

Digital Signage and Audience Measurement Systems

MARAC ELECTRONICS SA covers a wide range of activities in Information Technology, Telecommunications, Environment, Marine, Energy and Special Applications areas. For this purpose our company chooses well known strategic partners from the global market while also designs, manufactures and provides products developed in its own laboratories.

MARAC has managed to establish key-point collaborations with C-nario and Trumedia Technologies, dominant companies in the field of Digital Signage and Audience Measurement accordingly. The basic points of interest, will be presented below summarizing the benefits of the stand alone solutions as well as the added value when they are used as a combined solution.

As a part of MARAC's turn-key solution, other products like Wireless and Wired Networking, Network Security, Data Security etc. can also be provided to the end customer, fully integrated in order to establish a stable technological infrastructure.

MARAC's establishment as one of the few vertical companies in Greece and Southern-Eastern Europe enable us to provide our customers with a variety of services, spanning from feasibility studies to systems installation, users training, maintenance etc.

Because of all the above reasons MARAC is the best partner to choose, providing you with turn-key solutions from scratch.

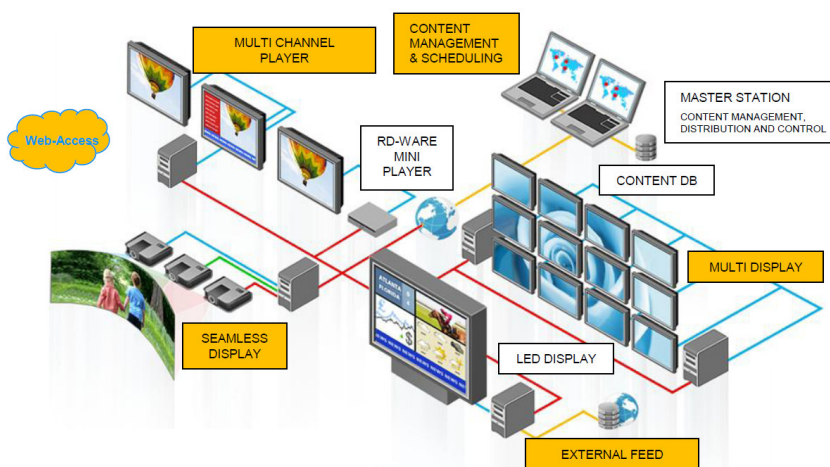
Digital Signage Systems Solutions

C-nario's Digital Signage Platform, is an advanced Multimedia Content Management platform that is used to provide multimedia content at many places & displays simultaneously. The specific platform is able to configure, manage and deliver content to multiple display systems at multiple places.



The main fields and purposes where Digital Signage takes place and can be applied are:

- Advertisement,
- News & Information,
- Training,
- In order to reduce the cost of all the above etc.



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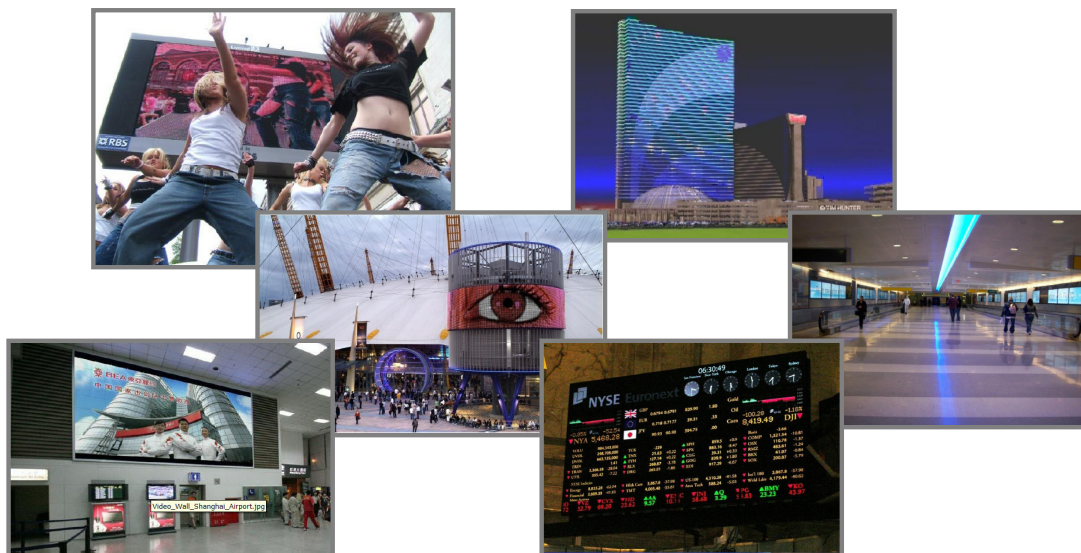
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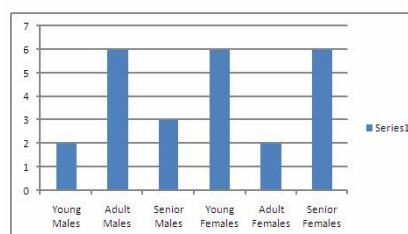
Audience Measurements Systems Solutions

Trumedia's systems are designed to collect and process statistical information, measuring advertisement's efficiency.

In detail, Trumedia's technology enables advertisers to answer the following questions:

- Demographic information? (Gender, Age group)
- How many people are paying attention on the screen?
- For how long did the screen attract their attention?
- What did they watch?
- Is there a specific panel in a location that attracts more the audience's attention than panels at other places? How does the change of demonstrated content affects the audience's attention?
- Which Points of Sales, Points of High View and advertising material attract the most, customer's attention?

Which advertising activities are the most efficient and which type of audience is attracted more ?



Trumedia measurement systems can work as stand alone solutions, providing statistics about audience's demographic information. **The same audience measurement systems can cooperate with C-nario's Digital Signage Systems, providing an innovative complete system of targeted advertisement, by changing the advertised content dynamically according to the type of audience that is looking at the specific time towards each display.**

