

SMART SPACES

A horizontal row of seven circles in light blue, dark blue, light blue, dark blue, light blue, and dark blue.

Digital Signage

HOW CAN TELEFÓNICA TECH HELP?

Turn your space into a smart environment, broadcasting personalized content according to the context and location of each screen.

Activate your point of sale and make it really attractive for your customers.

Digital Signage allows you to communicate dynamically with your customers, keep the information updated in an agile and simple way, enhance your brand image and promote your products and services.

You can group the screens according to the criteria you want and segment their content to adapt it to the target audience. It is also possible to schedule content by hours and days, ensuring that the right message is always shown at the perfect time. You can even automate the broadcasting of content according to context, optimizing your customers' experience.

WHO IS THIS SERVICE FOR?

The Digital Signage solution adapts to all sectors that are committed to the digitalization of smart spaces with a long-term approach. **Hotels, restaurants, corporate spaces, and retail outlets** can use this solution to offer an exceptional experience to their users and customers.

OUR VALUE PROPOSITION

Our service

Our Digital Signage solution allows you to operate your own private communication channel to broadcast the content you want in your spaces. This allows you to make your spaces smart, **offering real-time information adapted to the profile or context of the users**, enhance your brand image, inform about your products or services and much more.

The entire infrastructure is **manageable and operable remotely**, giving you full control over the content broadcast on each monitor and the ability to detect and solve problems remotely.

In addition, Digital Signage **can connect to external data sources**, such as weather, to schedule event-driven content. You will be able to **measure audiences and profile customers** in front of the screens through the audience add-on.

What does it allow you to do?

This service will allow you to:

- › Capture the attention of people passing through your spaces.
- › Increase the presence and visibility of your brand.
- › Show relevant information about location, products or services.
- › Offer clear, accurate, and accessible information.
- › Promote related products or services through cross-selling strategies.
- › Provide useful information about the spaces, such as available capacity.
- › Provide relevant information about internal processes to your employees.
- › Integrate external data sources to automatically update information.
- › Adapt content to the audience in real-time or according to predefined rules.
- › Integrate building systems to display information such as shifts or assignments.

Benefits

Optimization of the company's campaigns

Digital Signage facilitates a much more flexible management of communication in the physical space and adapted to specific objectives, such as publishing information at the right time or adjusting the content according to the profile of visitors. It also makes it possible to unify brand communication across the entire network of spaces.

Increased sales by improving product visibility

It allows for the alignment of Digital Signage with the sales strategy, guiding customers' purchasing decisions. Leverages the strategic points of the space, enhancing cross-selling or upselling.

Improving the experience in spaces

It offers end users the information they need, it provides entertainment during waiting times and promotes offers at the time of purchase, helping with recommendations or inspiration.

Customer loyalty

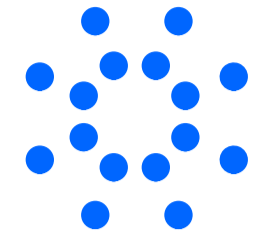
Dynamic content generates a high impact on the public, increasing their attention and reinforcing the brand image.

Telefónica Tech's differential value



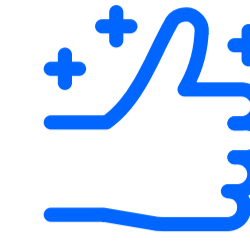
Self-developed platform:

Platform 100% developed by Telefónica Tech, designed to integrate the technological solutions you need.



Integral provider:

Ability to offer a 360° solution, transforming the communication of your space into an intelligent and efficient experience.



Experience and technical expertise:

Our teams have extensive experience and a high level of specialization to ensure the success of each project.

EQUIPMENT, TEAMS AND ACHIEVEMENTS

Our teams

- › **+100 people dedicated** to the retail vertical.

Achievements

- › **+50.000 points of sale.**
- › **+20 years** deploying digital transformation solutions.
- › **+90 countries** with our services.
- › **+100 digital transformation projects** by 2023.
- › **+500 customers.**
- › **+150 million euros** deployed in the last 3 years.

BUSINESS MODEL

Digital Signage is offered as a turnkey service, including solution design, deployment, operation, content creation, and remote and on-site support.

The service includes:

- › **Software:** Digital Signage platform offered as SaaS.
- › **Hardware:** Screens, content reproduction equipment, interactive totems, among others, which the customer acquires in property.

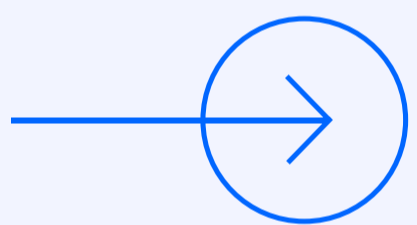
- › **Services:** Installation, software operation, content creation, communication strategy development and remote or on-site support.

Choose the level of service you need for your signage circuit, and we will take care of developing and implementing it.

RELATED SERVICES

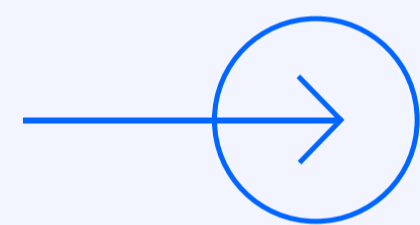
Indoor Insights

Gain key information about your customers, such as their demographic profile, movement patterns within your space, average dwell times, and customer journeys, among many other KPIs. This data will enable you to develop targeted and personalized marketing strategies, enhancing the impact of your campaigns through Digital Signage.



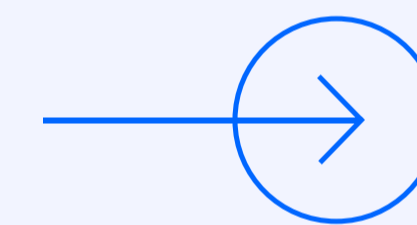
The Brain

Transform your commercial, relational, and experiential space by integrating and managing all technological solutions from a single platform.



AI & Data Consulting

We design a master transformation plan centered around data, guided by your business priorities. Based on these priorities, we build a technological ecosystem of IoT and Artificial Intelligence, enabling your company to leverage the potential of these new technologies to generate new revenue streams, optimize costs, or reduce risks.



Contact us to start the digital transformation of your organization.

