SOFTWARE FOR YOUR SUCCESS

ON TOP OF
DIGITAL SIGNAGE

screen**FOOD**net
Digital Signage Solutions for your success

*"To be better tomorrow than we are today,
we improve on what was good yesterday."*

YOUR SUCCESS IS OUR FOCAL POINT.

screenFOODnet has been pioneering providers in the digital signage industry since 1998 and is the successful market leader in Switzerland. We offer you both award-winning standard software from the screenFOOD product range and tailor-made solutions. With our comprehensive service we will support you from qualified consulting and successful project implementation to optimum operations. The broad screenFOODnet partner network will be at your disposal for the realisation of digital signage solutions and its specialist know-how will convince you.

"digital signage solutions for your success" is more than just our motto. It is our promise to our customers. We put everything into serving our customers' customers successfully and fulfilling their requirements as perfect as possible. Because if the consumer has an added value from our solutions, our customer will also become more successful."

Pierre Farine, CEO

"We optimise processes which improves the communication between people."

OUR COMPANY VALUES FOR MUTUAL SUCCESS.

EVERYONE'S A WINNER

We put all our enthusiasm into looking for solutions that bring benefits to all those involved. If our customers are successful, then so are we. We take on this challenge eagerly and rediscover these synergies daily. This makes cooperation fun and we are proud of our results.

SHAPING THE FUTURE

Everyone can make the world better. We do this by promoting communication between people so that we can understand each other better. And this is what we draw our enthusiasm from. When we transform our fresh ideas into something that really benefits society, we know that we are making a worthwhile contribution to tomorrow, today.

THINKING IN SOLUTIONS

We look at everything closely. We see the problems we have perceived as challenges, derive concrete targets from them and invest our energy actively in improving the situation. We concentrate on our strengths and expand them with which we are effective and useful. Solution-finding is an exciting and creative process in which we involve ourselves with all our energy.
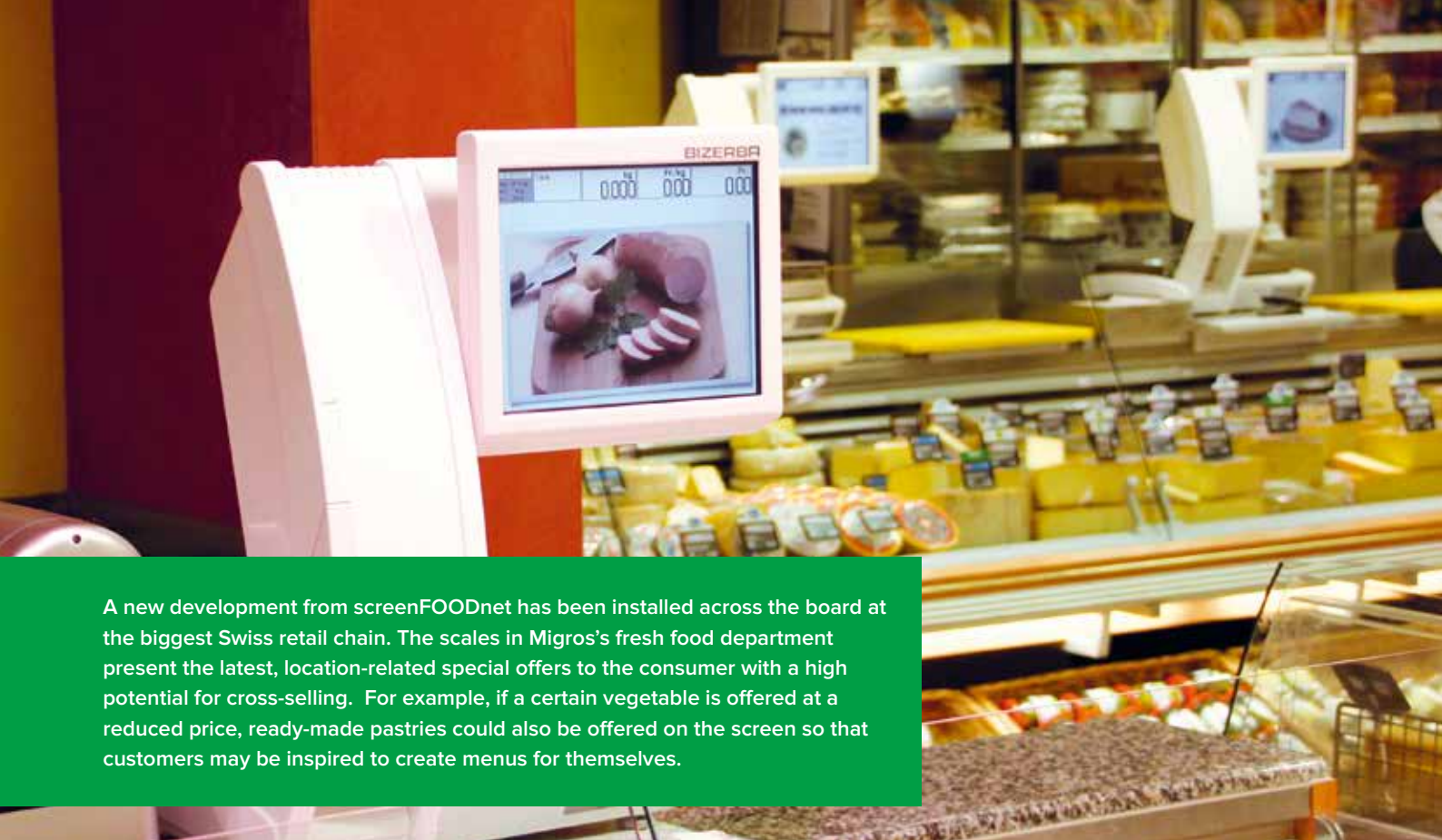
GETTING BETTER EVERY DAY

To become better tomorrow than we are today, we improve on what was good yesterday. Because progress is more important to us than habit, and discovery more important than experience. We boldly and reliably find new ways that make us that little bit more flexible, progressive and quality conscious. We are always striving to improve.

GROWING TOGETHER

We meet our partners with mutual appreciation, openly, respectfully and on equal terms. Each cooperation we enter into – as a team, with partners or with customers – grows to be more than the sum of the people involved, because together we multiply our talents and fill this growing, innovative and creative community with life.

A new development from screenFOODnet has been installed across the board at the biggest Swiss retail chain. The scales in Migros's fresh food department present the latest, location-related special offers to the consumer with a high potential for cross-selling. For example, if a certain vegetable is offered at a reduced price, ready-made pastries could also be offered on the screen so that customers may be inspired to create menus for themselves.

BENEFIT FROM OUR
FUTURE-PROOF SOFTWARE.

Digital signage is a relatively new business sector that has an accordingly high dynamic. Rapid change is a characteristic of the industry and is coupled directly with innovations in digital communication. screenFOODnet is ready to design the future with you.

These four megatrends have a direct influence on us as people. Changing behavioural patterns in human orientation and technical navigation also offer new fields of activity and possibilities for digital signage.

EXAMPLE:

Imagine you are doing your weekly shopping at the supermarket and the offers that suit your requirements are on display. Your personal profile on your mobile phone will mean that you will always be able to get the right product at the best price at the right time.

One current development is the miniaturisation of mobile devices. Smaller and smaller devices with higher and higher performances are coming onto the market. At the same time, more and more online and networked communication is taking place. The increasing personalisation of communication contents will also be occupying us in the future. And to round this all off, people are becoming knowledgeable customers who also publish their opinions on social networks.

The Swiss electronics retail store melectronics offers its customers its own TV program-me in its branches. "meITV" is shown on the screens of the devices on offer and is cen-trally controlled and automatically profiled according to location via an SAP interface in order to advertise only those products that are available in the shop. Since 2009, a total of more than 5000 screens have been controlled by screenFOOD, in three languages, in the biggest digital signage project in Switzerland.

ONLY THE BEST FOR YOU.

We at screenFOODnet are also equipped with products for the future. We monitor trends and place high value on the development of our standard products in keeping with the market and customers. Our aim is to continue to make our products more and more useful to you.

YOUR BENEFITS:
• Safe and stable client server solution
• Web browser operation independently of location
• Centrally operated with local access possibilities
• Individual and animated design templates
• Intelligent rights management
• Easy to install and operate
• Links to various interfaces (POS, SAP etc.)
• Various peripheral devices can be controlled
• Purchase or rent possible
• Upgrade service
• Support and maintenance service

We offer solutions for the group-wide management of digital content on the most varied of screens. Our software guarantees the simple and efficient processing of your digital communication. Our screenFOOD® APPs will give you a fast, flexible and effective instrument for optimising your screen content.

Do you have any special requirements of our software? We will be more than glad to realise those for you, flexibly and tailored to your needs.
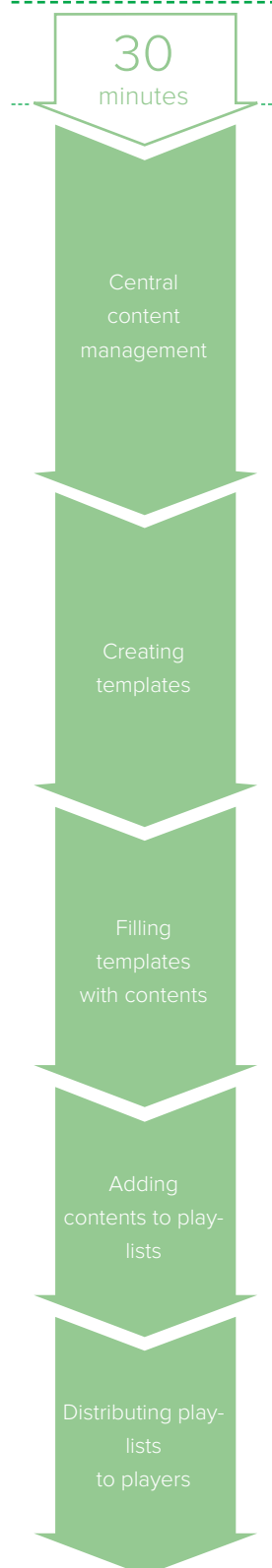
FAST, CONSISTENT AND COMFORTABLE.

End customers want to be updated regularly and content should be attractive and varied. They want to gain a benefit from the information observed.
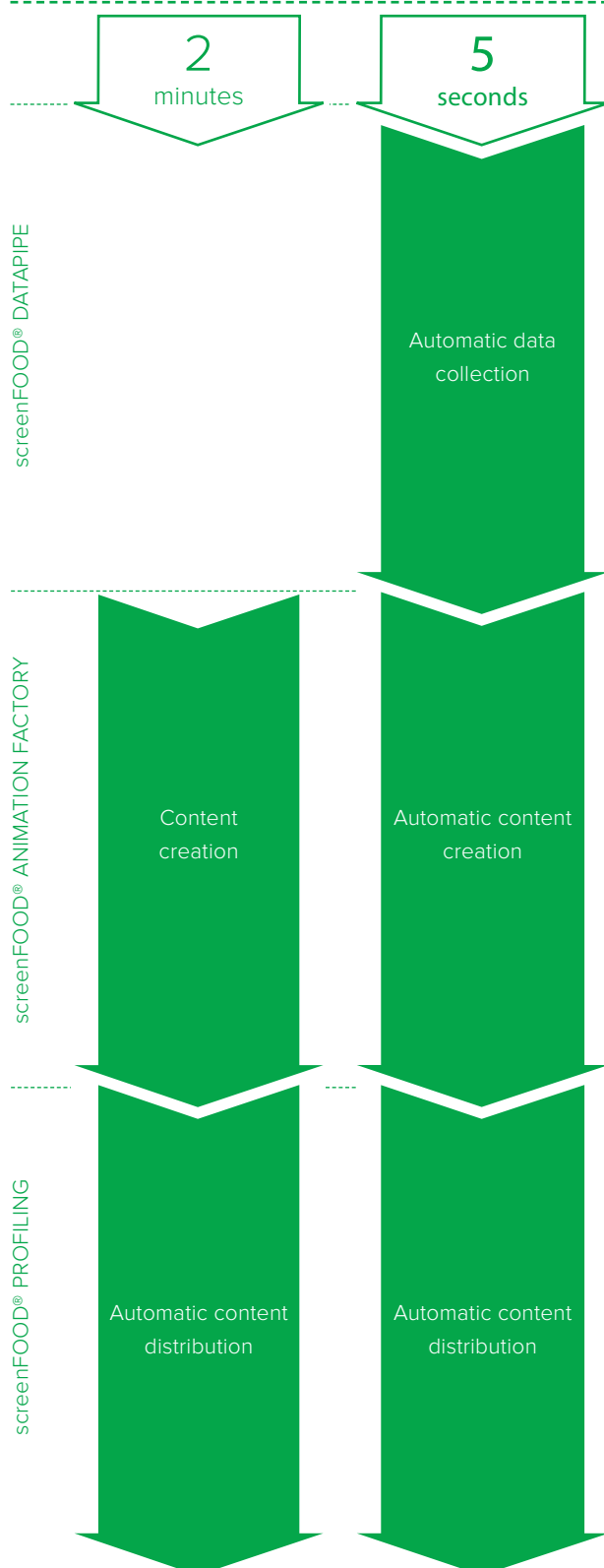
So that we can do justice to these strict requirements and remain economical at the same time, we have raised the content process to a new level.

Our three modules, PROFILING, ANIMATION FACTORY & DATAPIPE, can do today in 5 seconds what used to take 30 minutes. This means that we can guarantee you greater economic efficiency as compared to the competition. This with excellent quality and always absolutely up to date.

Standard process

30 minutes

Central content management

Creating templates

Filling templates with contents

Adding contents to play-lists

Distributing play-lists to players

The screenFOOD® process: automatic and intelligent.

2 minutes

5 seconds

screenFOOD® DATAPIPE

Automatic data collection

screenFOOD® ANIMATION FACTORY

Content creation

Automatic content creation

screenFOOD® PROFILING

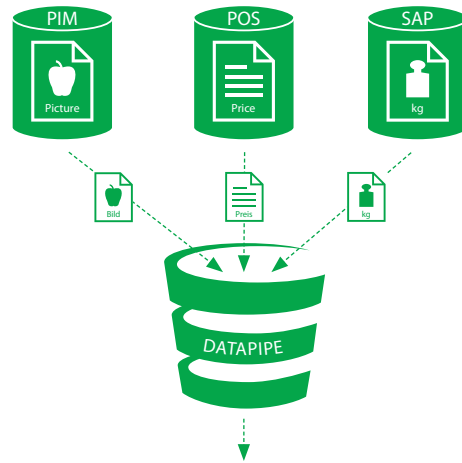Automatic content distribution

Automatic content distribution

BE MORE ECONOMICAL.

screenFOOD® DATAPIPE:
- Fully automatic content preparation and publication
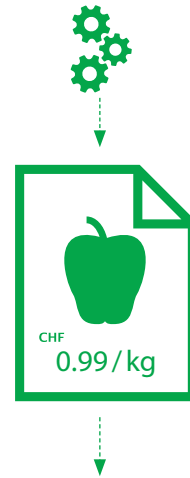- Interface to third-party systems such as PIM, POS and SAP

---► Low effort and high speed when updating digital contents

screenFOOD® ANIMATION FACTORY:
- Design templates that conform to CI
- Data can be gathered either manually or automatically via DATAPIPE
- Animated and interactive contents (product advertising, promotions etc.)
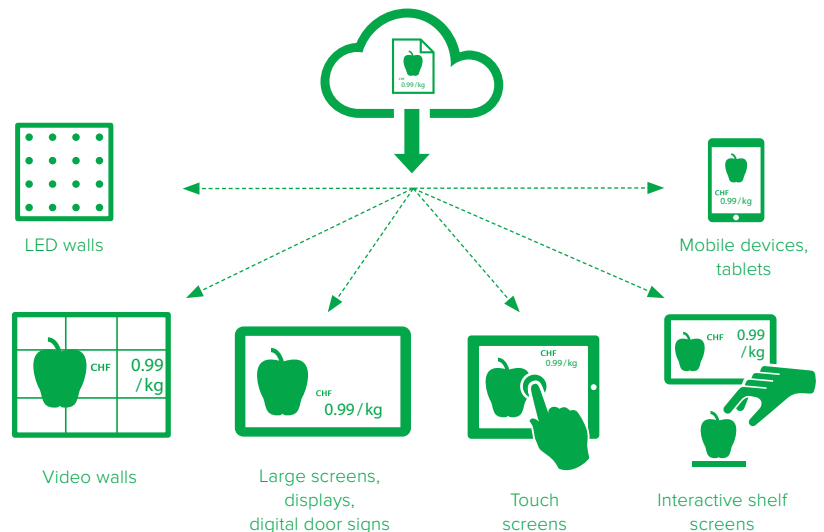- Automatic content adapted to the output device

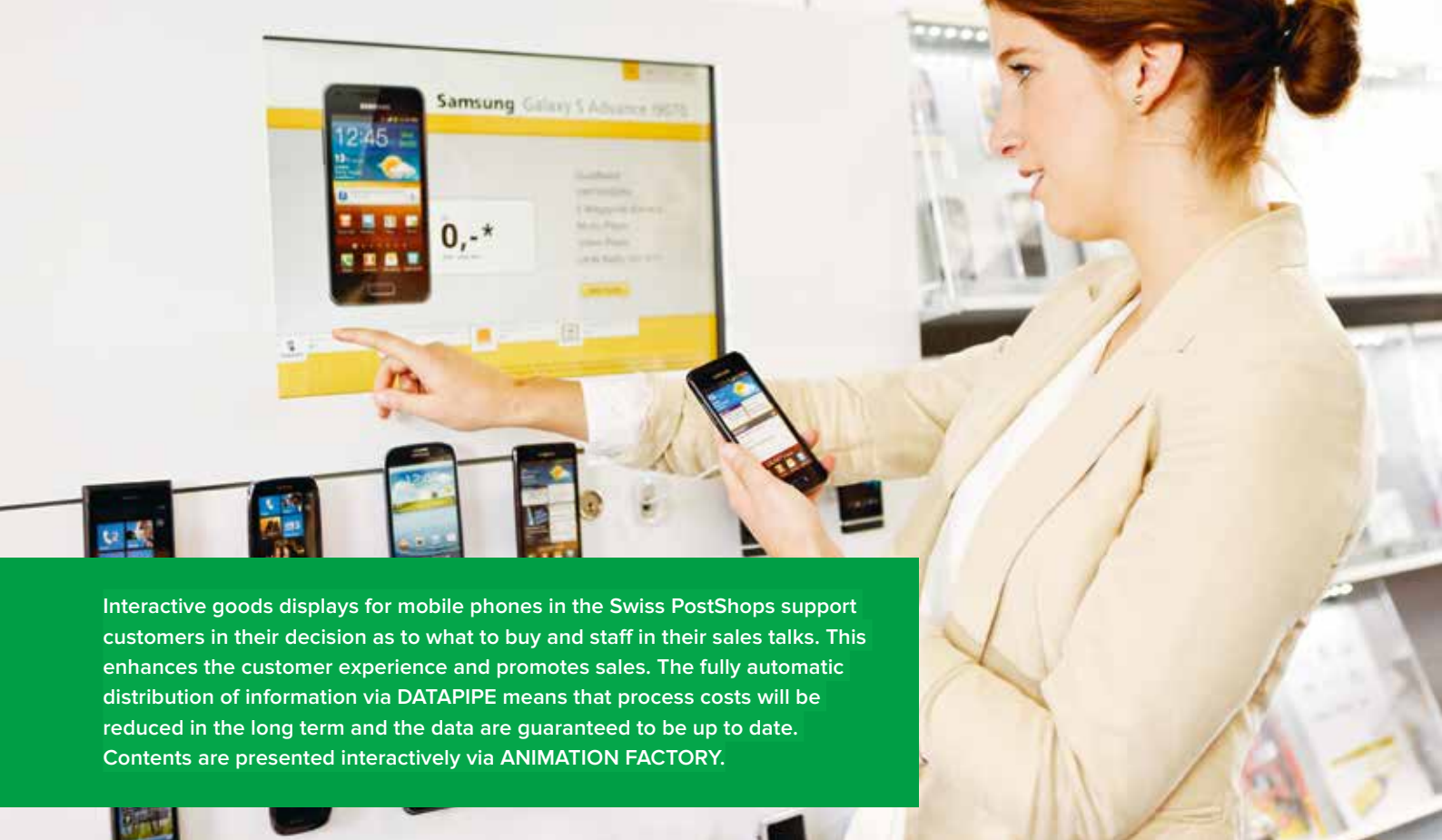---► Low costs, little effort and easy to use for creating digital contents

screenFOOD® PROFILING:
- Location-specific contents by means of media attributes
- Automatic distribution of context-related contents

---► Precision content publication (time, location, target group) by means of effective content management

PIM

POS

SAP

Picture

Price

kg

Bild

Preis

kg

DATAPIPE

CHF
0.99 / kg

CHF
0.99 /kg

LED walls

Mobile devices,
tablets

CHF
0.99
/ kg

CHF
0.99 / kg

CHF
0.99 /kg

CHF
0.99
/ kg

Video walls

Large screens,
displays,
digital door signs

Touch
screens

Interactive shelf
screens

Interactive goods displays for mobile phones in the Swiss PostShops support customers in their decision as to what to buy and staff in their sales talks. This enhances the customer experience and promotes sales. The fully automatic distribution of information via **DATAPIPE** means that process costs will be reduced in the long term and the data are guaranteed to be up to date. Contents are presented interactively via **ANIMATION FACTORY**.

ACCOMPANY YOUR CUSTOMERS ON THEIR JOURNEY.

Customers have a wide range of products to choose from these days. With our solutions we facilitate access to this multitude of products and support customers when they are deciding what to buy.
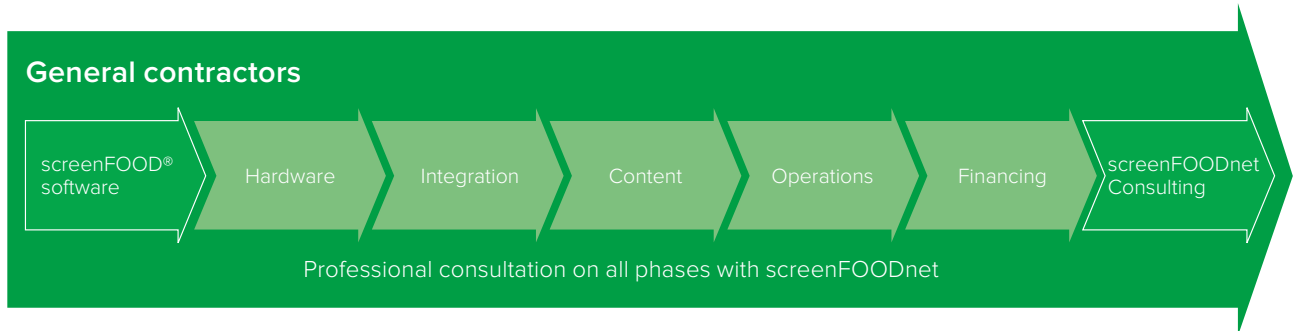This is the strength and massive application potential of professional in-store communication and digital signage with screenFOOD® software.

Accompany your customers on their customer journey. Support your customers in their decision with useful and targeted sales information – in this way you can increase their freedom to act and their shopping experience.

Our holistic approach to advice focuses firmly on your maximum communication success. We analyse benefit, space, contents, technology and processes and look for the most promising application for the best possible shopping experience.

OUR INTEGRATED PROCESSES
ARE YOUR BONUS.

General contractors

| screenFOOD® software | Hardware | Integration | Content | Operations | Financing | screenFOODnet Consulting |

Professional consultation on all phases with screenFOODnet

So that you can successfully achieve your aims with digital signage, we offer you an all-round service: professional enquiry processing, qualified know-how transfer and consulting services for a benefit-orientated solution. We guarantee at all times and on all process levels that our screenFOOD® software will be used in a solution-orientated way and you will be able to reap the best possible benefits from it.

Many years of experience, an excellent partner network and exemplary cooperation make screenFOODnet a favorite centre of competence for digital communication solutions. In this way we can guarantee that your project will receive the very best supervision – from software configuration and production of the most effective contents to the best possible operations.

PROJECT MANAGEMENT:
• Project management
• Training and workshops
• Content production and content management
• Software support
• SaaS (Software as a Service and cloud services)

CONSULTING:
• Analyses
• Definitions of objectives
• Process setups
• Complete and partial concepts
• Know-how transfer
• Solution and application evaluations (innovation)
• Business development
• Concepts for enhancing shopping experiences and increasing product sales
• Consultation for tender concepts

We are also constantly striving for innovations in the implementation of our software solutions. The latest example is the "Wishing Tree". In three test branches of Switzerland's biggest retail store, customers can help determine the product range at the respective Migros points of sale.

INNOVATION TO BENEFIT THE USER.

The aim of the Wishing Tree is to round off the product range on offer and reduce "buying elsewhere". Here is how it works: first the customer card is scanned in. Then the products that are already available are displayed. The customer can then vote on the other products, those not yet available. It is also possible to enter individual products in addition whose introduction will then be checked internally. Our client, Migros Aare, and screenFOODnet were awarded the "Digital Signage Best Practice Award" at viscom Frankfurt 2012 for the development of the Wishing Tree.

In the recent past we have been delighted to have received several awards. For instance, we received the "Superstar Award 2011" for the virtual extended sales area of the Karstadt department store chain.

The whole range of large electrical items is visible to the customer on interactive touchscreens. This means that only some selected items are shown "live" in the shop; the rest of the products are visible virtually on the screenFOOD® APP. At the same time, the touchscreens helps the sales assistant in terms of customer presentation and product comparison.

"In many cases, success with customers lies in the detail. The digital wishing tree strengthens dialogue with the customers and reduces the problem of them buying elsewhere."

Dr. Markus Schweizer,
Head of Strategic Development at Migros Aare

"Every customer's requirements are unique. Together, we are striving for the best individual solution."

YOU ARE GUARANTEED CONTINUITY WITH screenFOODnet.

We are grateful for the trust our customers place in us and are always glad about long-term cooperations. We consider it a privilege to conceive and implement creative and innovative projects together. Every project expands our horizon and gives us fascinating knowledge about the most varied of industries such as retail, finance, gastronomy and public service. A selection from our partner and customer list proves this.

We put great enthusiasm into finding solutions that benefit all those involved, with the focus always on our company value, "EVERYONE'S A WINNER". This makes working together fun and we are proud of our results. You can find further successful and exciting work on our website, where you can also sign up for our newsletter. With our newsletter you will be able to keep right up to date with any innovations we create in future.

PARTNERS:

IBM

BISON

Together ahead. RUAG

CUSTOMERS:

MIGROS

m electronics MIGROS

DIE POST

PostFinance

fair banking bank coop

Luzerner Kantonalbank

Bernaqua Erlebnisbad & Spa

telenor

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PRODUCT OVERVIEW

BASIC SOFTWARE

The professional
Software

screenFOOD® CS

• Intelligent rights management
• Multilingual
• Operation via webbrowser
• Modular construction
• Corporate design integration
• To purchase or as SaaS
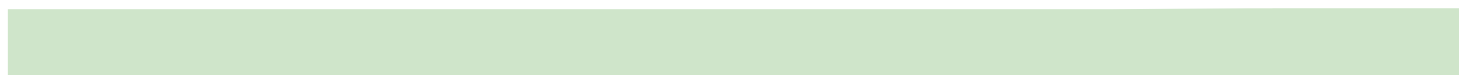
The comfortable
visitor's guide

DOORscreen

• Configuration assistant
• Compatible with screenFOOD® CS
• Intuitive user interface
• Automativ display updating
• Integration of Exchange and SAP

MODULES

The modules can be added to the screenFOOD® CS basic software as options.

TRANSPORTATION (USB)	Data transportation via USB
TIMINGS	Temporal content control
MONITOR CONTROL	Individual monitor control
INTERACTIVE MODE	Touch screen with active and inactive contents
TV	TV channel incorporation
ANIMATION FACTORY	Fill animated templates individually with pictures, logo and text, creating your own advertisements
USER MANAGEMENT	Admister clients and user rights allocation
PROFILING	Location-specific contents by means of media attributes
DATAPIPE	Fully automatic data publishing
REPORTING	Creates and exports a „Proof of play" from media, Animation Factories and players in CSV format
SYNC PLAYER	Synchronous playback of videos, pictures and Animation Factories
APPS	Interactive application for tailor-made software solution

ADD ON PRODUCT

The ADD-ON procuts can be selected as an additional option to screenFOOD® CS in the form of an editing licence (only 1 licence necessary).

Graphic Designer	Graphic tool for creating templates and graphics and the incorporation of external data (Excel, RSS feed, etc.)