

SMART NETWORKS  
HAVE A 100% INVESTMENT RETURN \*

# ONLY SmartScreen® CAN MEASURE IT

AND SEND A CUSTOMIZED MESSAGE TO EACH TARGET



Your brand  
at the **Top  
of Mind** at  
the time of  
purchase

## SMART SCREEN KEYS:

ATTRACTION

Dynamic Contents

HOLD

Product related information

MEASURING

User recognition and customized message

CONSUMMING

An attractive promotional offer is displayed at the moment of purchase

\* A study developed at Walmart Smart Network in collaboration with Nielsen

SmartScreen®

# MEASURING & RETURN (IF YOU MEASURE, YOU EXIST): Probably the best digital signage tool in the world

## LOOK AT ME

It attracts all the looks. An excellent display in key spots where purchase decision is made, it draws the attention with dynamic contents.

## USEFUL

Useful communication for purchase and product promotion

## HOW ARE YOU? MAKE YOUR OWN

Talk directly to your client. Measures, recognizes and delivers a customized message to the consumer.

Update and renew your contents in a simple way, anywhere. Dynamic content generation is automatic!

45 mm



180 mm



257 mm



## TECHNICAL SPECIFICATIONS

Screen size: 10.1" Wide XGA (1024 x 600)  
 Digital audio output  
 Supported formats: MPEG2, MPEG4, JPEG, MP3  
 Simultaneously supported elements: Video + Audio + Static image + Text  
 Content API adaptable to all content management systems or digital signage software (CMS)  
 Data storage: SD  
 Network connectivity: Ethernet, WiFi  
 Audience measuring: **SVP (Single Viewer PROM)**

## HIGHLIGHT AUDIENCE MEASURING

### TRUMEDIA DIGITAL SIGNAGE MEASURING TECHNOLOGY:

- Viewer measuring
- Attention time
- Gender
- PROM: adequate message for each target

## CONTACT INFORMATION:

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Digital Screens



with TRUMEDIA