

Web Signage is a digital signage, audio diffusion and proximity marketing solution, that allows to easily and quickly create and manage eye-catching multimedia contents, kiosk applications and advanced communication campaigns.

Interfaces

AD Creators
AD Planners
CMS Users



3rd party systems
XML data sources
Web Services
RSS feeds



External devices
VOIP networks
Audience analyzers



iPhone application for
Network managers
and
sales agents



Features

Networks aggregation marketplace

A one stop shop for ordering, executing and monitoring of campaigns across multiple networks.

Content creation

Web Signage enables you to easily and powerfully create and customize media content.

Dissemination

Displays
Bluetooth enabled mobile devices
In-Store radio
Kiosks and touch screen displays
Queuing systems

Reporting

Each passage and display time of every content is outlined through a series of reports on content execution statistics.

Billing

All steps from ordering to proof of play generation is managed automatically to speed-up the billing process.

Network management

The management environment uses a powerful role based access control system suitable for large networks.

Ready to use vertical applications

The following vertical applications are available with an integrated CMS:

- Estate agencies
- Travel agencies
- Car retailers
- Public administration
- News and events boards
- Products and offers for mass market
- Playbills
- Polls and surveys

Development outlook

Edisonweb already has analyzed and partly developed for the following scenarios:

- Geo advertising
- NFC applications
- Proximity tourism

A future support of Web Signage is currently under evaluation.

A successful ICT model

Web Signage is currently offered in Italy as a SaaS solution by Telecom Italia and supplied through its main datacenters.

www.websignage.eu