Mobile Channel

Whether you are a student rushing to your next class or a business professional with back-to-back meetings, not everyone has the time or is at the right place to view digital signage content. In this day and age it seems like people are constantly on the run with only seconds to absorb fast-moving content they see on signage displays. Within those crucial seconds, it's hard to imagine that the content delivered is relevant to each viewer.

How do we make sure that the content not only reaches the right people but sticks around long enough for them to absorb it?

By delivering the signage content playlist directly to people's smart devices.

How does it work?

MobileChannel is a revolutionary approach to delivering signage content to a targeted audience. Just missed some vital information? Don't worry, as long as you have access to a mobile device, you can have access to digital signage content right on the spot. With local hosting, you don't even need Wi-Fi access to view content. And with cloud hosting, you can access your signage content through a mobile device from anywhere in the world.

2 WAYS TO ACCESS CONTENT
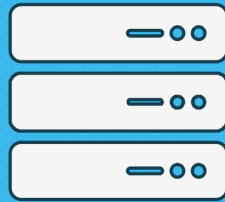
Internal Server
on-premise

Cloud (SaaS)
anywhere

Unlike a traditional digital signage screen, the viewer has **control** over what type of content they want to see.

This means that if you miss a certain piece of information, you don't have to wait for it to show up on the screen again, you can just have it delivered directly to your phone. It doesn't matter what phone you have and the content resolution will automatically adjust to the screen size.
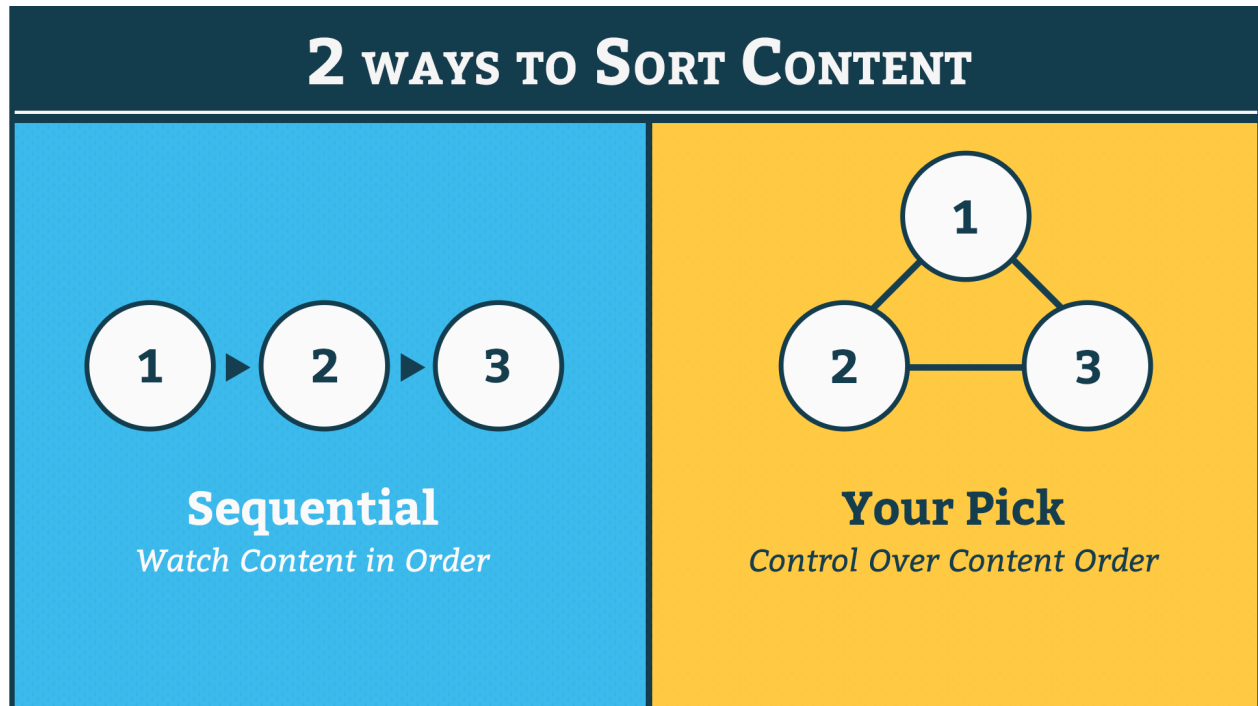
2 WAYS TO VIEW CONTENT

Main Display
Stationary

Mobile Display
On The Go

Whether you are pushing content to a few people or a few hundred - whatever is displayed on the main screen will be pushed to each individual's smartphone or tablet. And best of all, everyone can sort and view parts of the playlist they find most relevant in **any order**. No more waiting for the content loop to finish.

2 WAYS TO SORT CONTENT

Sequential
Watch Content in Order

Your Pick
Control Over Content Order

This exciting signage feature can be useful in a wide variety of situations. Schools can push important announcements right to student phones. Companies can publish training materials easily accessible to any worker, any time, anywhere within the company. Shops can not only advertise their special deals on big displays but also push special offers to patron's phones. During big conferences, presentations or speeches the visual content on the main screen can be pushed to the phones of everyone in the room or auditorium for a closer look.

MANY WAYS TO IMPLEMENT

Promotional Deals	**Employee Training**
Conferences	**School Announcements**

Possibilities of the mobile channel feature are endless.

- **Can be accessed via cloud or internal network**
- **Playlist content easily pushed to mobile phones for easier viewing experience.**
- **Each item in the playlist can be chosen and played in any order.**