

 **CactusSignage**
Digital Signage Services



 **CactusSignage**

What is Digital Signage?

Digital Signage is a system of screens on which we can view all kinds of multimedia content for advertising or information in any location we want. We define the system that makes this set as a visual point.

The elements necessary for a visual point are at least one screen, one player, the content to be displayed and a software to manage the content, such as Cactus Digital Signage.

At a more advanced level, this formula includes a multitude of options such as widgets, RSS, Interactive Feeds with touch screens, links to databases, room rental management, shift management, piped music, artificial intelligence, etc ...





What Cactus Digital Signage offers

At Cactus Digital Signage we are software developers and integrators of digital signage.

We offer the best comprehensive solutions for your project, adapting and customizing content management software to your needs and purposes.

We carry out and accompany you during all the phases that your project entails.

We supply and install screens, we design content for your company, and we take care of the monthly management, if needed.

Why use Digital Signage?

✓ It's effective

More than 80% of the people who watch a screen remember the message.

✓ It influences the Point of Sale

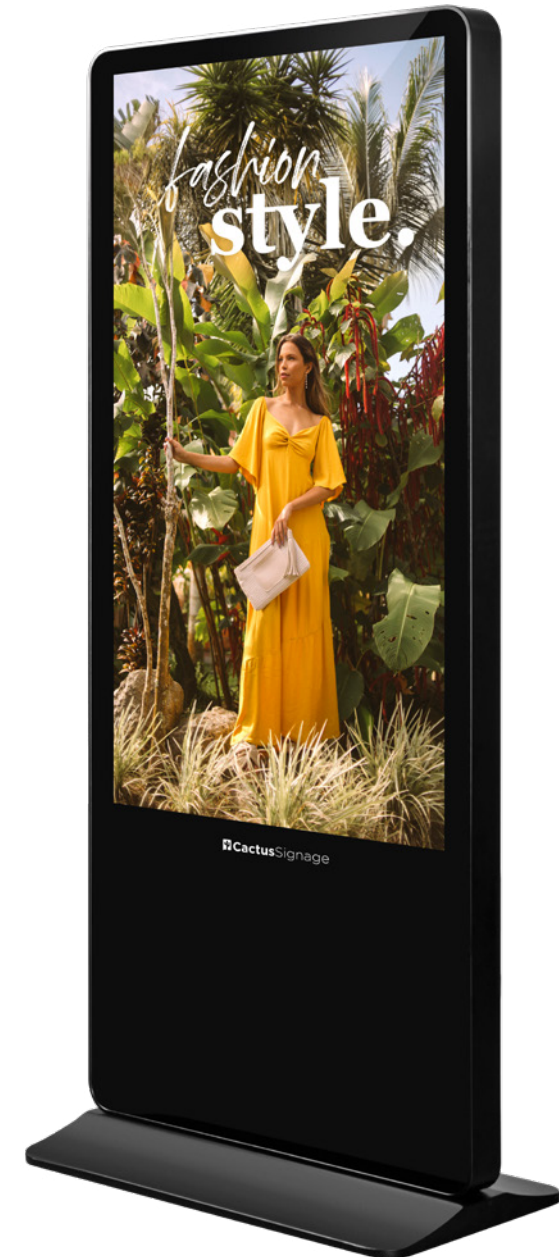
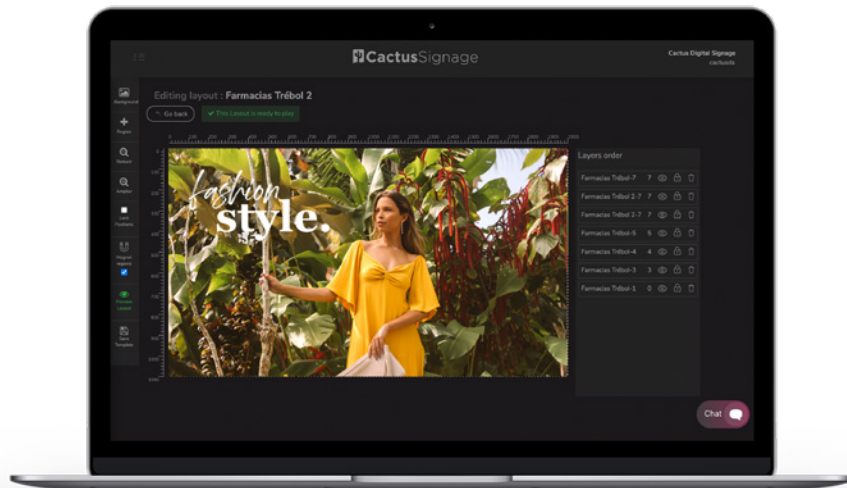
It influences the purchase decision.

✓ Integration with technologies

It allows integration with multiple technologies and social networks, creating a direct link with your customers.

✓ User experience

It creates unique experiences and positive memories of your brand.
Digital Signage has the virtue of surprising the users.





All advantages

Basic and advanced programming

Schedule your content easily in loop, by time slots or by days of the week.

You can modify or implement new campaigns anytime, anywhere in seconds.

Intuitive interface

Quick access to all CMS controls.

We offer initial training to all staff responsible for content.

We also have an online chat where we can solve all your doubts in a simple and effective way.

Design

Design your own slides, choose from the templates, or use our design department to shape your campaigns.

Media library

Multiple formats and plugins such as image, video, audio, text, news, clock, weather, YouTube, RSS feed, social networks, streaming TV, **HTML5** and much more.





We take care of everything

Audit

We carry out on your request an inspection visit of your facilities, and we advise you on the best options and possibilities, adjusting to your needs.

Study

We design a Digital Signage project for you, adding specific functions for your company.

We use the latest technology and work with a team of professionals who can advise you on the design and programming of your content.

Set up

We carry out the commissioning of your digital signage system and train your staff so that they can easily use the Cactus platform.



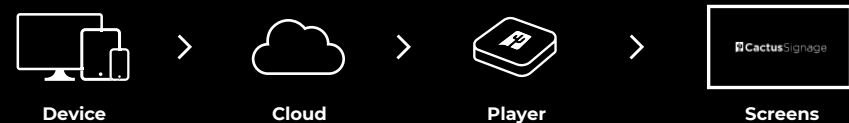
How does it work?

At Cactus Digital Signage we offer you a SaaS (Software as a Service) as a comprehensive solution.

Through a pay-per-use model, we adapt the cost to the needs of your business at all times, without the need to purchase licenses.

This solution offers great flexibility, since it does not require any installation or configuration, it allows users to access the Cactus CMS, hosted on our servers, from anywhere with an internet connection.

The players, included in our services, allow you to forget about the acquisition of hardware, its updates, as well as maintenance and support.

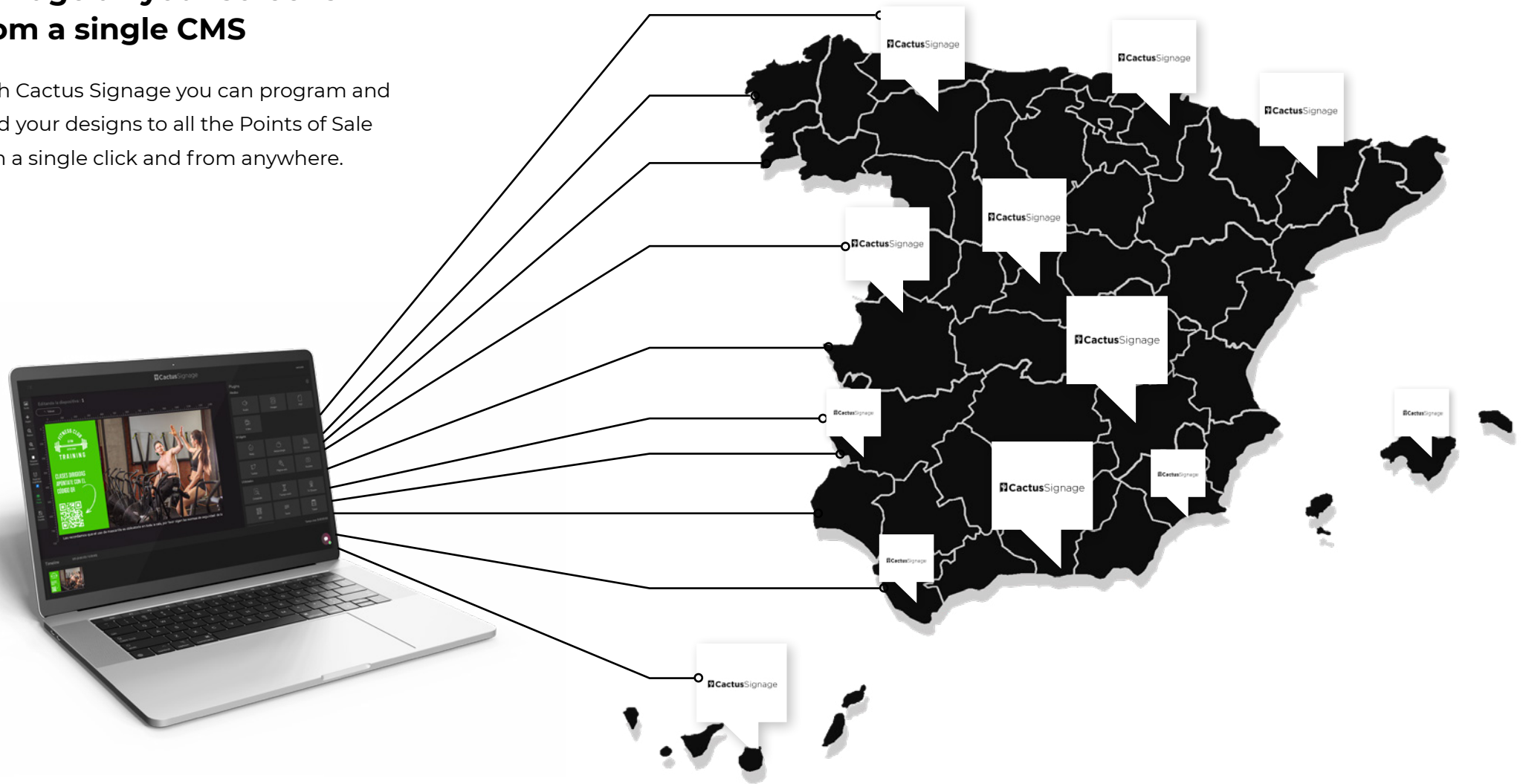


This solution allows us to offer you easy scalability, adapting at all times and dimensioning the services you require according to your needs.

We take care of everything, from the development of your project, to the installation and implementation of the systems, as well as the training of the personnel who will manage the content platform.

Manage all your screens from a single CMS

With Cactus Signage you can program and send your designs to all the Points of Sale with a single click and from anywhere.



Upload your content to the CMS and view it on your screens immediately in all your locations.



Device



Cloud



Player



Screens



Cactus Connect

The most advanced Administration Panel

The ideal tool to view all your screens and the content they display in real time.

Technical requirements

For the correct provision of the services provided by Cactus Digital Signage, it is necessary that the following technical requirements are met:

Visual Point

A visual point consists of one or various screens and a player.

The player connects to the screen via HDMI cable.

For the installation of a player to a visual point, a location will be required to host the player. The location is usually on the back of the screen, from where we can have adequate access for maintenance.

The location must be less than 5 meters away, and have an electrical outlet and a network with internet access.

Electric socket

The player uses an AC 19V 65W power adapter and requires an electrical outlet type F (CEE 7/4) 230v 50Hz (Schuko female).

Internet connection

The basic connection of a player to the network will require a wired socket with an internet connection with a minimum recommended connection of 5MB symmetrical, and an active DHCP server.

The internet connection can also be made through Wi-Fi connections.

For specific configurations and recommended network characteristics, contact with our support team.

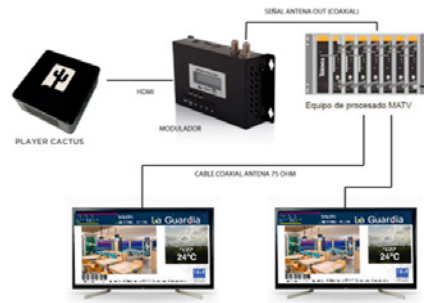


Types of installations

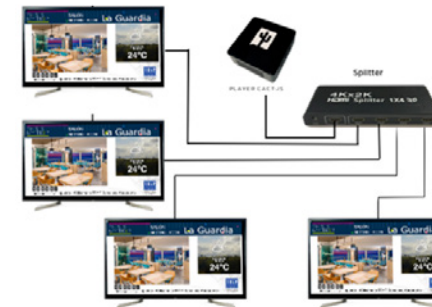
The basic installation model is one player connected to one screen.

It is also possible to launch content to more than one screen or a videowall.

You may use a player for several screens in the following cases:



Player via DTT signal



Player via HDMI splitter



Player to 3 screens with the same or different content



Player to 3 screens with only one content

Digital signage screens and videowalls

At Cactus Signage we offer you the best experience with specific products and solutions for your digital signage project. Professional screens with 16/7 or 24/7 usage time.

Screens with sizes from 10" to 98" for both horizontal and vertical use.

Screens that adapt to any environment both indoors and outdoors, with lighting ranging from 400 to 2500 nits and resolutions in Full HD and 4K.

We also offer large format led screens, or led curtains, as well as Totems, or digital stands.



Cactus Solutions

Digital Signage is the most demanded type of service and the easiest to implement.

At Cactus we know the importance of the security and stability of Signage services, that is why we have our own servers in our Data Center that meets the levels of redundancy and stability according to the TIER III specifications of the Uptime Institute.

In our commitment to using the cleanest energy possible, we have solar panels, energy management systems and the most efficient electronic equipment on the market that Digital Signage services require.

Latest generation servers, in which your data will always be protected.

Your data will not be shared with other users.

Our Players carefully prepared for a robust, fast and simple installation, are the latest generation Mini PCs which meet the reproduction and resolution needs that any visual point may require.





Cactus Signage Solutions

Cactus Signage's professional solution with which you can manage the content of your visual point, audit all the content and export reports.

This solution includes an integrated and independent audio player to the signage, which you can easily manage from the CMS, from where you can create your audio playlists, launch jingles and spots, or broadcast channels in streaming mode.

If you have touch screens, you can use them for Digital Signage and also for interactivity and customer experience.

The main features of this solution are:

- CMS on a dedicated server with web access and up to 30Gb of storage.
- Player Cactus included in the service fee.
- Own design and creation templates.
- Support for a multitude of multimedia formats.
- A multitude of Widgets.
- Data fields creation.
- Playlist or campaign programming.
- Advanced programming by time slots.
- FlyButton.
- Independent Audio Player.
- Auditor mode with usage record for content.
- Online and telephone technical support.
- Updates included.

Dynamic content Data Fields

With Cactus Digital Signage you can create your own dynamic content.

We create the data fields with the specific characteristics that you need, and you only have to add your content.

In the creation of the designs you can select the created data field for each region and you will have a design with Dynamic content.

Through the data fields you can create regions that update automatically in a simple way, without having to modify designs each time there's new content.

The creation of designs is very diverse, and can be adjusted to your needs.

This Plugin can be used for meeting rooms scheduling, restaurant menus, corporate content, pricelists, etc...

You can also create QR codes that allow users to access or download content to their mobile devices.

These contents can go from corporate images to documents, Social Networks, videos and more...



Dynamic content interactive FlyButton

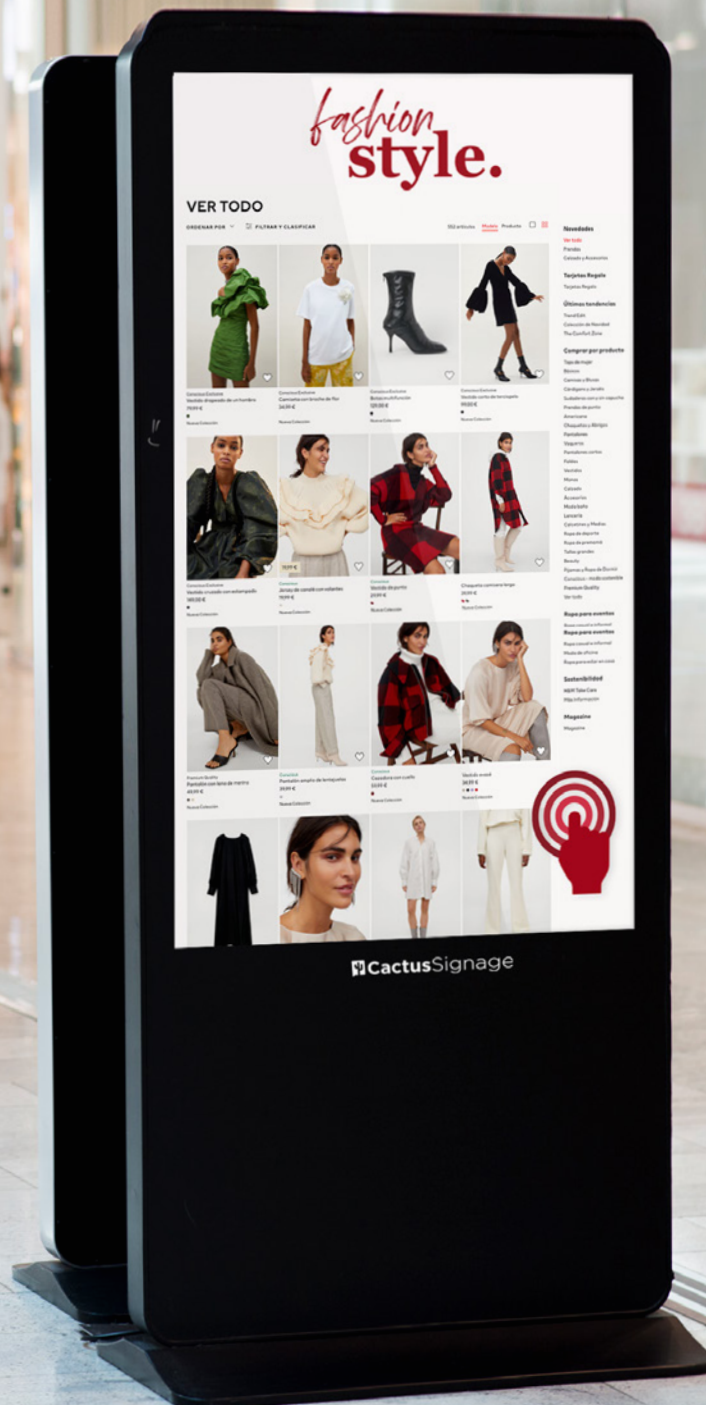
Fly Button is a hybrid function for touch screens, through which you can use your visual point to launch any type of Digital Signage content, and activate an interactive kiosk when the virtual Fly Button is touched. Once the interaction is finished, the screen returns to the Digital Signage content.

The Fly Button can be configured from the CMS: you can select the location of the Fly button, the button design and the link for the interactivity.

This function allows you to access both online and local content, being able to create or use your online catalog or webpage, and display it in an interactive way.

For its use at the corporate level, it's a great advantage to be able to offer in an interactive way all the necessary information to all employees without limits in the content and with the immediacy of the publications, in one or multiple screens simultaneously.

You can also use the screens to activate surveys or as a suggestion box.





Audio and video messages

Cactus is the best solution to manage your Digital Signage content, and it is also your platform to manage and launch background music or audio content for your business.

Our players include a powerful independent audio player, which will enable you to use the player for video and audio content at the same time.

Cactus Audio is integrated in the CMS, and ensures the control of the music that is played both locally and in streaming mode. You can also schedule jingles and audio advertising from the Cactus platform.

Audit the number of times a content has been played, create your own playlists, control the playback volume and status of the player etc ...

All this and much more with Cactus Audio module.

In addition, our Bluetooth speaker system solutions are suitable for the types of locations with minimal installation.

Our Design Department

A good design of marketing campaigns makes a big difference.

We take care of organizing and preparing all your content to display it in an attractive way in your visual points.

Our goal is to attract customers' attention through dynamic designs across your Digital Signage displays.



What we can do for you

100% personalized message

We design your campaigns respecting your corporate line and your commercial objectives.

Creativity

We create dynamic and attractive content, adapted to the needs of your sector.

Technical support

We advise you on the creation of your first templates and marketing campaigns.

Visual impact

We advise you on the best locations to install your displays, in order to reach all your potential customers.

Call us or write to us on the online chat

Our technical department will assist you with any incident or doubt and will help you in everything you need.

You can contact us via online chat or by telephone:

Monday to Friday (excluding holidays)
throughout the year
from 9 AM to 6 PM

Also via e-mail at any time and we will respond as soon as possible.

Thank you very much for your attention!



+34 96 131 83 56 · +34 697 500 774

info@cactusds.com

www.cactusds.com

Avda. Juan de la Cierva 27 · Edificio Wellness 2 Oficina 212 46980 Paterna Valence · Spain

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