

Cosignage

Interaction Anywhere

Digital Signage Interaction through Mobile Phone

Cosmact

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Patent Pending



What can Cosignage do?

Cosignage is a solution that uses public digital displays to communicate with target audience in an interactive way by just a *simple phone call*. It is a turnkey service platform combining video, audio, animation, graphics and text elements to convey advertisements, information, and entertainment to viewers interactively.

Quick and Easy Engagement with Personalized Content



Nothing is more simpler than making a phone call. By a simple phone call, audience is engaged and gaining control of the content. No need to download apps, no need to have data access. It greatly extends time and space of the advertisement to cover all the audience passing by.

Multi-modal Experience



Audience experience is greatly enhanced by having audio, SMS and visual content during interaction. Multiple input methods include speech, keypad, SMS, web and mobile apps.

Real-time Tracking



Audience response can be easily tracked for data mining. Dynamic content can be adjusted according to audience feedback. Measurement of advertisement result is efficiently accomplished.

Interactive Events

Viewers can participate in the game, survey, coupon registration by using their cellular phone right there when they see the digital signage. Our unique solution can prolong viewers' engagement time and build up potential customer data.

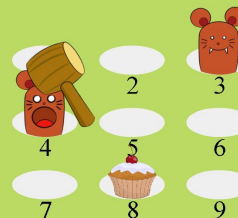


Player :

XXXX8888

Score : 250

Time : 3



Cosignage Interactive Digital Signage Solution

The innovative approach to Digital Place-based Media

Cosignage enables viewers to interact with a display anytime without physical limitation. It broadens the advertising to potential consumers walking pass by round the clock.

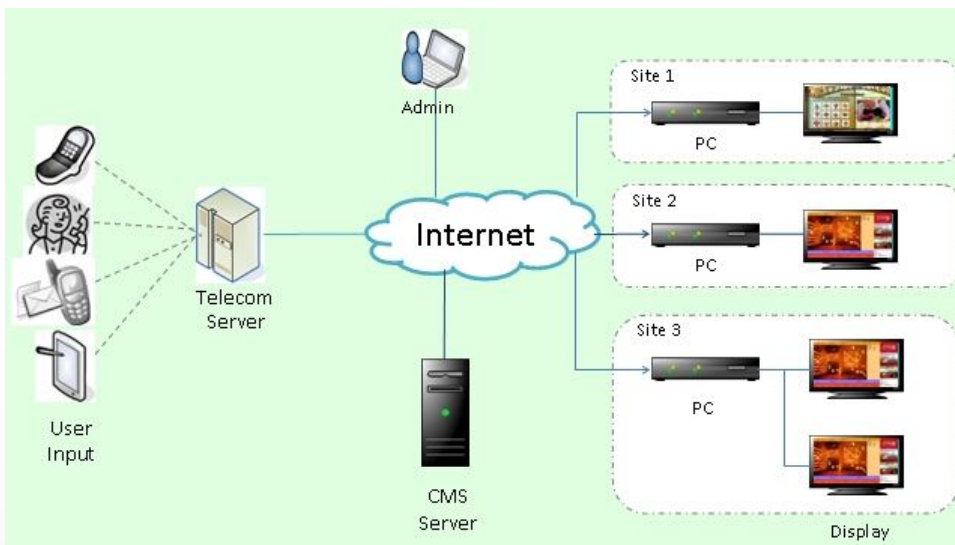
Major benefits of Cosignage over traditional billboards are that the content can be changed easily, animations can be shown and the content can adapt to different demographics at different time of day according to the data collected via the interactive events.

Integration

We can provide complete interactive digital signage solution or any portion you require. To integrate the interactive platform with your digital signage is flexible. Simply purchase the telecom server appliance, plug it to your network, and your digital signage network will be interactive.

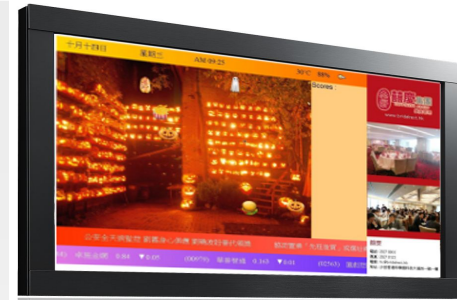
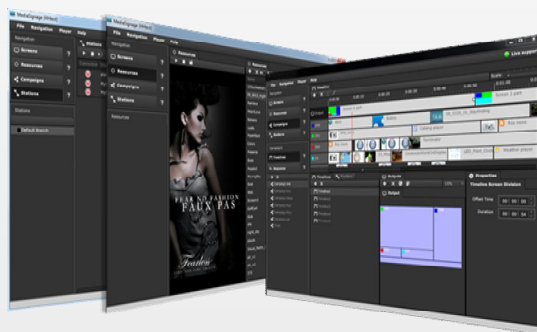
Service

We can design any form of interactive event to fit your application and communicate your messages to your target audience.



Signage Studio

With Signage Studio you have a real opportunity to design your digital signage any way you like. You can divide your screen into separate areas, link different kinds of content to each area, define timeline of your media resource, and schedule the content playlist.



Benefits of Cosignage

Portable and easy access

- * Support any mobile phone
- * Control via keypad/voice inputs
- * Support web and mobile apps

Flexible deployment

- * Customized interactive game/event
- * Multiple working mode (Standalone/ Multiple sites/ Multiple displays)
- * Telecom server can easily integrate with other digital signage, saving capital investment

Valuable result

- * Direct response marketing
- * Catches attention of audience
- * Promotes audience engagement and action
- * Serves multiple customers at a time
- * Real time tracking of advertisement result
- * Build up customer database

Advanced features

- * Powerful signage design and control tool
- * Multiple audio channels for viewers
- * Voice command by natural speech input
- * State of the art telecom technologies for different accesses