



# FEATURES

CLOUD ADWORD

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Cloud AdWord is a Cloud Based Media Content Delivery Application built to Create, Design and Schedule Content on any Digital Screen.

Created by



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# CONTENT DELIVERY APPLICATION



## CLOUD ADWORD

Cloud AdWord can seamlessly deliver HD Videos, Dynamic Slide Shows, Weather forecast, content from Social Network Service, RSS, Virtual queue, App Integration, Interactive polls and much more.

Revolutionize the conventional television at your business and have centralized control over the content you publish on your screens which can be managed from any web browser on any device.

Cloud AdWord is a Cloud Based Media Content Delivery Application built to Create, Design and Schedule Content on any Digital Screen. Add your device using a Custom Layout or select from a default list of Layouts. All you need to do is either Drag & Drop Media from Media Library, Connect to the Integrated Information Centre or Library of Add-Ons.

# MEDIA

## MANAGEMENT

### Media Library (Images \ Videos \ Documents)

Easy to use high performance Media\Content storage repository, designed for use with Cloud AdWord Screen Management for both throughput and transaction intensive capability at any scale.

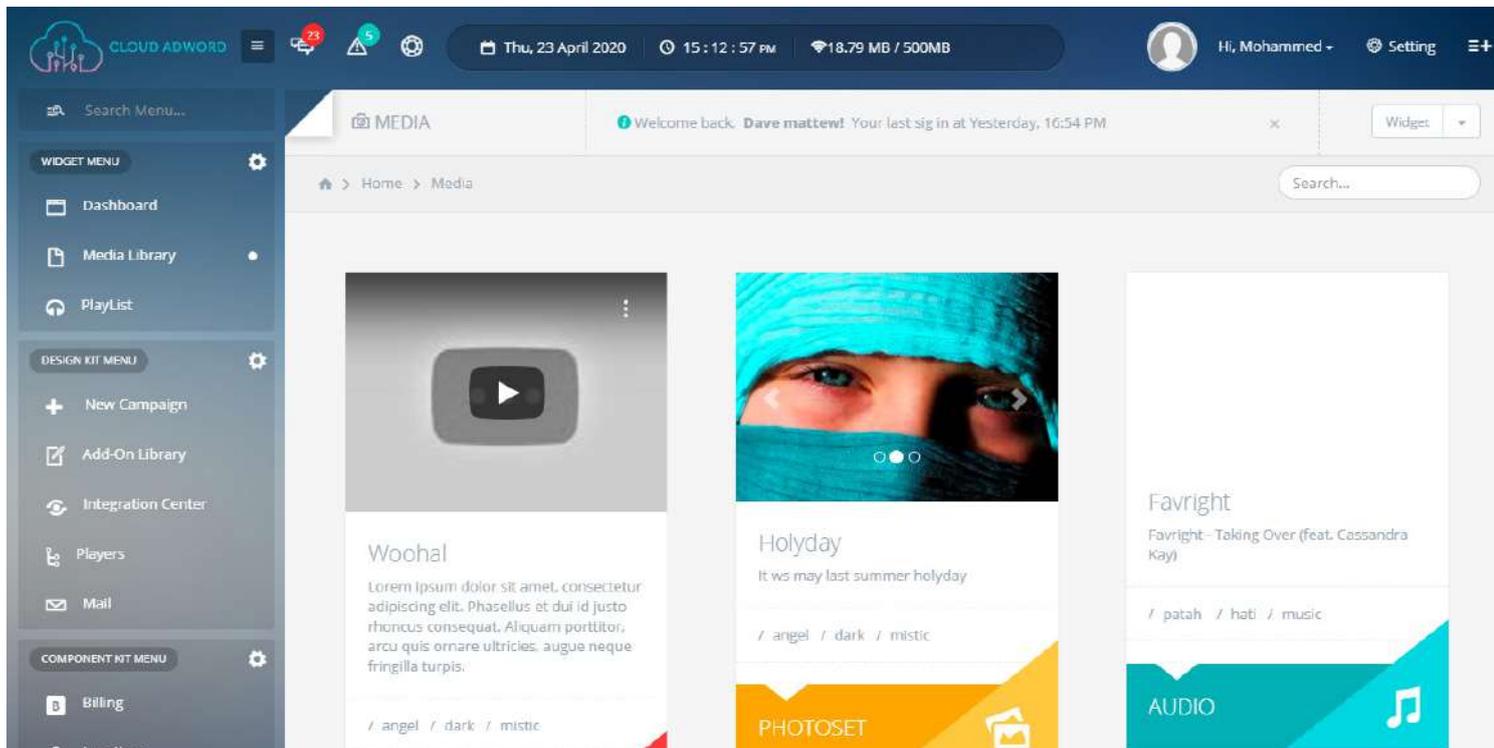
It helps you create Media Library. Our media library aims to help you discover, explore and improve the content published using Cloud AdWord content delivery application. Media library consists of the images, video, recordings, and files that you upload and use while casting a Campaign in the Application. Content in the Media Library can be organized with nested folders and tag content to make content management easy.

### Performance

Media\Content storage repositories are performant for your most demanding capabilities. SSD-backed options include a volume designed for high performance throughput and transaction intensive capability at any scale.

### Easy to Use

Media\Content storage repositories is easy to create, use, encrypt and protect your data. It allows you to increase storage without any disruption to your capabilities.





### **Highly Available and Durable**

Content repository architecture offers reliability. The storage is designed to protect against failures, offering 99.999% availability and an annual failure rate (AFR) of 0.1%-0.2%.

### **Highly Scalable**

The Cloud Application enables you to increase storage without any disruption to your capabilities.

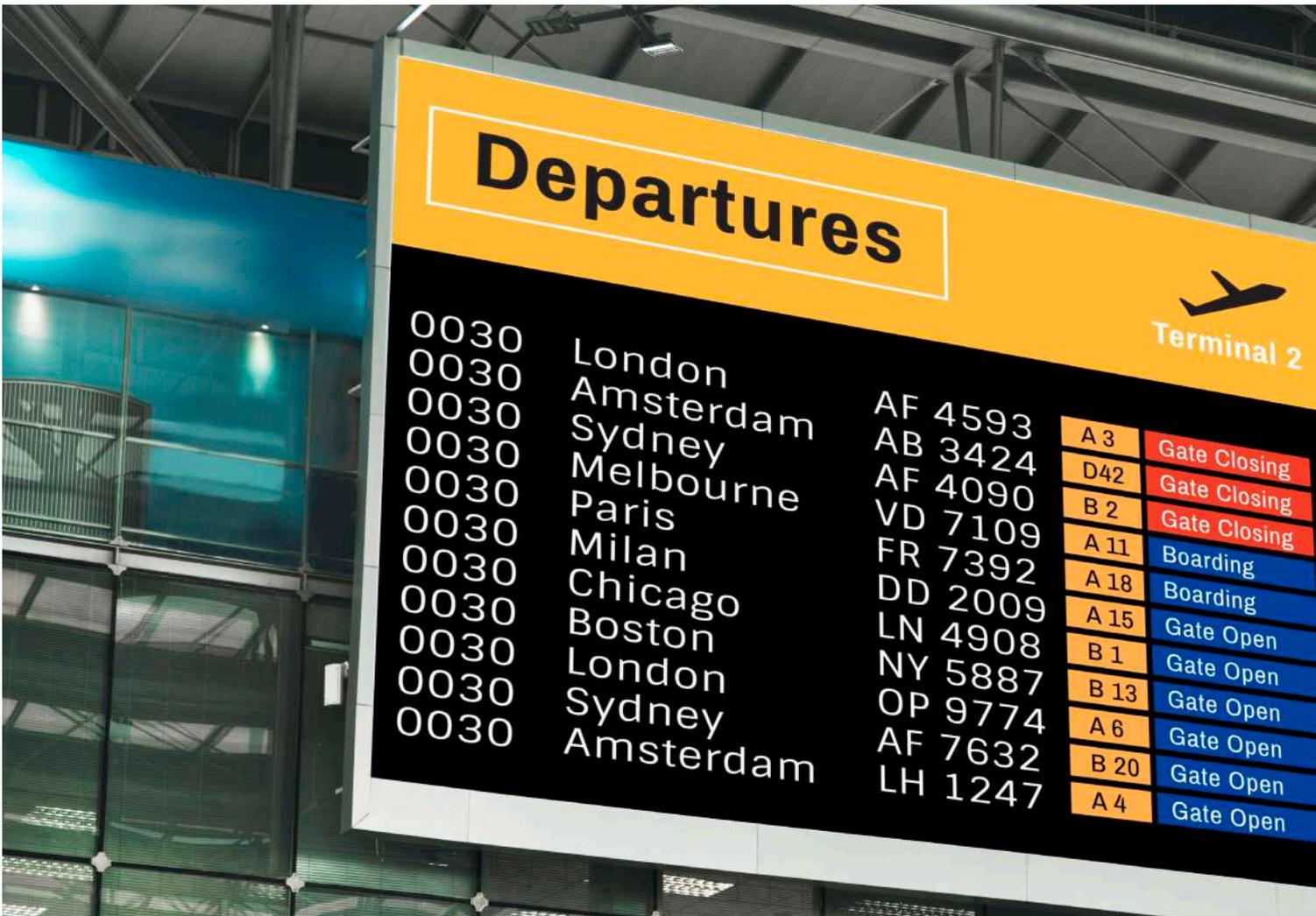


### **Secure**

Built to be secure for data compliance that can be encrypted by default with a single setting in your account. It supports encryption of data at-rest & data in-transit which has zero impact on performance.

### **Cost-Effective**

Apart from the default repository size, additional storage comes in an optimized cost. The repository deduplication option eliminates data duplication and save on storage cost.



# SCREENS & PLAYERS

## CAMPAIGN MANAGEMENT

### Format

HD-Ready | Full HD or 4K Ultra HD

### Campaign

Publish Content

### Add Device

You can easily add new devices online by installing Cloud AdWord App from the store based on the Operating System (Linux, Windows, Android & iOS). Cloud AdWord is tested against top industry standard hardware offering reliability and compatibility across latest formats be it HD-Ready, Full HD or 4K Ultra HD.



### **Create Layout**

You can choose a layout using the sample screens or create a layout defining screen orientations (Portrait and Landscape), screen size, aspect ratio, screen resolution (Width\Height, Inch\CM\MM\Pixels)

### **Create Division**

You can use the layout as it is or create divisions. Note that, these divisions can act as an independent screen themselves playing Individual Content each time.

### **Create Group**

You can create and manage groups of screens (Devices) and easily label them with group names. Cloud Adword lets you publish same content at once on all the screens in the group.

### **Drag & Drop Media from Library (Playlist or Campaign)**

You can Drag & Drop content from Media Library into the order of each division created in a screen layout and change default duration for different media types with timelines. You can also create a Playlist or Campaign and publish the content to the desired screen.

### **Schedule & Publish**

You can schedule your content in advance and choose when it expires. Schedule and publish your content to a Full Screen or a Division by date, hour, day and location. Once the schedule is created the content is published to the screens as defined.



# USER MANAGEMENT

## USER ACCOUNTS & PERMISSIONS

### Workflow

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### Approvals

User Management is flexible, with an extra level of security. It lets you enable or limit access to content, settings & displays for individuals or groups of users. Our enhanced role-based security model determines who can publish what content based on permission levels.

User Groups can help create permission level within a company and allocate permissions to publish content not only to devices and screens but also to screen divisions.



# LIBRARY OF ADD-ONS

Our growing library of add-ons helps you connect to your favourite services and create and publish content on the go.

## Notice Board

Select a background colour theme, type your message with font, and play the announcement on your screens. Schedule signs ahead of time to display on certain days or times.



## Canvas

You can design on-brand content like posters, signs and notices for your digital screens



## Digital Menu-Board



### **Order Aider For F&B (Cloud Point of Sale)**

Order Aider Hardware embedded with a comprehensive cloud-based point of sale to facilitate Food and Beverage industry to accept more orders and serve a broader range of customer, without hassling with long queues.

### **Way- Finder**

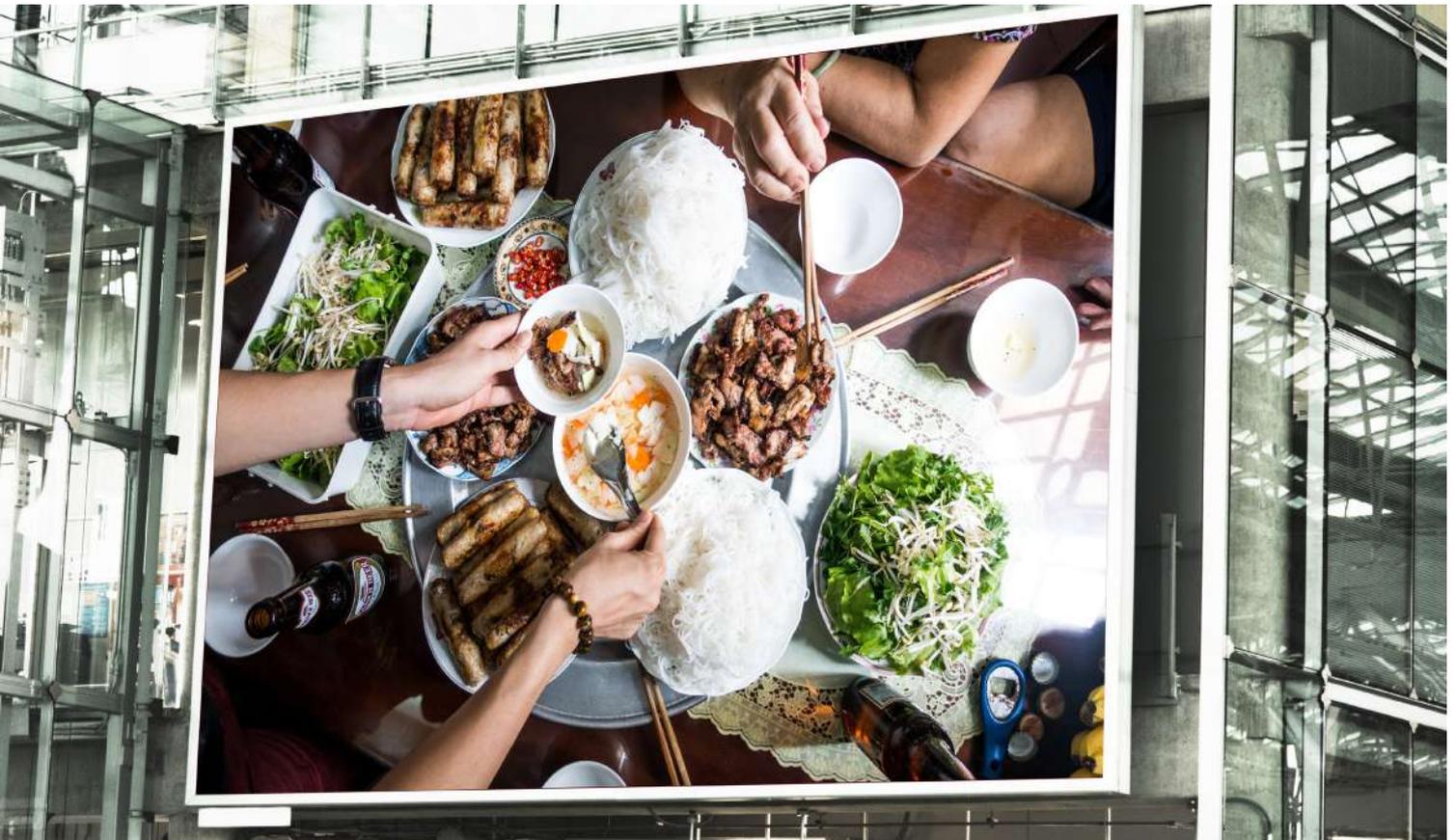
Use our library add-on Way-Finder for indoor navigation. You can publish it to your screens in Shopping Centres, Airports, Train Stations and Kiosk.

Use the Division option to divide your screen for publishing advertisements and Way-Finder.

### **Feedback, Assessment & Review Tool**

Customer Reviews can be taken quick and easy using our library add-on for Feedback Assessment and Review.





## QUEUE Management

Managing and optimizing queues to improve end-user waiting times and productivity, Simply enable the Queue Management Feature from the Cloud AdWord Library Add-on.

## Templates

Ready to use templates are available to quickly edit and publish, select from a range of industries Retail, F&B, Hospitality, Healthcare, Fitness, Banking, Education, Dealers or Franchise Owners.



# INTEGRATION

## INFORMATION CENTRE

Our Integration Information Centre seamlessly integrates with list of tools from Social Networking sites, Weather Forecast, Web Applications, Online Exchanges and helps you easily create content and so much more.

## Weather Check

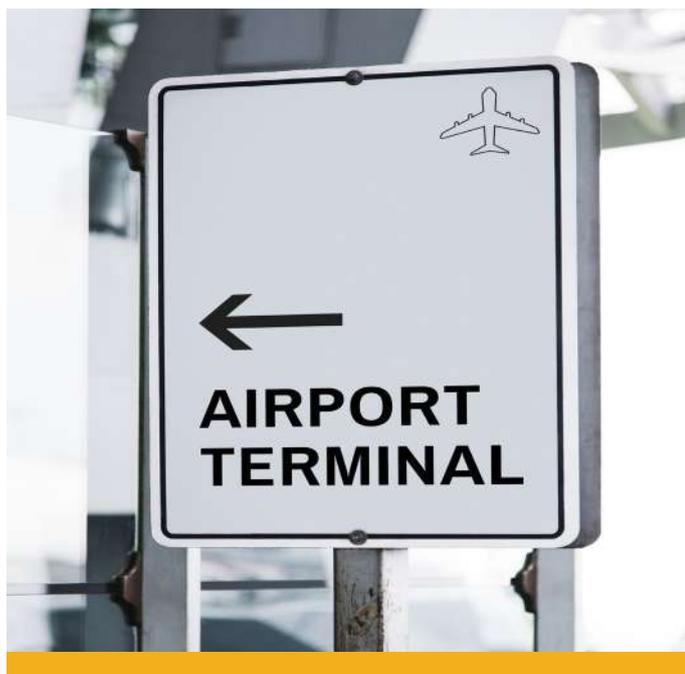
Integrated to best in class weather forecast features including Basics, extended forecasts, hourly forecasts, add cities to view weather. Choose to display between Celsius and Fahrenheit.

## Exchange Online

Display currency exchange rates or live feed of stock prices using data from your choice of sources.

## Twitter

Show your Twitter feed showing all of the latest tweets from your account, updated in real time. Include your own tweets, home feed, mentions or favourites timeline. Create a live stream of tweets up on your screens, from a specific search phrase or words. Use Boolean search operators to choose one or multiple account users, hashtags, verified filters and more.



## News

Show real time video news from around the world, create a Video Wall with the World News. You can also select from the list of sources across the world or pick your specific channel to integrate.



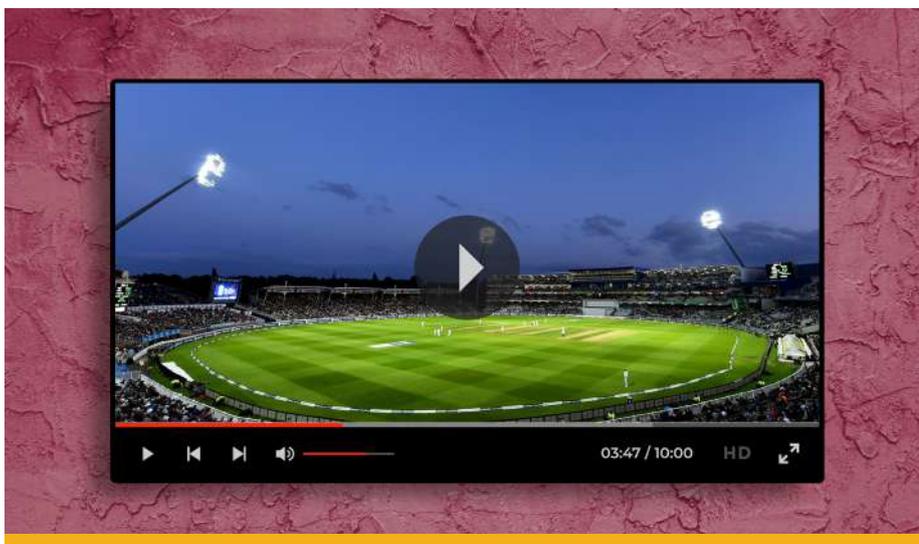


### Instagram

Choose to approve all posts before they appear on your displays. You can display streaming photo to your Instagram Hashtag along with your post from your Instagram Account. Use from the exhaustive list of Colour theme and customize your layouts.

### Facebook

Reviews | Likes | Feeds, you have an easy way to promote your business by sharing your reviews on the Digital Screens. You can also display your feeds on the digital screen.



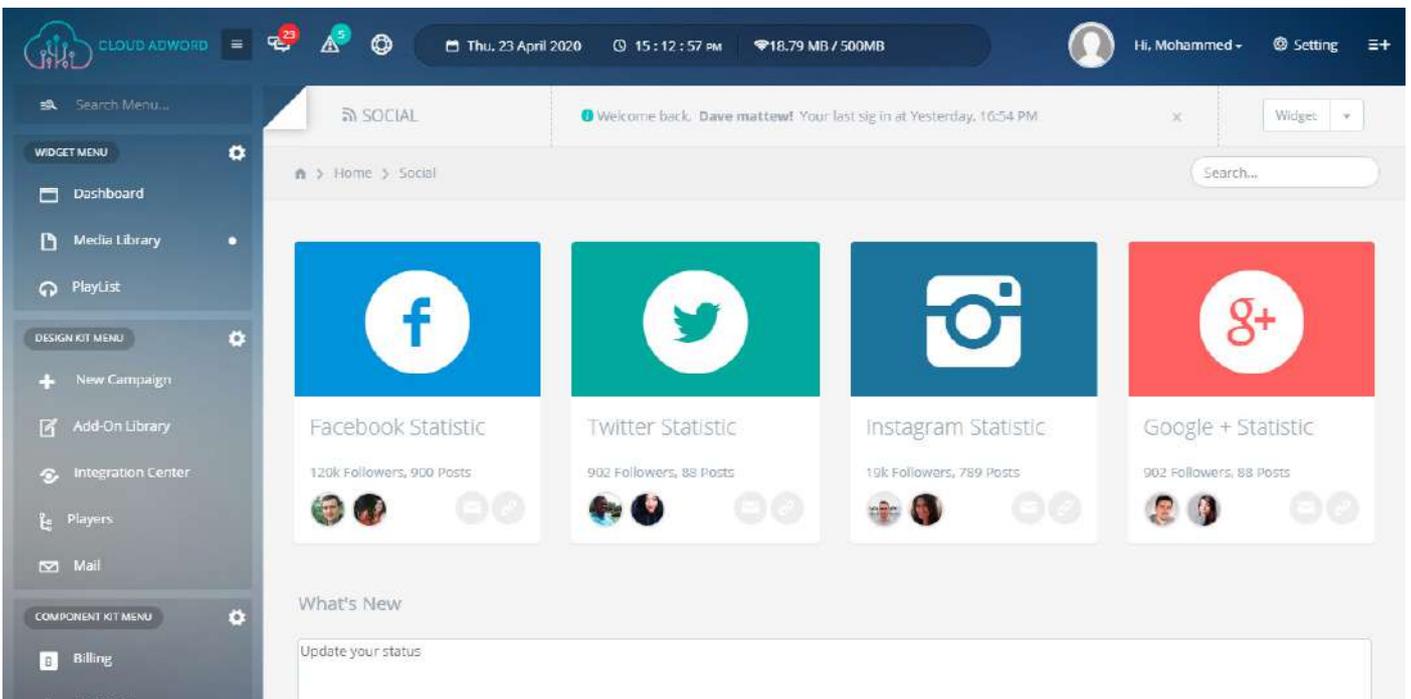
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### YouTube

Live Stream your YouTube content from YouTube Live. Select and save your favourite YouTube videos to display on the Digital Screen, Schedule to play or add to the playlist.



**Date | World Clock |  
Count Up Timer | Count Down Time**  
Use a simple Date Screen, a live running countdown for an event with a set target date and time, a Stopwatch count up timer, a Digital Clock or a World Clock selecting Countries and Cities with a few clicks.





# REAL TIME MONITORING

## DEVICE INFORMATION, ALERTS & NOTIFICATIONS

### Device Information

Once the Device is connected to Cloud AdWord, full device information which includes Device Screen Resolution, Device OS Version, MAC : WIFI, Device Time Zone, Last Sync Time & Date, Last Media Content Changed, Last IP, Last Location also the Device Health, Battery Information and Remote restart of the device can be triggered.

### Real Time Monitoring (Reporting, Alerts & Notification)

■ **Reporting :-** The overall status of your screens and devices, online connectivity, current playlist and most recent content update can be easily viewed online from any device.

■ **Proof of Play :-** Run reports by day, week, month or any other defined set of dates that includes total number of media exposures, total play time and media type (video or image).



- **Media Statistics** :- Run detailed analytic reports that include media name, media time, number of exposure per media, the exposure time played and how many screens the media was showed on.
- **User Accountability** :- See who was responsible for uploading specific media such as slides, images, videos and commercials. Includes ability to view username and the exact screen the media was sent to.
- **Player & Screen Status** :- View the online connectivity standing of all players, most recent of content update, device name, operating system, player version and visually see green, yellow, red and black icons for easy status viewing.
- **Screen Availability** :- Generate a device overview report that will quickly provide you with an overview of every player you have deployed, scheduled playlist time and the current play time of media played.

## Preview

Screen preview helps you check the content before it is published to the device. Scroll through content and check it against different screen dimensions, before its published.



# CASE STUDIES

## Retail

Retail industry has emerged as one of the most dynamic and fast-paced industries, from Supermarkets to Departmental Stores, Chains, Variety Stores, Franchise, Online Merchants and more.... Consumer engagement and instore communication is the key to success for any retailer. Consumer engagement and influence play an important role in making the consumer willing to make big-ticket purchases.

Cloud AdWord helps retailers engage and influence consumers through their astonishing content on the Digital Screens. These screens can be managed centrally, publishing, engaging and influencing content and build more sustainable business. In an industry like retail, success depends on a brand's ability to continually re-engage interested consumers.

**Retail is a Customer Business, Engage Your Customer & Influence them with Cloud AdWord**

## Restaurants

An increasingly high number of people believe eating out is fun and it has also become a necessity for a huge number of populations across the world. Restaurants have become an essential part of everyone's lifestyle. Quick Service Restaurant or Fast Food, Full-Service Restaurant or Home Delivery and Takeout Service, Promotions and offerings using Digital Menus and Eye-Catching images and Videos is the demand of the day.

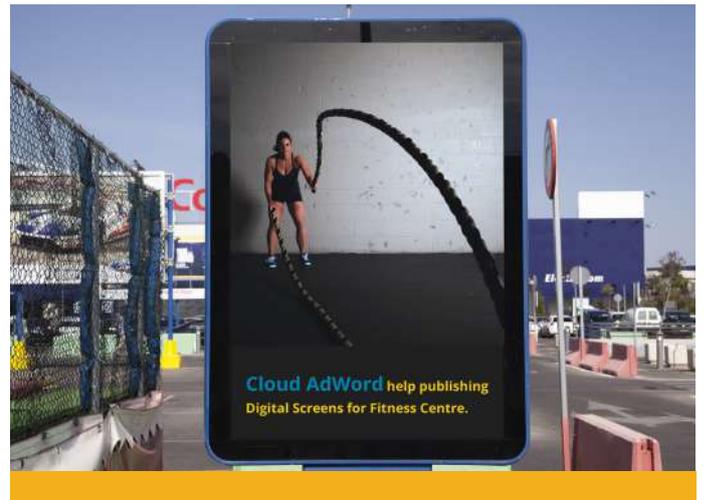
Food Industries have also now started to encourage customer to post photos on restaurant's Instagram and Twitter Hashtags

Restaurants have started engaging people who have an ardent or refined interest in food and who eats food not only out of hunger but due to their interest or hobby, these Foodies have now started engaging and influencing general public using Blogs and Social Media. Cloud AdWord help restaurants create and publish digital menus and eye-catching images and videos on digital screens, Cloud AdWord also helps restaurant integrate and publish content from Social Media Platforms.



**Encourage guest to write complimentary review and Click to Publish using Cloud AdWord**





## Hospitality

A Section of Wider Service Industry, with a focus on leisure and customer satisfaction. Hospitality demands innovative processes for customer experience.

It is important for businesses operating within the hospitality industry to keep up with the latest hospitality trends, essentially for attracting new customers and increasing their brand's reputation

Cloud AdWord helps Hospitality industry boost their innovative processes for greater customer experience. Build your brand by promoting great guest experience or make Customer Communication delivered faster, easier with astonishing looks when you publish content using Cloud AdWord on your digital screens.

**Improve guest experience easy and professionally using Cloud AdWord**

## Gyms & Fitness

Workout at home is not a trend anymore, fitness and the concept of wellness has become a more important and a relevant goal for consumers.

Consumers interest in new fitness technology coupled with the continued desire for gym and healthy eating is clearly how consumers want to manage their own fitness. In today's competitive times a lot of fitness clubs are coming up with their own healthy food options and delivering it to their customers. Now, whether gyms and fitness studios can keep up with the desire for new technology will determine their future success.

**Cloud AdWord help publishing Digital Screens for Fitness Centre, Showcasing Class Schedule, Social Media Posts, Important notices, workout regimes, diet chart and food menus.**



## Banks

Customer Experience today is more powerful loyalty driver than price-value perception, which means banks should prioritize to improve customer experience, keeping the customer happy when visiting the bank by adopting Cloud AdWord and a relevant goal for consumers.

### Cloud AdWord For Banks

- Better In-Branch Customer Experience

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- Cloud AdWord Queue Management

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- Branding & Promotion using Cloud AdWord

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- Easy Updates

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- Scheduling & Automation

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- Internal Communication

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- Self-Service Kiosk using Cloud AdWord

## Education

The digital generation is constantly barraged with digital information. Keep in touch with the evolving audience, embrace Digital Screening using the Cloud AdWord Content Delivery Application.

In competitive terms, the presence of digital signage outshines the cluttered, ancient school notice board, which is dull, uninspiring and often displaying outdated information. Effectively, digital signage translates as increased enrolment figures and better school reviews, because first impressions count.

### Cloud AdWord For Education

- Cutting Cost Reducing Paper and Printer Use

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- Visual Stimulated Learning Experience

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- Information distribution using Cloud AdWord

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- Improve Your Image using Cloud AdWord

## Healthcare

Providing the best care and experience possible by improving the experience for patients, visitor and staff. Create an engaging experience for patients, enhance wellness initiatives, and create a safer and more productive work environment using our Cloud AdWord Product.

Do You Have a Waiting Area? Keep your customer engaged and entertained while they wait using best in Class Cloud AdWord Media Content Delivery Application.

Cloud AdWords improve patient experience, enhances your communication and marketing efforts, and benefit patients, staff, and your practice.

### Cloud AdWord For HealthCare

- Speeds Up Patient Intakes and decreases wait time (Queue Management)
- Notify about Important Health-Related Information



- Cloud AdWord Way Finder help Patients find their way faster
- Promote Service & Products
- Highlights awareness initiatives
- Decrease Cost of Marketing Material
- Create an Engaging Experience





### Corporate Comps & Events

Developing, cultivating and maintaining a corporate identity and brand image today help companies mould their image. Cloud AdWord Helps companies communicate with internal and external audiences and sustain a long-term positive reputation.

Cloud AdWord helps in creating a planned, well-articulated and consistent corporate communication strategy, along with larger advertising and PR campaigns, hence reinforcing a positive image about your company.

Use Cloud AdWord to create campaigns and communicate key organization highlights by Casting them on Digital Screens.

Cloud AdWord help you integrate with Social Media social media channel content, like twitter-wall or Instagram feed or Manage your meeting rooms with synchronized calendars.



# SECURITY

Flexible & Secure User Management

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SSL Security 256 Bit Encryption (Cloud)

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URL Exposed to Authorized Users (Based on IP Address / Hardware Code)

App Activation after Mobile Verification & Security Code

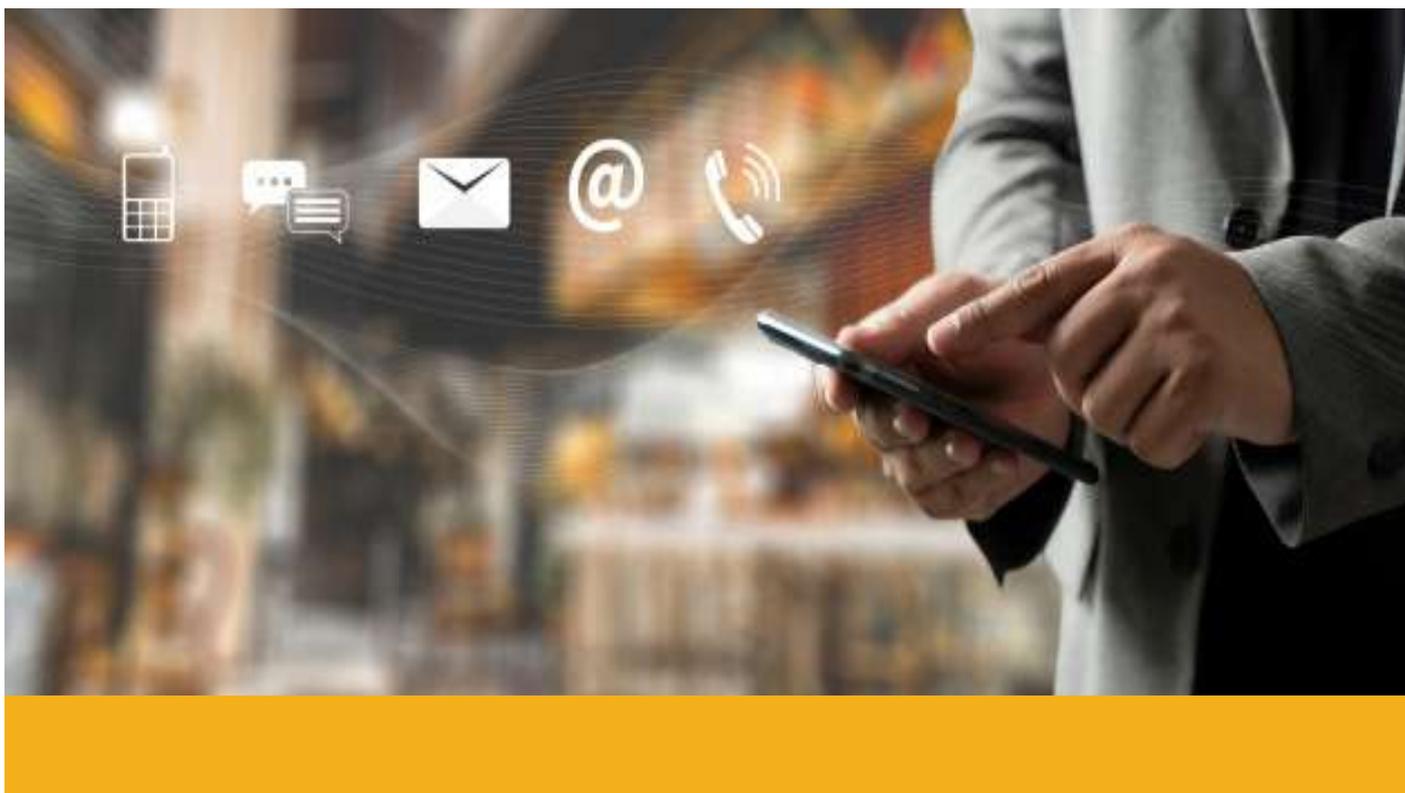
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Hardware Locked with Application

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Workflow Enablement for Advertisement Published





# SUPPORT

## 24/7 Live Help Desk Support

Toll Free Call Support & live chat platform with support system developed to interact with customers, for a positive experience.

## Service Introduction - Knowledge Centre

Access to Knowledge Centre repository with relevant data, structured with best practices and knowledge gained from practical experiences.

# PRICING

## STANDARD

**16\$ / MONTH**

Up to 100 Devices

### DISCOUNT

Quarterly - 14\$

Half Yearly - 13\$

Annually - 12\$

## ENTERPRISE

**12\$ / MONTH**

Above 100+ Devices

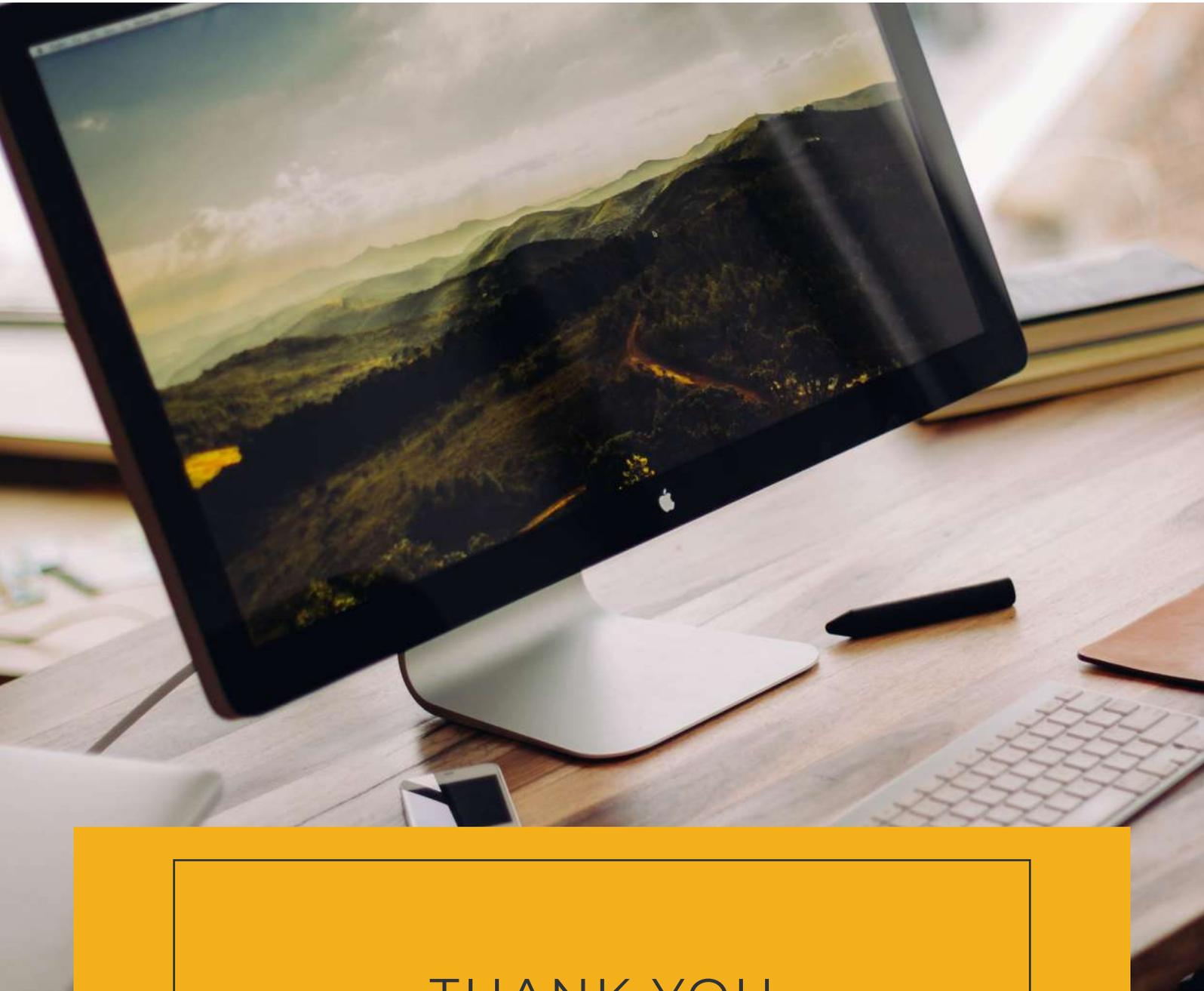
### DISCOUNT

Quarterly - 10% ↓

Half Yearly - 15% ↓

Annually - 25% ↓





# THANK YOU

WE'D LOVE TO HEAR FROM YOU, GET IN TOUCH WITH US!

ADROIT INFORMATION SOLUTIONS PTY LTD

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