



Star X Media

Content Management System(CMS) For Digital Signage

Enhancing Efficiency and Control in Visual Communication





Star X Media

About Star X Media

Star X Media is a Digital Signage and Advertising Platform developed and managed by Propress Instrumentation and Solutions Pvt Ltd., a company promoted by IIT Kanpur alumni, and is engaged in the development of innovative ideas, technology and products.

Star X Media is a cost effective digital display solution for a wide variety of businesses. The platform's advertiser portal provides near real-time control for your advertising, allowing you to deploy new advertisements and campaigns in a matter of minutes and hours instead of days and weeks. Advertising screens can be chosen by geography as well as a variety of other parameters, allowing you to focus on your target audience.

Due to the innovative and flexible nature of our platform, small businesses have an opportunity to advertise in an environmentally friendly, clean, cost-effective and localized way, while providing a channel for large companies to reach wider audiences with fine grained controls on advertising costs and reach.

Our Clients



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IIT Kanpur



What is a Digital Signage ?

Definition: Digital signage refers to the use of digital displays to broadcast multimedia content for informational, advertising, or educational purposes.

Scope: Utilized across various industries, including retail, corporate, healthcare, education, and hospitality.

Evolution: Transition from static posters to dynamic, real-time content delivery





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Introduction to Digital Signage CMS



Definition: A CMS is a software platform that allows users to create, manage, and schedule content on digital signage networks.



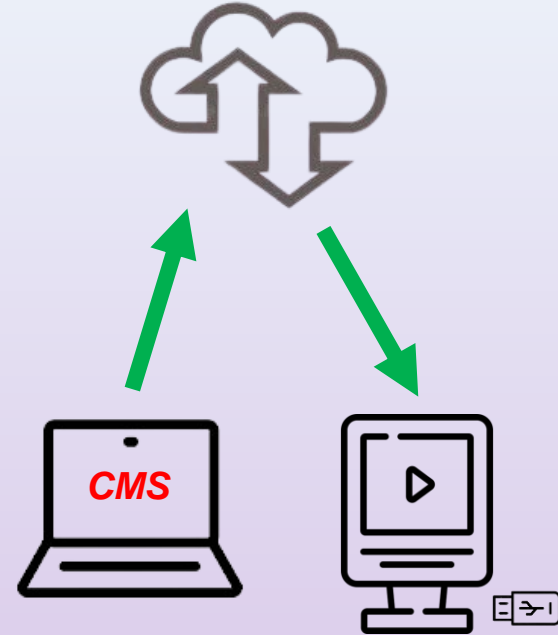
Purpose: Centralizes content management, ensuring consistency and control across multiple displays.



Role: Bridges the gap between content creation and display, allowing real-time updates and management.



Security: It provides secure access to APIs using identity management platform, which helps in controlling access to your APIs based on user roles and permissions.





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How a CMS Works for Digital Signage

Effect of transit DOOH display campaign

X5

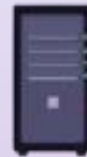
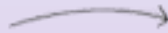
Times more than OOH campaign



Content



Content Management (CMS)



Server/ Cloud



Players and Display

Star X Media CMS



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Content Creation

Users can create and upload multimedia content directly into the CMS.



Content Scheduling

Define when and where content will be displayed across networks.



Content Distribution

CMS distributes content to connected media players.



Enhanced Customer Experience

Keep customers engaged while they wait, reducing perceived wait times.



Integration with Other Systems

CMS platforms can integrate with other systems like social media,



Monitoring and Reporting

Track performance, gather analytics, and optimize content.



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Key Features of a Digital Signage CMS

User-Friendly Interface

- ❖ Easy-to-use dashboards for seamless content management.

Multi-User Access

- ❖ Support for multiple roles with different access levels

Real-Time Updates

- ❖ Instant content changes and scheduling updates.

Remote Management

- ❖ Control content across global networks from a single location.

Integration Capabilities

- ❖ Compatibility with various file formats and external systems

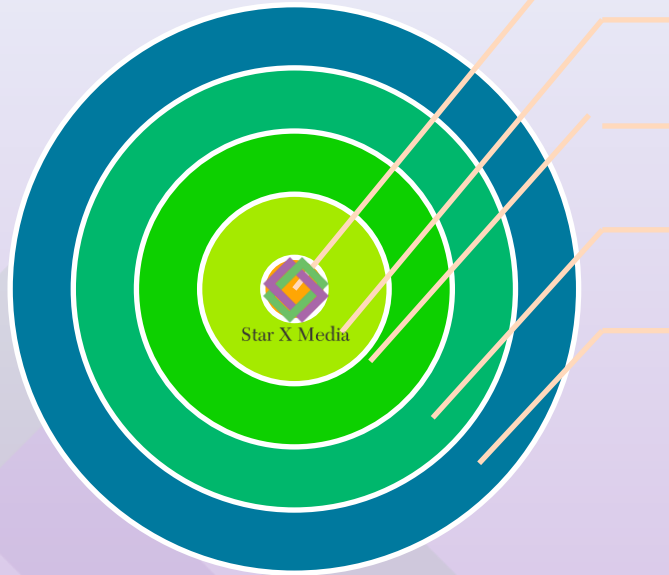
Analytics & Reporting

- ❖ Detailed insights into audience engagement and content



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Applications of Digital Signage CMS



Retail

- Enhance customer experience with targeted promotions and interactive displays

Corporate

- Streamline internal communications with real-time updates and announcements

Education

- Manage campus-wide displays for events, schedules, and emergency alerts

Healthcare

- Inform patients with wait times, news, and health tips in real-time

Transport

- Provide travelers with schedules, alerts, and advertising in airports and stations



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Benefits of Using a Digital Signage CMS

Efficiency

Streamline content management with automated scheduling

Consistency

Ensure uniform content delivery across all displays.

Scalability

Easily expand digital signage networks with centralized control

Engagement

Deliver targeted and dynamic content to capture audience attention.

Cost-Effectiveness

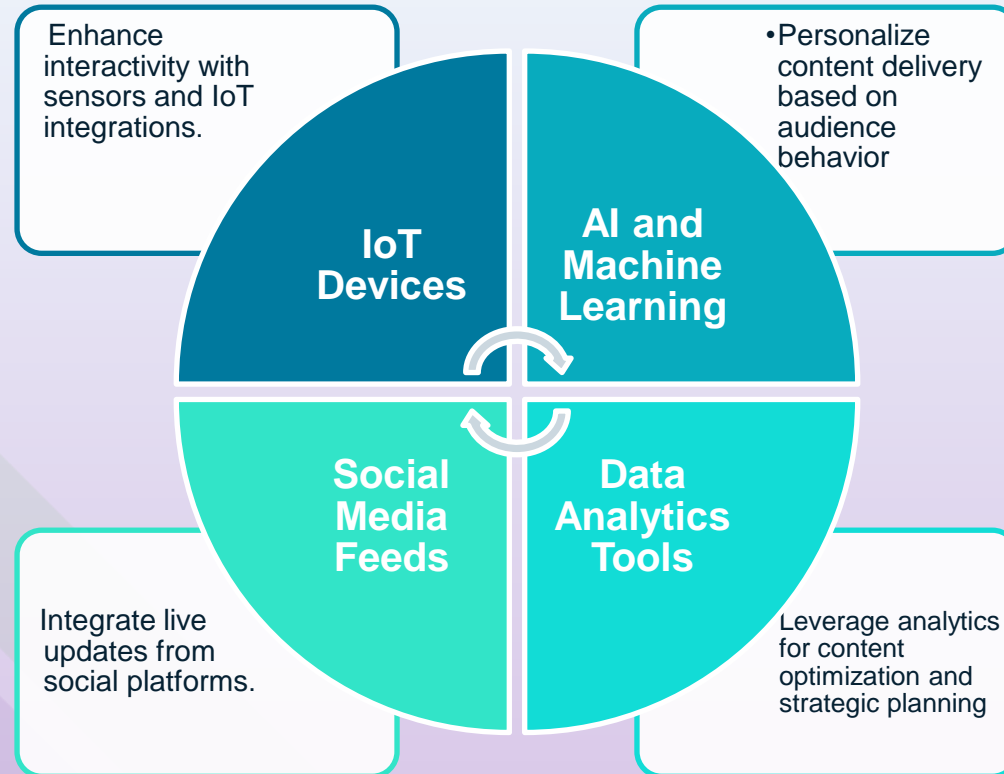
Reduce operational costs with remote management and automation.

Customer Experience

Provide customers with useful information such as wayfinding, promotions, or news



Integration with Other Technologies





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Special Features

- ✓ Run multiple ad content at one or multiple DOOH screens
- ✓ Target based audience
- ✓ QR/NFC for direct sales
- ✓ Real time tracking
- ✓ Camera tracking
- ✓ Filter available on white & black list content

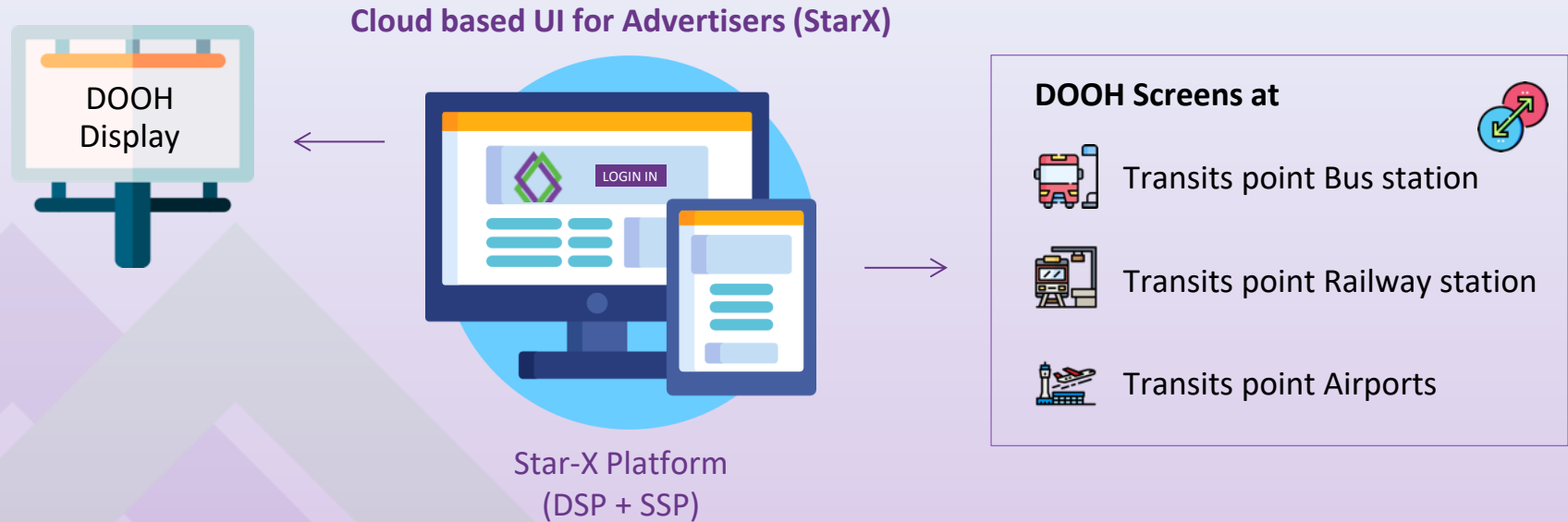




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Technology (SAAS)

Using DOOH Campaign



DSP = Demand side platform. SSP = Supply side platform

Star X Media Dashboard



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The dashboard shows a user profile for 'tu.plat.admin' with a profile picture containing the letters 'TU'. The profile includes the name 'A. Platform Administrator' and email 'tu.plat.admin@starxmedia.in'. Below the profile, there are fields for 'Logins: 377', 'Last IP: 2024.03.20.10:30:40', 'User ID: a9f9d375f52c426f5ea0b993b3', 'Created: 2024.02.27.10:33:23.6566', 'Device: 2024.03.24.09:52:18.8162', and 'Updated: 2024.03.24.09:52:18.8162'. To the right, the 'Interest Memberships' section lists categories and counts: Devices (140), Carousel Content (3), Platforms (1), Device Content (140), Fleets (17), Campaigns (1), and Fleet Agencies (2).

Dashboard

The content management interface displays a grid of 'Device Contents'. A filter is set to 'ACTIVE (76)'. The grid contains 12 items, each with a status icon, title, and count. The items are: 'Clear Ads Ritvik Roshan' (511), 'UTH Advertisements' (511), 'Nutritap' (491), 'Clear Video' (491), 'Holi Creative' (491), 'Jaipur samskriti' (488), 'Sanskriti university ad' (488), 'Nutritap Combined New' (438), 'RBR TC Infopanel' (431), 'Viksit Bharat Hoarding DAVP' (434), 'DEVI DAVPJ' (431), and 'Modi Ji' (421). At the bottom right, there is a 'Pending Activation (70)' button and a 'Create New' button.

Content Management

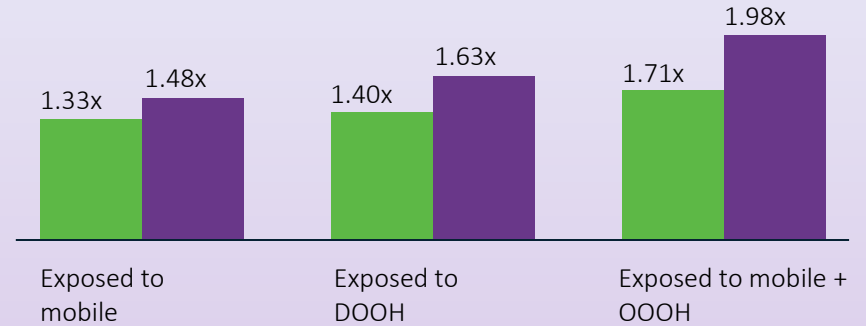
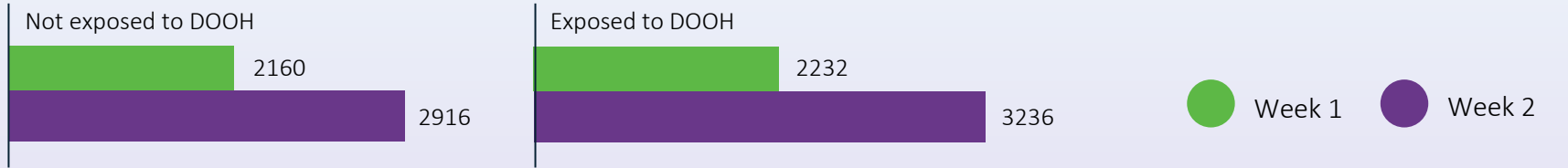
The carousel content management interface shows a 'Creation Test 1' carousel with 501 items. It includes sections for 'Privileges' (Your Roles, Your Permissions), 'Localizers' (StarXMedia.com), and 'Members' (Administrator (1)). The 'Image Set Configuration' section allows setting 'Default Duration' to 10, 'Background Color' to #F08080, and 'Foreground Color' to #000000. Below this is the 'Image Set Contents' section, which displays a grid of image thumbnails.

Carousel Content Management



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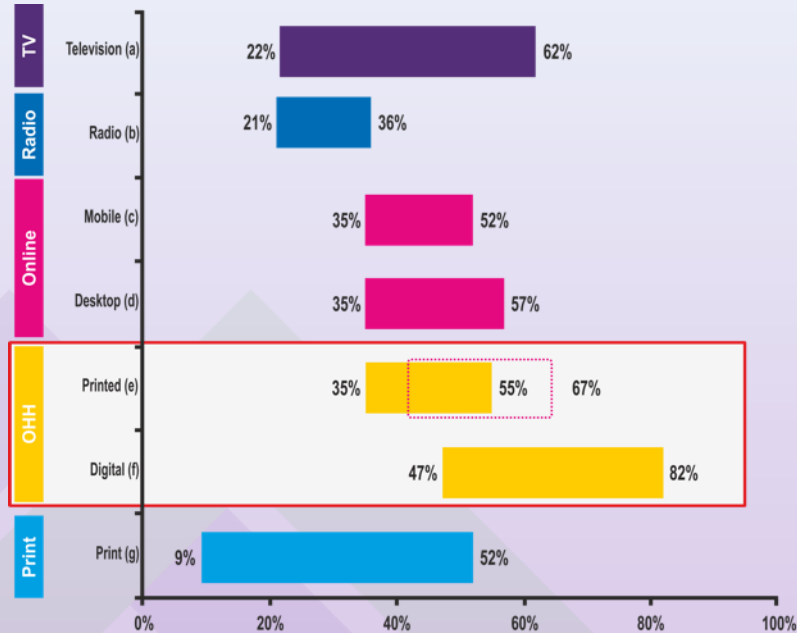
Store visitation study



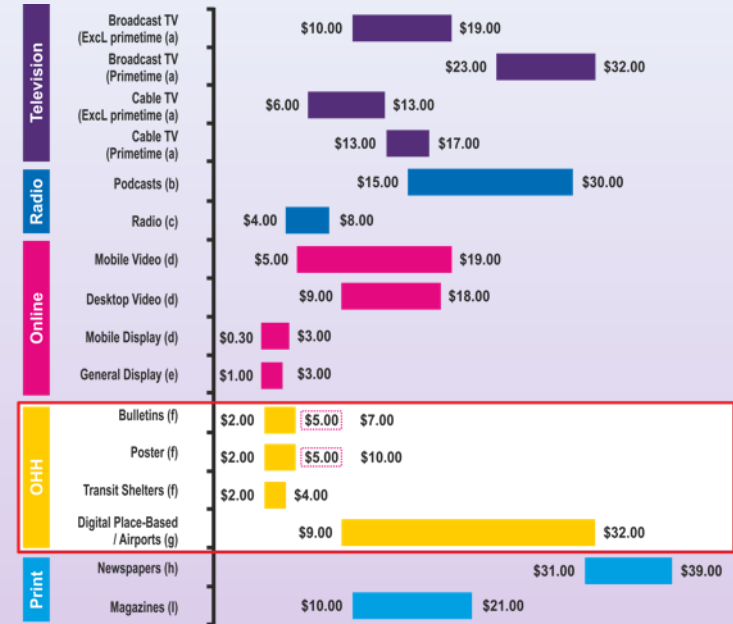


Effectiveness Study

Advertisement effectiveness: recall campaign analysis



CPM comparison: US media





McDonald Case Study



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Using DOOH Campaign



Significant impact on frequency of visit



+51%
weekly



27%
monthly



Impact on purchase of individual lines



35%
weekly



+13%
overall halo effect



Impact on relevant brand considerations and perceptions, accentuating individual product USPs



+26%



Average %age impact of digital (test vs control) of



38%

up to



50%

against key measures;
plus additional halo effect

Contact us



Every advertisement is a part of the long term investment in the identity and future of your brand. ”



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