

SCREEN MANAGEMENT SYSTEM

OVERVIEW

The Sharp Innovations Screen is a centralized, cloud-based Digital Signage Content Management System (CMS) designed to give organizations total control over their visual communications. It allows users to manage, schedule, and update content across multiple screens and locations from a single intuitive dashboard, transforming static displays into dynamic, interactive communication tools.

CHALLENGES

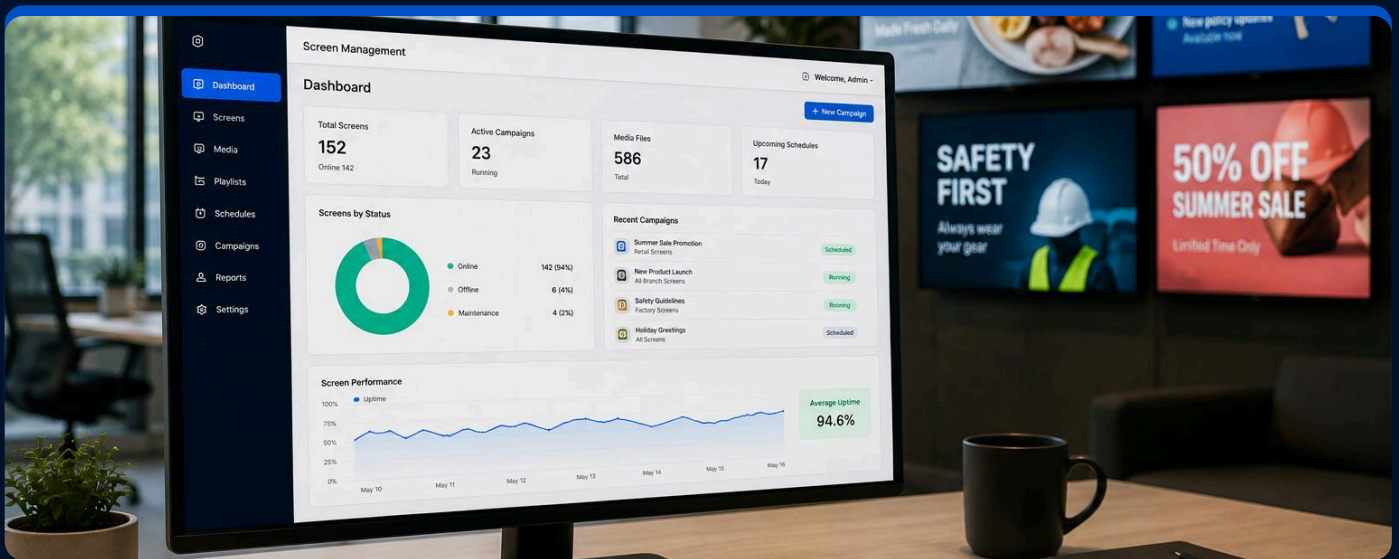
- 1. Fragmented Management:** Trying to update content on individual screens manually is time-consuming, prone to human error, and logistically impossible at scale.
- 2. Operational Inconsistency:** Without a central system, maintaining consistent messaging across different departments, branches, or cities leads to brand dilution and outdated information.
- 3. Lack of Real-Time Agility:** Traditional signage often requires significant lead time to update, making it impossible to respond quickly to urgent announcements, new promotions, or emergency information.
- 4. Technical Complexity:** Many digital signage solutions require high levels of technical expertise, creating barriers for marketing and communication teams who need to make frequent updates.



ANALYSIS

- 1. Centralized Communication Intelligence:** Transitions display management from manual, site-by-site updates to a unified cloud ecosystem, serving as a "single source of truth" for all organizational visual messaging.
- 2. Proactive Engagement Strategy:** Leverages real-time scheduling and remote management to ensure the right content is delivered to the right audience at the exact right moment, increasing the effectiveness of promotions and internal announcements.
- 3. Scalable Infrastructure:** Designed to support enterprise-level growth, enabling the management of screen networks across 40+ cities from a single platform, ensuring operational continuity regardless of company size.
- 4. Data-Driven Performance Accountability:** Provides real-time monitoring of screen status and content playback, ensuring transparency and ensuring that communication objectives are met without on-site administration.

SOLUTIONS



- 1. Intuitive Centralized Dashboard:** A user-friendly interface that allows users to upload, schedule, and publish media files across selected screen groups with zero technical expertise required.
- 2. Cloud-Based Remote Access:** Manage displays securely from anywhere, eliminating the need for physical, on-site intervention to perform updates or troubleshooting.
- 3. Smart Campaign Scheduling:** Offers flexible scheduling tools to automate content rotation, ensuring messages (e.g., seasonal marketing, operational alerts) play at specific times for maximum impact.
- 4. Instant Content Synchronization:** Pushes updates across any number of connected screens simultaneously, maintaining brand consistency across all locations.
- 5. Real-Time Performance Monitoring:** Tracks system health and playback status to ensure 94%+ uptime and smooth delivery of content.

KEY FEATURES



Higher Advertising ROI

Delivers a significantly better return on investment compared to static, traditional outdoor print advertising by capturing more audience attention.



Increased Operational Efficiency

Reduces administrative effort by automating content distribution and eliminating the need for manual, site-specific screen management.



Rapid Deployment

Enables teams to go from account sign-up to their first live broadcast in as little as 15 minutes.

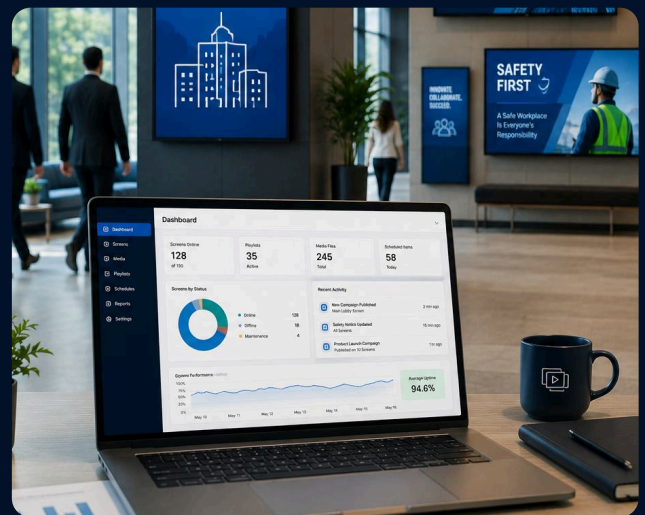


Enhanced Engagement

Transforms physical spaces into dynamic environments that effectively promote products, share company announcements, and improve customer interaction.

END RESULT

- **Unified Brand Presence:** Consistent, high-impact messaging across all facilities, regardless of geographical location.
- **Operational Agility:** The ability to pivot messaging instantly, keeping audiences informed with the most current data, announcements, or campaigns.
- **Future-Ready Communication:** A resilient, scalable display infrastructure that evolves with your enterprise, supporting digital transformation goals and organizational growth.
- **Maximized ROI:** A high-performing communication network that pays for itself through increased engagement, reduced print costs, and streamlined operations.



TECHNOLOGY



Angular



Node.js



Postgres



Express