

## Outdoor Digital Media – Digital Signage Display Solutions



### DSi.Core

Digital communication and Real Time information delivery

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DSi.Core combines real time information with public interaction in a modern addition to street furniture architecture.

DSi.Core is the heart of our digital signage network that combines the delivery of Real Time Information (RTI), interactive Information and even revenue generating digital advertising.

Compared to traditional static signs, DSi can quickly and easily manage and distribute updated, customised and targeted content to the general public in a entertaining, informing and engaging way.

The DSi.Core for outdoor applications is fully IP65 rated and comes in a variety of forms from 17” touch panels and ultra-wide stretched displays all the way up to 103” digital LCD’s, display walls and bi-directional high definition, high brightness display systems.

Each display driven by our core DSi network will deliver high quality live Real Time Information as well as high definition content, digital communications and of course public messaging and emergency alerts if the need should arise.

The 17” touch interactive portals can be used by the general public for many applications such as Wayfinding, local events, reviews, restaurant guides, tourist information or anything you choose to distribute throughout the public domain.

The DSi.Core range enables advertisers the ability to reach their audience in a convenient, dynamic and effective way which is not achievable via print campaigns. The inclusion of Live Real Time information will always function as an added attraction for passers-by to stop and take notice.

With the addition of our DSi.Blue module the public will be able to download content directly from the DSi.Core on demand straight to their mobile phones such as maps, timetables, adverts and promotions.

Public Transport From Royal Berks Hospital 10:51			
10:58	9	Reading Station	South Wing, top of Craven Road, same side as Hospital
10:59	9	Reading Station	Main Entrance, outside Hospital
10:59	9	Shinfield Park	Main Entrance, across Craven Road from Hospital
11:00	9	Shinfield Park	South Wing, top of Craven Road, across from Hospital

DSi.Core offers real time information, images, videos and interaction.

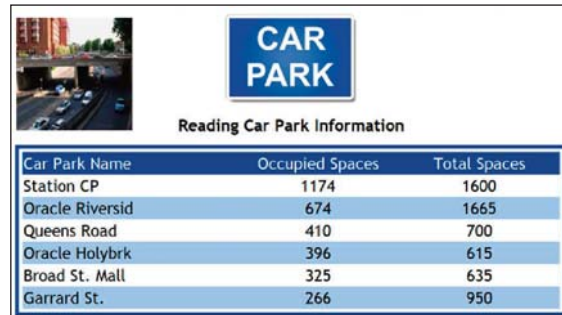
## Outdoor Media – Digital Pods with dual touch interactive Portals

### Features

- 17" - 103"+ Advertising screens
- Touch screen information portal
- Easy to use central web portal
- Combined hardware and software solution
- Fully manage digital content from any web browser
- Centralised management
- Pre built templates and scheduling system
- Rich content display (Videos, Web Content, flash, images)
- Robust technology for trusted continuous operation and fast delivery
- Modular infrastructure - add as many displays as you want
- 365 24/7 scheduling
- Integral system status monitoring
- Ultra High Brightness IP65 Rated perfect for Outdoor Use.
- Bespoke designs available

### Benefits

- Display up to the minute content
- Advanced Scheduling and Reporting
- Touch screen information at your finger tips
- Increased public visibility
- Built-in wired and wireless network communications for easy deployment.
- Screen segmentation for multiple impacts
- Reduced need for printed media
- Functional, practical, effective



**CAR PARK**

Reading Car Park Information

Car Park Name	Occupied Spaces	Total Spaces
Station CP	1174	1600
Oracle Riversid	674	1665
Queens Road	410	700
Oracle Holybrk	396	615
Broad St. Mall	325	635
Garrard St.	266	950



- Way finding
- Restaurant guide
- Tourist Attraction details
- What's happening
- Shopping map
- Gig guide
- Theatre reviews
- Advertising & Information