

Unified Interactions Platform

Effective dissemination of information



The new era calls for traditional communications platform to give way to new media. Information dissemination is no longer limited to a static form or historically, only on physical print materials. Everywhere we go, we are now exposed to advertisements, news broadcast and upcoming brands made available through platforms such as interactive kiosk, mobile devices and large format video walls. With the emergence of these digital communications platforms, enterprises are seeking innovative and cost-effective ways of disseminating information so as to better reach out to their customers.

The Unified Interactions Platform allows a single source of content to be published in different channels instantly. Inputs and feedbacks received from multiple channels are in turn aggregated and processed in a timely and effective manner. The central access facilitates dissemination of information through greater control, resulting in productivity gain for any business.

The Unified Interactive System supports multiple applications within a single platform, resulting in reduced redundancy, integration and implementation risk. It also supports Content Syndication by pushing content from a single source to multiple channels.

CHALLENGES

- Frequent refresh of information leading to time and resource wastage
- Many standalone platforms were deployed to support different applications. No common user experience and re-usability of resources

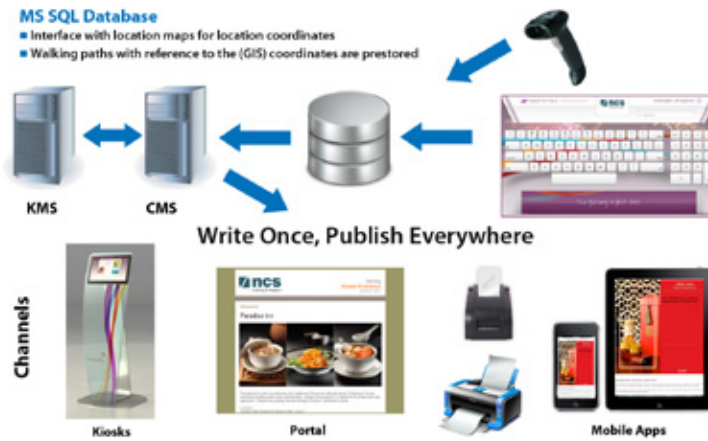
SOLUTIONS

- A Single Unified Interactions Platform that allows for effective and timely publication of information

BENEFITS

- Lowered investment with one-touch access to information on multiple platforms
- Reduced logistics time and promote efficient day-to-day communication
- Improved customer experience

Unified Interactions - System Architecture



Unified Interactions – Content Management System

- Web-based, built on Microsoft .NET Framework
- Easy to use, simple to understand, highly extensible and scalable (True Modular System)
- Support industry-standard languages and patterns such as HTML, CSS, iQuery, and C#

Key Features

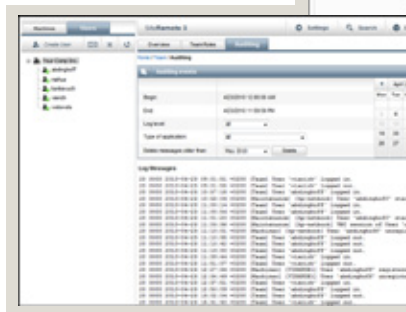
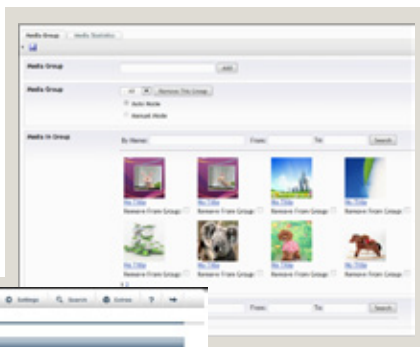
- Workflow Management
- WYSIWYG UI
- Media Management
- One CMS, multiple publishing pages
- Statistics

Unified Interactions – Kiosk Management System

- Web-based, built on Microsoft .NET Framework
- SiteKiosk7 client will be installed on the kiosks to monitor the kiosk status, and connected through to the Site Remote Server

Key Features

- User Management
- Auditing
- Live Screenshot
- Hardware queries
- Alert
- Real-time statistics



Unified Interactions - Applications

Home Screen

- Welcome video

Information

- Interactive search
- Event Broadcast
- Daily updates of marketing and promotion information

Pathfinding Application

- 2D/2.5D/3D Wayfinding
- Tenant Directory

Statistics and Reporting

- User Feedback
- User Statistics
- Video Content Analytics (e.g age & gender estimation, face tracking and detection, traffic counting, time usage etc.)

Value Added Services

- Extendable to web and mobile platform (e.g. iPhone, iPad, Android platforms)
- 3D planning tools (if 3D map is adopted)
- Mini games

3-D Kiosk version

- Unlimited support for polygons + texture
- Next-generation applications + features
- Network modules

3-D Web version

- Instant browser access without installation

iPhone / iPad version

- GPS, Multi-Touch, Native Keyboard, Accelerometer, Gyroscope, Full-screen Movie, Microphone, and Bluetooth supported
- Exchange data in XML with centralized servers

Android version