberry, BREW, WAP and SMS
- Proximity marketing: Bluetooth, RFID or 2D bar code
- Network support: 3G/4G cellular, Wi-Fi, LAN, WAN, DSL
- Media support:
 - Still images: GIF, JPEG, PNG, BMP
 - Video, HD and SD: MPEG 1/2/4 (ASP), FLV, DIVX 1/2/3/4/5, AVI, H263, WMV 1/2/39, 3GP
 - RSS 2.0 and Atom Feeds
- VoIP and Live Video
- Proof-of-play as per POPAI standards
- Audience measurement consistent with OVAB guidelines

About Mobax

Mobax Networks is a privately held technology company providing solutions for the Fixed Mobile Internet Convergence. The company's signature Admetry technology provides a revolutionary framework for cross-channel ad publishing, audience interaction, and measurement. More information about Mobax and its solutions for the digital communications convergence can be found at www.mobax.com

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How It Works

miSignageLink is a comprehensive system for mobilizing content from signage to consumer devices, and for measuring the reach and loop closure for that content. Software components of miSignageLink span across the central server, display and media player, mobile devices and desktops interoperating over IP based networks. The mobile and desktop software components are used to manage and access the same information displayed on digital signs.

Publish

- Create and publish all forms of content easily via intuitive web 2.0 consoles
- Add live news feeds, web content, and mixed media to enrich messages
- Target delivery by location, demographics, time, relevance
- Give priority to Emergency Cast information for urgent delivery

Interact

- Connect with mobile users through 2D codes, proximity messages or SMS short codes
- Rich user experience using miSignageLink mobile applications
- Give users rich set of interaction options (CTAs), such as call advertiser, bookmark for recall on phone or PC, complete transaction, share with friends or social networks

Measure

- Track relevant statistics accurately with integrated Admetry technology, including reach, type of activity, reaction, channel performance, coupon performance, and viral spread
- Measure consumer views and dwell-time with non-intrusive attached USB camera

Manage

- Install displays rapidly with zero-touch provisioning based on TR-069 specifications
- Manage playlists and schedules based on day-parts or specific events, for individual screens, display groups, or entire networks
- Monitor resources and performance from centralized location via secure web access
- Scale signage networks easily from a few to tens of thousands of devices