



TELSTRA DIGITAL SIGNAGE SOLUTIONS

Deliver timely, tailored, high-impact messages with Telstra's robust, end-to-end solution.

Product summary

Digital signage enables you to deliver high impact digital media messages, accurately targeted by time, location and market segment. However, dealing with the myriad of content, scheduling and technology vendors can be a daunting task. That's where Telstra can assist. Whether it is out on the street, at a venue or on display internally, Telstra's Digital Signage Solutions have got your organisation covered.

Telstra's solutions are unique in the Australian market. We deliver an end-to-end service from content creation through to display, supported by partnerships with acknowledged leaders in content creation, scheduling and on-premise equipment. We also offer experience deploying and managing digital signage, underpinned by the strength of our next generation networks. This means we provide a first class solution across diverse industries, with a single point of contact to ensure you get maximum advantage from your digital signage solution.

Product benefits

Schedule content to target customers more effectively

Schedule content by day or time of day to communicate with customers who are more likely to be receptive to your messages.

Inform and influence behaviour at point-of-sale to boost revenue

Compelling flash or video content at point-of-sale can help you cross-sell and up-sell to customers to improve sales.

Optimise effectiveness of promotions

Localised targeting of messages to reach relevant audience for increased marketing effectiveness.

Enhance customer experience

Inform, educate and entertain customers to increase customer satisfaction.

Build your brand

Reinforce your brand values and differentiate your organisation to customers while they are engaged with you.

Educate and motivate staff more easily and cost-efficiently

Inform staff of initiatives and trends as they happen, or display alerts and insights to improve staff performance.

Build a consistent corporate culture across dispersed locations

Inform staff of organisational values and deliver consistent internal messaging more easily.

Simplicity and ease of use

Centralised control of content and media players makes management easier.

Product features

Telstra recognises enterprises have different business requirements.

To ensure our customers select the technology that meets their content management needs, we have developed three relevant solutions.

These solutions include different content creation, management, scheduling and workflow options:

- **Core Solution:** For customers who have an established content management schedule and defined authors to manage updates as required.
- **Extras Package A:** For customers who require more frequent updates and content control, as well as more localised content & real-time content feeds
- **Extras Package B:** Provides enhanced content workflow management, ad-hoc schedule changes, ability to assign user roles and detailed reporting. There is also the ability to on sell advertising space.

Telstra Digital Signage Solution Features

Centralised Media Management:

Ability to schedule media assets from one centralised server.

Playlist Support:

Group media assets into playlists – there's no need to schedule each media asset individually.

Media Asset Scheduling:

Push media assets to the media player automatically at predetermined times.

Playback of Live Video/Audio

Streams: Playback IP video streams in real-time (feature only available with optional Scientific Atlanta™ encoder).

Schedule Content by Groups:

Schedule content/playlists for a group of media players rather than scheduling media players individually.

Dynamic Content Support: Ability to integrate non-static content such as RSS feeds.

Templates for Localised Content:

Use templates to push localised content to remote sites.

Multiple User Accounts: Delegate a subset of tasks to others through various access levels (basic capabilities with the Core Solution and Extras Package A. Advanced capabilities with the Extras Package B).

Media Transcoding: Transcode media assets into a format suitable for playback (available only with optional Cisco Media eXperience Engine™).

Content Workflow Management:

End-to-end management of content workflow – order, creation, approval, processing, deployment, playback (available only with the Extras Package B).

Equipment and Functions

Display Devices: LCD or Touch Screens.

Digital Media Player: Plays content for the display devices.

Digital Media Manager: Manages, schedules and publishes media.

Cisco Media eXperience Engine:

Optional device to transcode media formats.

Content Server:

Optional server to store media assets on the customer's infrastructure.

Scientific Atlanta encoder: Delivers a live audio or video stream over IP for playback on the Digital Media Players.

Dynamic Content Manager Server:

A content and scheduling platform that provides more detailed scheduling, a hierarchical system for scheduling content across groups of players and a template system for delivering

customised messages to individual players via a web interface. When used with the Digital Media Manager, the Dynamic Content Manager will enable you to create, manage, schedule and publish content. Available only with the Extras Package A.

Acuity™: A hosted, web based media management system designed to manage the digital signage workflow. It tracks and manages content in real-time – from the moment it is ordered, through to scheduling, publishing and playback. The system also has robust reporting capabilities. Users create, manage, schedule and publish content via the Acuity™ platform. Available only with the Extras Package B.

About Telstra

Telstra's world-class products and services are underpinned by the next generation Telstra Next IP™ network and Next G™ network – fully owned and managed based on the stringent quality standards of Australia's largest network manager. Our Next G™ network can reach 99% of the Australian population.

Our capability is your peace of mind. We have a dedicated team of technical experts working with some of the world's most advanced management and operational systems to monitor and maintain your network around the clock.

FOR MORE INFORMATION,
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