IDENTITY
INVEST

EST 2005

UV player

UV player

Playback

Widgets

IDENTITY
programmatic
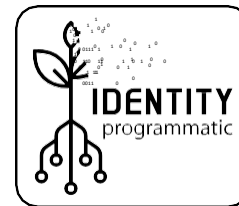
Algorithmic
content playback
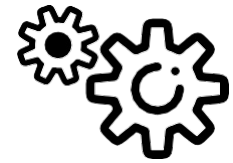
Support + benefits

IDENTITY
INVEST
EST 2005

Supported formats

| AVI | MP4 | MOV | MKV | JP | PN |

Supported codecs

| H.264 | H.265 | XVID | ProRes |
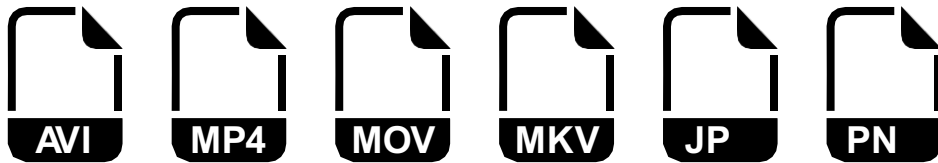
Databasess

The player works with both local and cloud storage

| HDD | Own server | Amazon Web Services | Dropbox | Google drive |

Resolution

| 1080p FULLHD | 4K ULTRAHD | 8K ULTRAHD |

Online stream

| RTMP | YouTube | Facebook |

Synchronization

PC → I'V.1, I'V.2, I'V.3, I'V.4

mapus → PC
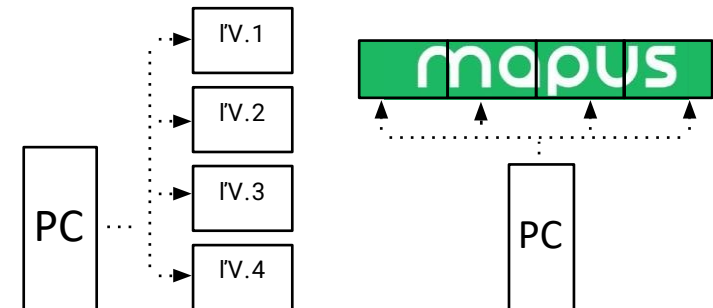
Operating systems

Windows   Linux

IDENTITY INVEST
EST 2005

Video

i

Ability to create any widget design

Exchange rates
$ 27.46
€ 33.51
zł 7.429

Weather
+21°... +11°

VISA.TV

15:17 | The 26th of June

Americano   M L XXL   Lungo   M L XXL   Latte   M L XXL
Americano with milk   30 • •   Cappuccino   32 • •   Flat white   • 38 43
                      32 • •   35 • 43   42 • •

NBU
$ 27.02
€ 30.45
Tomorrow
+1°...+1°

19:05
Something INTERESTING on a screen?
SCAN to learn more
notatky.net

Saw something INTERESTING on a screen?
SCAN to learn more

NBU
$ 27.46
€ 33.51
₽ 0.372

WOGTV
15:02

Level of air polution
5
Kiev

Tomorrow
+21°
+11°

* Real-time updates

IDENTITY INVEST EST 2005

Time

The algorithm allows you to run a variety of video content related to any time of day.

Day

The program allows you to adapt the content to one of the seven days of the week.

Web VideoBot

Allows you to link any screen network to the advertiser's site

SMM VideoBot

Connects video screens to any Instagram account with a unique hashtag.

Weather

Video content changing is possible in certain weather conditions in real time.

Temperature

Video content changing could be linked to the outdoor temperature.

Traffic

Allows you to link content to the level of traffic congestion in the city where the shopping center is in real time.

Countdown

Allows you to change the content every day before a certain event (promotions, holidays, etc.) with the ability to adjust the output of the video for the desired info-drive

Date

Linking an advertising campaign to the calendar is an opportunity to plan the release of content in any month, day of the week, for the chosen period of advertising
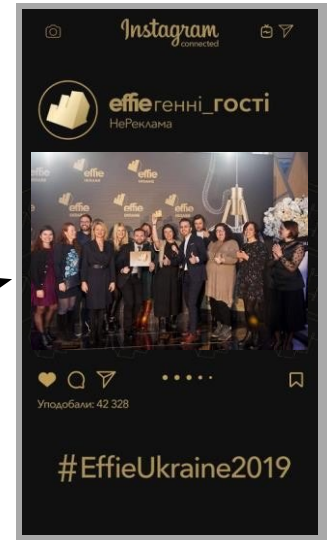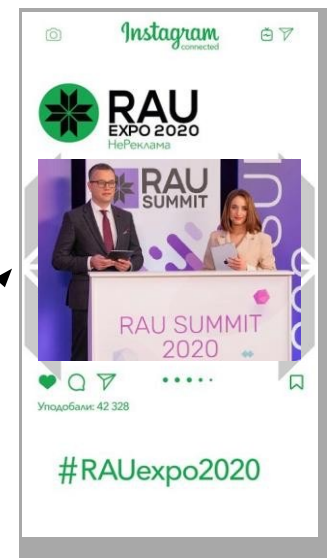
IDENTITY INVEST
EST 2005

Hashtag

Moderation of content from a smartphone using a telegram bot

Video file rendering

Display content on screens

#RAUexpo2020

#EffieUkraine2019

IDENTITY INVEST
EST 2005

WEB page
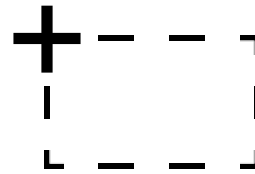
Specify the area that should be displayed on the screen

Video file rendering

Display on a screen

IDENTITY INVEST
EST 2005

Technicalsupport

- remote monitoring of servers

- call center from 08:00 to 22:00, 7 days a week

- continuous software improvement

Benefits

- Working in offline mode
- the ability to add new features and settings at the request of the Client
- ability to centrally control a large number of devices
- 4 different 4K video streams from one device

Reporting (via own cloud)

- Media certificate about the start of AC
- detailed impression report for the all advertising campaign period

IDENTITY
INVEST
EST 2005