Digital Signage & Kiosk Solutions

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Digital Signage Software

What is the
Artech.Sign?

- This comprehensive Digital Signage Software and System is now at your fingertips to engage your target audience and provide them with a call to action.

- Deliver a variety of digital content—audio, video, graphics, and text—to your audience worldwide, remotely managed via an IP network.

How **Artech.Sign** Works?

- Publish content on various digital platforms, from LCD screens to kiosks, digital outdoor billboards, to video walls. Take complete control of your publishing flow with centralized scheduling and manageability features.

- Whether you are a local café chain or an international brand, deliver your content at the right time, place, and audience.

Why is **Artech.Sign** Important?

- Digital signage systems are a cost-effective marketing tool that is preferred in many sectors.

- These systems offer significant advantages such as cost efficiency, time-saving and multi-purpose use.

- Inform your target audience instantly with real-time announcements and promotions.

- Create a prestigious corporate image and take your brand one step ahead of your competitors.

Why Artech.Sign?

✓ **Fast and Visual Message Broadcasting:** Modern network and internet infrastructure allow you to deliver your particular messages to the determined audience at the desired time and place in a fast and visual way.

✓ **A Wonder of Domestic Engineering:** Artech.Sign, developed by Çizgi Teknoloji, offers multidimensional integration and development solutions for your needs by focusing only on Digital Signage technologies.

✓ **Robust and Up-to-date Architecture:** Artech. Sign's innovative and powerful architecture allows it to use the latest technology with its constantly updated software.

✓ **Reliable and Widespread:** Artech.Sign, which manages thousands of screens across Turkey, is one of the most dependable digital signage software.

✓ **User Friendly:** It has interfaces that everyone can easily use and learn.

✓ **Multi-Platform Support:** It is a compatible solution for both Android and Windows platforms.

Artech.Sign System:
Key Benefits of Digital Signage

Expanded Reach:

Digital signage solutions positioned in high-traffic areas allow you to reach a broad audience and increase the visibility of your messages. Communicate your messages to your target audience in different environments and demographic groups with various display options.

2. High Engagement and Recall Rates:

Digital signage attracts attention and increases the likelihood of viewers remembering information by providing visually appealing and memorable content. Animated content can capture viewers' attention more than static content, strengthening the impact of your message.

3. Improved Customer Experience:

Digital signage enhances customer and employee satisfaction through quickly accessible content and interactive features. Point-of-sale displays encourage customers to inquire about additional products or services and enrich their shopping experience.

4. Increased Employee Motivation:

Increase employee engagement and motivation with timely messages. Support team spirit and productivity.

5. Integrated Digital Connectivity:

Simplify and streamline your workflows with automatic data ingestion from your business systems. Enrich your content with external publications and increase customer and employee engagement with up-to-date and relevant information.

6. Consistent Branding:

Digital signage ensures brand integrity everywhere and on every screen, dramatically increasing brand awareness and recognition. This technology delivers a consistent look and feel across all communication channels.

7. Low Creative Costs:

Teams can quickly design professional and effective messages with user-friendly interfaces and pre-made templates. These tools save time and cost, making creative processes accessible and manageable for businesses of all sizes.
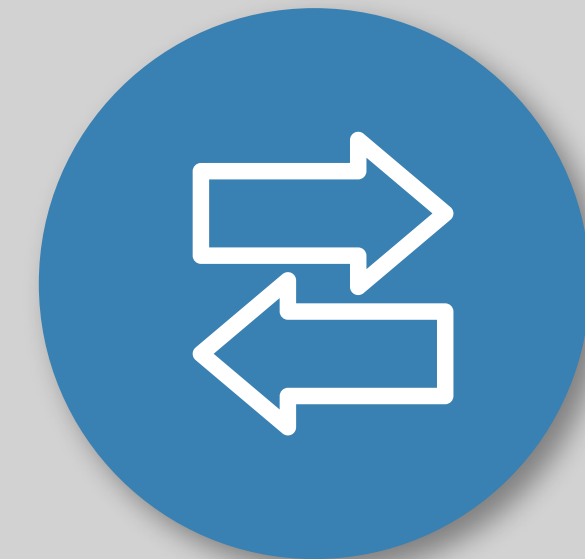
8. More Accurate Targeting:

Customize content based on audience demographics and preferences. By localizing your content, you can strengthen your connection with a specific region or community and increase the impact of your message.

9. Increased Interactivity:

Touch screens, self-service kiosks, and interactive content can offer audiences a more personalized and interactive experience. These technologies allow users to be more active in exchanging information, helping your message be understood more effectively.

10. Lower Operating and Environmental Costs:

With digital solutions, paper and ink usage and operating costs are reduced.
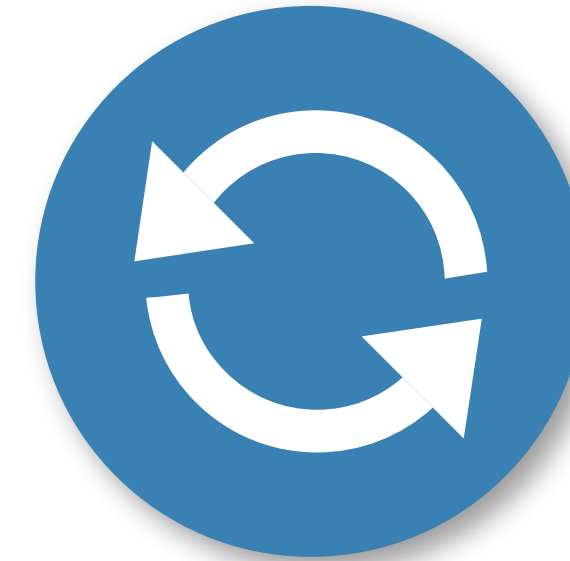
11. Versatility and Scalability:

Keep your content up-to-date with easily updated and expandable systems.

12. Increased Safety:

Digital signage systems are an effective communication tool for emergency notifications and safety instructions. With real-time updates and critical alerts, you can improve safety in the workplace by enabling employees and visitors to act quickly and responsibly.

Step into the Future of Communication with Artech.Sign:

For businesses of all sizes, Artech.Sign offers a unique communication platform that combines visual richness and dynamism. With this powerful digital signage solution, provide remarkable and interactive experiences that add value to your audience. Artech.Sign's innovative technology makes your messages vibrant and memorable, delivering accurate and measurable benefits and contributing to business growth.

Usage Areas

Shopping Malls

Transportation

Health Institutions

Museums
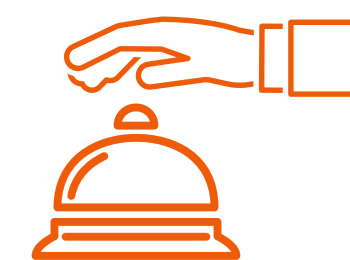
Public Institutions

Campuses

Banks

Elevator Systems

Restaurants

Hotels

Holdings

Stores

What Can You Do with **Artech.Sign?**

- ✓ **Strengthen Corporate Image:** Strengthen your corporate image by reaching the right target audience visually and quickly at the appropriate time and place.

- ✓ **Increase Brand Awareness:** Increase the recognition and impact of your brand with dynamic and striking visuals.

- ✓ **Speed in Campaign Announcements:** Shorten the response time by instantly announcing your services and campaigns to your customers.

- ✓ **Strengthening Internal Communication:** Facilitate inter-branch or intra-departmental communication through visual content and improve employee information and training.

- ✓ **Cost Advantage:** Reach a wider audience at lower costs than print advertising materials.

- ✓ **Dynamic Content Utilization:** Reach your target audience continuously and effectively with interactive and dynamic content.

- ✓ **Increasing Customer Interaction:** Improve customer experience and establish an effective dialogue with them using interactive applications.

- ✓ **Increased Productivity and Performance:** Improve internal communication with fast, up-to-date content sharing to increase employee productivity and performance.

Increase Health Awareness and Safety with **Artech.Sign**

⛉ **Reliable Information in Times of Crisis:** Pandemics like COVID-19 are drastically changing our daily lives and habits. In these challenging times, Artech.Sign's digital signage solutions are vital to raising public awareness by disseminating vital, accurate information quickly and effectively.

⛉ **Effective Use for Emergency Communication:** Digital signage displays and DOOH (Digital Out of Home) networks efficiently distribute emergency information to large audiences. By reaching a broad audience, these systems allow critical information to be shared quickly.

⛉ **Flexible and Customizable Messaging:** The Artech.Sign platform offers fully customizable communications for use in crises. Emergency and health alerts can be quickly updated and distributed as needed.

⛉ **Critical Communication in Educational Institutions:** Digital signage systems are vital in broadcasting urgent information to students and staff in a crisis. They are an effective tool for emergency management.

⛉ **Raising Health Awareness:** Digital signage displays in your business inform customers and employees about infectious diseases and educate them on prevention methods. This helps prevent the spread of diseases, increases your business's credibility, and protects the health of all stakeholders.

Artech.Sign System Features

Network Management:

- Flexible and expandable network structure.
- Players can be grouped and share simultaneous broadcast plans.
- Autonomous players with independent data transfer and update capability.
- Comprehensive group management features.
- Extensive user and authorization management options.
- Precise time synchronization feature.

RSS and XML Integrations:

- Fast integration for instant information flow.
- Current exchange rates, news and weather information.

Campaign Management and Reporting:

- Detailed organization reports.
- Practical ad planning tools.
- Comprehensive campaign management and evaluation.

Alert and Monitoring System:

- Reliable network control and monitoring infrastructure.
- Accessible and user-friendly web-based management interface.
- Detailed reporting feature.
- Alert mechanisms that quickly notify the relevant people about access problems.

- **Web-Based Technology:** Accessible and user-friendly, anywhere management.

- **Centralized Content Management:** Easily manage all your content from a single point.

- **Cloud Architecture:** Always accessible with secure and flexible storage solutions.

- **Automatic Update:** Your software is constantly updated with the latest version.

- **Automatic Backup:** Automatic and regular backups for the security of your data.

- **Automatic Configuration:** Your devices are set up quickly and easily.

- **Unlimited Displays:** Add and manage as many displays as you need.

- **Video Demonstrations:** Add and manage as many displays as you need.

- **Real-Time Information:** Always stay up to date with instant information updates.

- **Campaign Impressions:** EReach your target audience with effective campaigns.

- **Horizontal/Vertical View:** Display your content in the most appropriate format and orientation.

- **Colour/Font/Picture:** Customizable design options to match your brand identity.

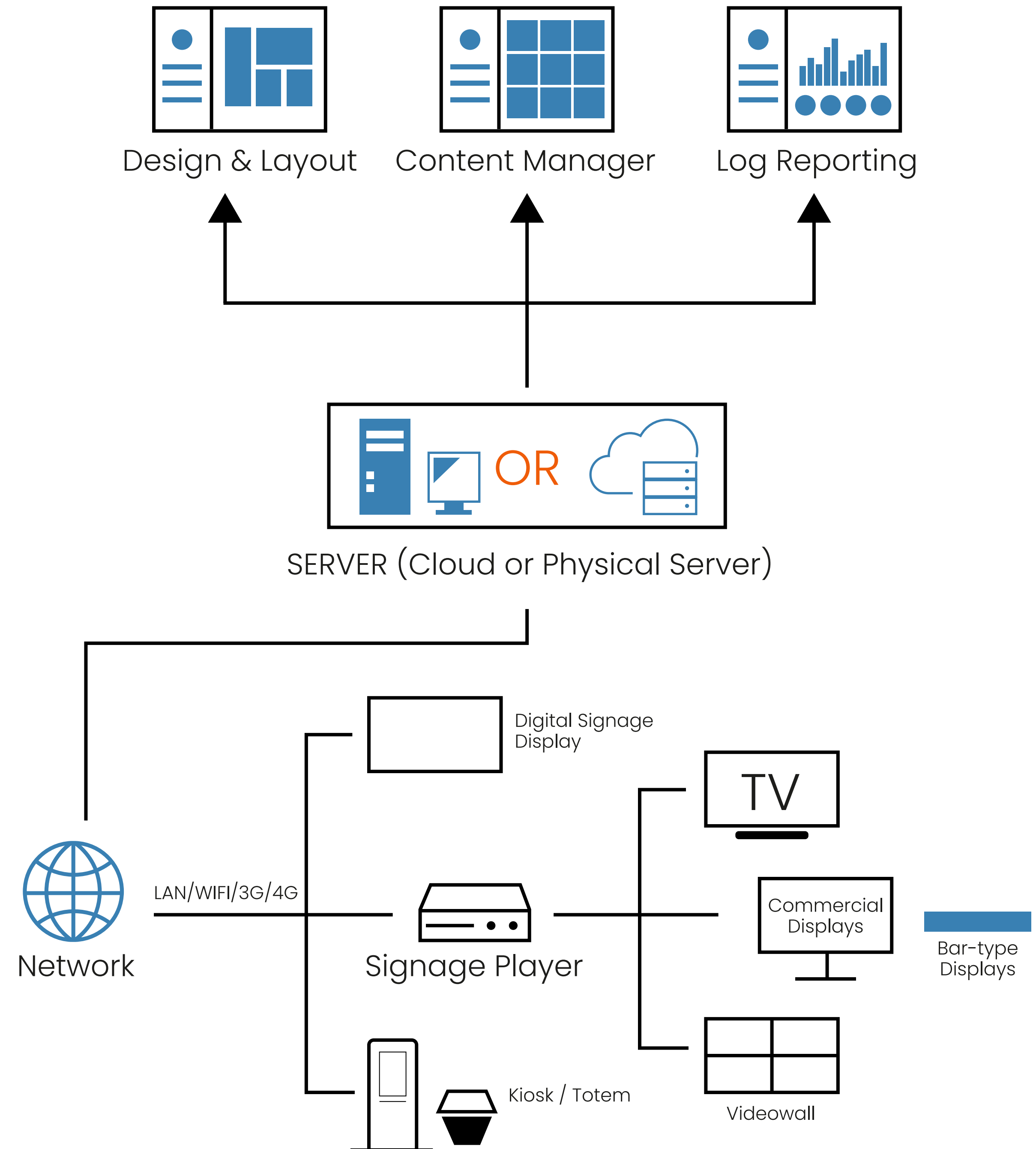- **Automated Content Generation:** Smart content solutions that save time and effort.

Artech.Sign
Architecture

Artech.Sign has a robust and comprehensive digital signage architecture that can meet the requirements of large networks.

This system has many auxiliary tools and features, offering users a complete digital signage solution platform.

This constantly evolving structure allows businesses to manage their communication and marketing needs effectively.

Design & Layout

Content Manager

Log Reporting

OR

SERVER (Cloud or Physical Server)

Digital Signage Display

TV

LAN/WIFI/3G/4G

Network

Signage Player

Commercial Displays

Bar-type Displays

Kiosk / Totem

Videowall

Artech.Sign

Artech.Sign is an advanced Digital Signage platform that enables centralized management of geographically dispersed display systems (Viewer systems) in multiple locations using a web-based content management system. Content Manager allows the seamless and automated distribution of visual content and informational materials to receiving points in remote locations.

The platform allows you to centrally create broadcast lists and playlists over the Internet, then securely store and distribute them in a central database. Artech.Sign is characterized by its simplicity of installation and commissioning processes and user-friendly interface.

The Professional version offers comprehensive capabilities for designing, planning, distributing, publishing and analyzing digital content, providing an effective solution for all your needs.
With Artech.Sign enjoy the privilege of effectively publishing your messages in all targeted areas and platforms.
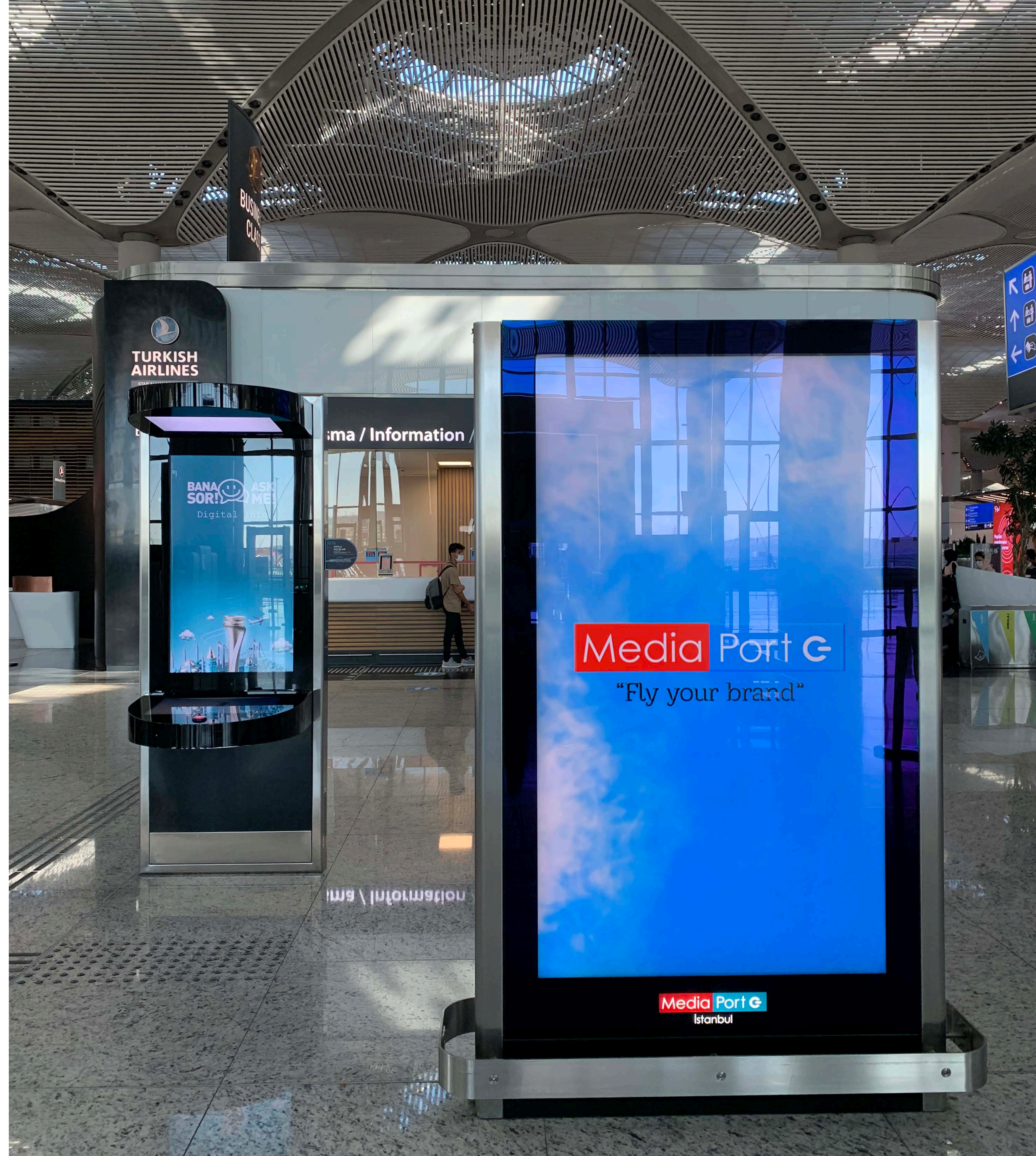
Artech.Sign has an advanced technological infrastructure that seamlessly manages thousands of information points. It allows you to manage the broadcast of content tailored to your organization efficiently and offers comprehensive communication solutions with compelling reporting features.

This platform allows you to manage content and management functions simply and efficiently on all screens so you can effectively tell your audience your brand's story.

Artech.Sign Modules:

- **Theme Designer:** Module for design production.

- **Content Manager:** Module for content and system management.

- **Ticker Manager:** Online content management module.

- **Distribution Agent:** Module for content transfer and management.

- **Viewer:** Module for displaying content.

Theme Designer:

The Key to Effective Presentations

Theme Designer allows you to create presentations quickly and easily thanks to its user-friendly drag-and-drop features.

The tool includes numerous features to help you make your presentations more impressive and content-rich.

It enhances your presentations by allowing you to easily connect to various data sources, such as access to the latest news via RSS services.

Content Manager:

Comprehensive Digital Signage Content Management

Content Manager is a powerful, fully web-based Digital Signage content management system. It enables easy visual content management and broadcast schedules from anywhere and anytime.

- **Group Management:** Facilitates content management with unlimited group creation.

- **User-Friendly Interface:** It performs content creation and planning processes through an easy-to-use design.

- **Flexible Planning:** It meets user needs by offering various content planning options.

- **Ease of Integration:** Provides seamless integration with online data sources.

- **Content Approval:** Facilitates the control and approval process for publishing each piece of content.

- **Comprehensive User Management:** Provides extended access and control by creating unlimited user and authorization groups.

- **Detailed Reporting:** It helps you improve your strategies by providing detailed reports on broadcast performance and content engagement.

Ticker Manager:

Dynamic Management for Continuously Updated Content

Ticker Manager is an efficient module that quickly and continuously collects up-to-date information from online data sources and transfers it to digital signage players.

- **User-Friendly Installation:** It offers a simple and smooth installation process.

- **Broad Access Capabilities:** Provides seamless access to online data stores and databases.

- **Integrated Operation:** Creates a unified workflow by seamlessly integrating with Content Manager.

- **Comprehensive Control and Reporting:** Manages opening, closing and connecting processes; provides effective reporting with detailed log records.

- **Advanced Alert System:** Quickly identifies potential problems, prevents wasted time and continuousizes workflow.

Distribution Agent:

The Key to File and Presentation Distribution

The Distribution Agent is a critical component for seamless media content distribution. As a central part of the visual information network, it synchronizes with the Media Server and determines the required visual content and its source FTP addresses.

It then retrieves the content from the respective FTP servers and securely transfers it to the local disk.

- **Continuous Service:** Supports operational continuity with its uninterrupted service provision feature.

- **Data Consistency:** Guarantees the accuracy and integrity of transferred data.

- **Broad Compatibility:** It provides a flexible solution with various FTP servers.

- **Uninterrupted Transfer:** The ability to resume file transfer despite connection problems.

Viewer:
The Heart of the Digital Signage System

Viewer is the module that has a critical role in the Digital Signage system.

It is specially designed to display presentations and planned content through different information screens.

- **Broad Compatibility:** It can work in harmony with various information tools.

- **Flexible Screen Support:** Supports any screen resolution so that content is always displayed most appropriately.

- **Connectionless Operation:** Stores all-important broadcast information and details locally so content can be delivered without interruption, even during connectivity issues.

- **Multi-Screen Support:** Can manage multiple displays and work effectively in videowall configurations.

- **Time Synchronization:** With automatic time synchronization, all content is delivered on time and accurately, minimizing scheduling disruptions.

Security Measures in Digital Signage Systems

The security of digital signage systems is ensured at the highest level by Artech.Sign.

These security measures maximize the security of your business and systems using Artech.Sign application.

- **User Authorization:** Access control is provided with user-specific authorization definitions.

- **Central Server Protection:** External access is restricted only when necessary and over secure channels.

- **Internet Access Restrictions:** Internet access to servers and client devices is restricted except when necessary for business purposes.

- **Antivirus Protection:** All system components are continuously protected with up-to-date antivirus software.

- **Continuous Updates:** Regular operating system and server software updates prevent security vulnerabilities.

- **Firewall Management:** All ports other than the relevant network ports are effectively blocked with a firewall.

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