



# I2F MEDIA PRODUCTS

## Digital signage as a multi-faceted marketing tool



The software **I2F MediaDisplay** offers entirely new possibilities for digital communication in public places:

- Compositions of diverse media resources: moving images, still images (bitmaps), up to 8 web pages at the time, live video capture
- In a resolution of 1920 x 1080p60 (full HD) or even higher
- Displaying content in a screen cutout in accordance with real pixel proportions
- Smoothly switching between full screen and compositions with different media resources
- Selecting relevant sections from web pages using the editing facilities of the software.

Your display becomes a *canvas* for diverse types of content, if desired in layers. Graphically finished content can perfectly be combined with locally relevant information in a simple format e.g. PowerPoint.



When adding one **I2F MediaBrick** software licence beside one or more I2F MediaDisplays, additional features can be obtained:

- Displaying images/sound when it is relevant, using sensors or motion detectors
- Introducing interactivity by means of a touchscreen, trackball, keyboard, push buttons etc.
- Controlling peripheral equipment (projectors, lights, motors ...)

The use of *sensors* gives your audience a more authentic experience and prevents an excess of images and sound. It also suits an *ecological purpose*: to keep costly apparatus as much as possible in sleep mode when nobody is around to appreciate the presentation.

### Good to know

- ✓ Advertisement space can be allotted per group of pixels. It can be updated independently and remotely via FTP, like any web page.
- ✓ The degree of complexity in handling content varies from very simple (PowerPoint or Word) to semi-complex (Photoshop or web design). On each level the allotted zones can be updated via FTP or a local network.
- ✓ One I2F MediaBox (hardware) with one software licence can serve several displays, if desired with different content, provided an appropriate video card and extra cable-wiring are used.



More info? Check <http://inter2face.com>



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