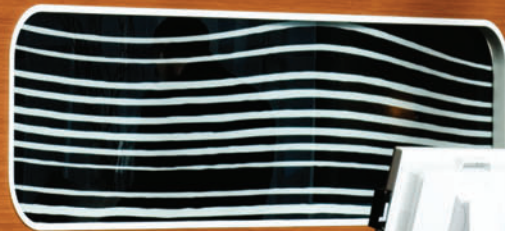# OTRUM – DIGITAL SIGNAGE

Accessing and communicating to a public space is a tricky proposition, and clearly there are many solutions available today which can deliver digital signage.

OTRUM entered the signage business many years ago, and now offers a robust, flexible, connectable and perhaps the simplest to use solution on the market today. By making it straightforward for everyone to use, we enable local users everywhere to add, edit and manipulate content on the signage solution. We believe this is the most important part of any signage solution.

Digital signage attracts attention and improves communication – however unlike traditional marketing material, digital signage can be automated to give the right message at the right time, whilst ensuring a common message across multiple locations. Consistent and timely communication has never been easier and, with the intuitive tools provided by OTRUM, you can be sure that this tool will be used like never before.

OTRUM™

OTRUM – DIGITAL SIGNAGE

CONFERENCE ENGINE

OTRUM began the digital signage journey with the provision of hotel way-finding solutions. This solution today offers a professional and automated guidance system to steer your meeting guests to the right location in time for their meeting or conference.

All you have to do is book the conference in the intuitive calendar application, select room, start and end time. The signage displays automatically update with the appropriate schedule, way-finding directions, company logos and company names to guide everyone to the correct rooms at the correct times.

Our guiding light for the user interface is "simplicity in use" – the solution we deliver requires little or no training at all, and the configuration portal will run on any web enabled PC, SmartPhone or tablet. Where available, the OTRUM way-finding solution can automatically extract all booking data automatically from a hotel's Sales & Catering software, simplifying the process even further.

GRAPHICAL CONTENT

Any graphical content can be uploaded manually to the system via the web portal. Create the content in whatever package you like, save it as an image and then login to the web portal to upload the content for publication.

Once the content is uploaded, decide on a location, schedule,

timings and any special effects and that's it. The scheduling tool allows you to make the most of the digital signage by displaying time based communication. Maybe you have a lunch buffet that could do with some promotion every weekday around lunch time. Or maybe your Spa is only half booked on Wednesdays. Set it once, and forget it.

Content can also be given a priority in the playlist, for example, maybe you have a large corporation occupying all of your hotel – their content can now override your standard material. Just upload the content with a 'high priority' flag, and all other content will take a back seat until your VIP visitors depart – then its automatically back to normal.

WEB CONTENT

Perhaps the most powerful and useful content to display on your signage system is some of our automated live content templates. These templates extract information feeds from the Internet, and create good looking signage containing useful information such as today's weather, the local flight departures, currency exchange rates or a current world news update.

In fact OTRUM's signage solutions can source information from any Internet based RSS or XML feed, and together with the branded templates provided by OTRUM we can put together a good looking solution for your applications.

MOVIE FILES

The most entertaining and eye catching content for today's signage applications is the use of full screen or PIP (Picture-in-Picture) video.

When the signage displays are not being used for way-finding, advertising or promotion, make sure that they are not sitting idle, and fill them with HD video content to communicate broad messages, and attractive promotional campaigns.

As with all signage content, video can also be scheduled for predefined days, times and of course allocated to independent locations or screens.