

# DEVELOPMENT OF A DIGITAL SIGNAGE CMS

Industry  
Advertising & Marketing

Technology  
Xamarin | Angular 4



## ABOUT PROJECT

Norway based client wanted to deliver highly captivating content and increase their sales of Digital Signage Solutions. Their requirement was to build a platform that enabled management of multiple displays and publish regular, refreshing content updates with ease.

## THE REQUIREMENT

- Digital Signage web application compatible with all platforms (Windows, Android & iOS)
- Robust & dynamic content management system
- Display of content through APIs and web/ social media feed
- Centralized system for tracking, scheduling content
- Flexible system for Integration with third party systems

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We developed a cross platform Digital Signage CMS that enhanced its client's customer engagement with its dynamic & contextual updates

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## THE CHALLENGES

- Seamless integration of hardware and software elements for content management.
- A system that is compatible with all content formats
- Uploading High Resolution content that fits screen resolution and aspect ratio
- Seamless transition among multiple playlists

## THE SOLUTION

- Ability to remotely schedule, monitor, customize and deploy content across signages
- Optimize resource efficiency through multi-tenant configurations
- Seamless design to display 4K, animations or graphics
- Integration with RSS and third party apps, social media plugins
- Authorization of screens with an activation code
- Solution for Permission access management
- Seamless integration with third party server for auto-play during connection failure

## THE BENEFITS



Improved Customer Engagement



Increase in Revenue



Improved Digital Presence through Social Media Branding



Reduced Administrative Costs



Complete Autonomy of Content & Ease in Management

