EASYIMAGE is a complete system for the diffusion of multimedia contents (images, text, video) via Web, for monobrands stores, large distribution chains, public administrations and banks.

EASYIMAGE

WHO NEED THIS

It's a new way to communicate, dynamic and innovative, otherwise know by the name of digital signage, based on a network of displays (plasma screens, LCD or LED, video walls, video projectors and interactive totems) whose contents are managed by web from a location director connected to the internet.

Who needs a system of digital advertising:

- LARGE DISTRIBUTION CHAINS
- MONOBRAND STORES
- PUBLIC ADMINISTRATIONS
- BANKS
- SANITARY
- GAS STATIONS

HOW IT WORKS

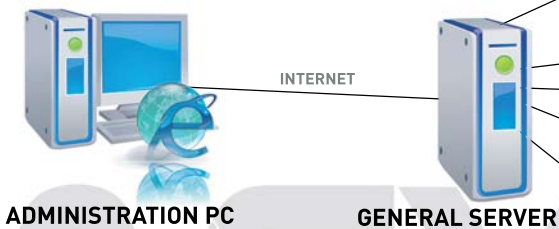The customer can have at his disposal all screens and displays necessary for each of his station placed all around the Italian territory. It will be enough for all places to have a single ADSL line (ADSL fixed line or mobile using modern USB running on GSM / UMTS / broadband). The service involves paying a monthly fee for each item of transmission of images, (screen / display). Each point of transmission will be made operational through the provision on loan of an instrument of transmission.

The responsible of multimedia contents has to manage the service of video and multimedia transmission and he will have a private account in order to access a website that will act as directed for the preparation and distribution of images to all subsidiary locations.

www.lapubblicitadigitale.com

EASYIMAGE

Video communication is particularly attractive and certainly more emotional than the printed materials (posters, flyers,etc.) multimedia content (both audio and video) are possible to be tagged depending on the type of users in places and times and defaults are shown to addressee in all those places, both indoor and outdoors, where there is a high flow of people, replacing static signs digital banners and posters printed with high visual and emotional impact for the client.
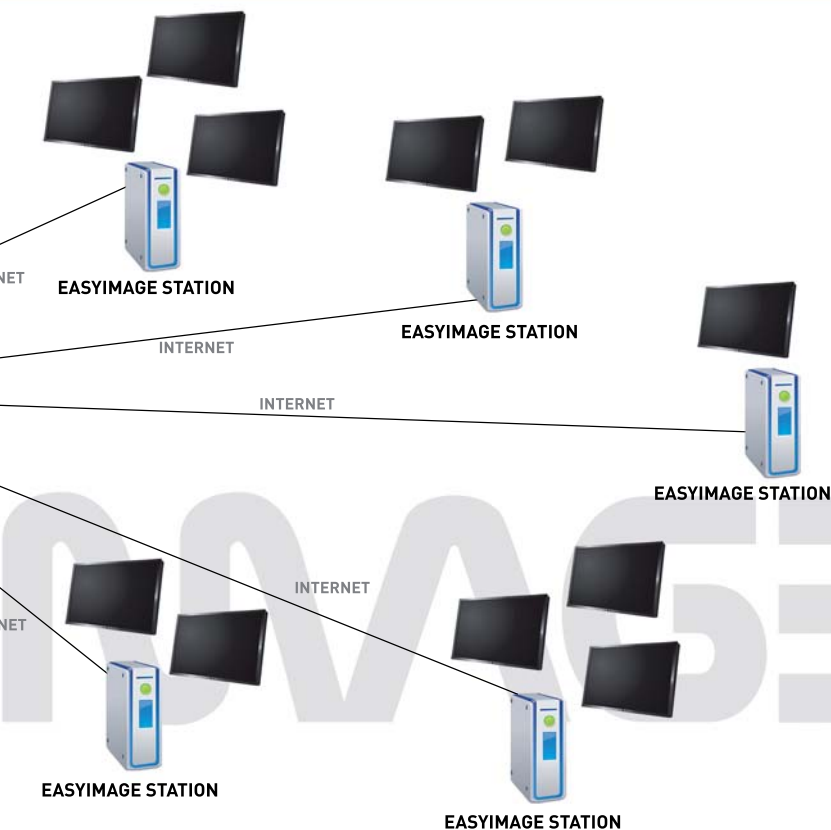
INTERN

INTERNET

ADMINISTRATION PC

GENERAL SERVER

INTER

Large Distribution Chains

Public Administrations

NET

EASYIMAGE STATION

INTERNET

EASYIMAGE STATION

INTERNET

INTERNET

EASYIMAGE STATION

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INTERNET

EASYIMAGE STATION

EASYIMAGE STATION

INNOVATIVE DYNAMIC AND DIRECT MEDIA

INFORMATION IN REAL TIME

BRAND IMAGE

COSTS RECOVERY

ANIMATON OF STORES

EASY TO USE

HIGH LEVEL OF CONTENT UPGRADABILITY

CENTRALIZED MANAGEMENT OF THE NETWORK

ADVANTAGES

WWW.NEWWORKSWEBTECH.COM_**WEB**
WEBTECH@NEWWORKSWEBTECH.COM_**E**MAIL

EA SYIMAGE

DIGITAL SIGNAGE
SYSTEM FOR THE DIFFUSION OF
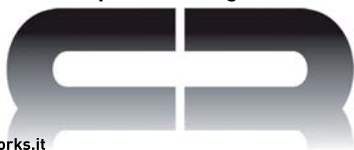### MULTIMEDIA CONTENTS
VIA WEB IN STORES

Banche

Negozi monomarca

Easyimage is a complete system that makes it possible (via web from a main location connected to the internet) to send via Web digital signage, made up of images, videos or texts, to screens and LCD or plasma displays positioned in any place reached by an ADSL line (fixed or mobile through modern USB running on gsm/umts/broadband).

The goal is to create a true multimedia audio-video network for the distribution and the projection, on advertising screens and displays, of digital signage made of images videos or texts linked to the business owned in stores of any commercial organization.

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