

# BRILLIANTLY IMAGINED. FLAWLESSLY EXECUTED.

Toshiba's mission is to provide fully managed digital signage and content solutions that help you deliver the right message to the right audience at the right time. Our team of experts is dedicated to providing an affordable and reliable solution that is customized to your needs ensuring audiences are engaged and business objectives are being met.



EVERYTHING FOR THE WORKPLACE

1.800.999.0159

[www.unitedimaging.com](http://www.unitedimaging.com)



## DISPLAYS

Toshiba offers a wide variety of displays meeting all customer needs and requirements without limitations.

### LED Displays:

Outstanding performance with energy-saving technology to deliver stunning content. Low maintenance with long service life of up to 100,000 hours.



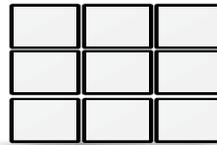
### LCD Displays:

Unmatched image quality and sharpness with reliability you can count on.



### Video Walls:

Seamless canvas in custom sizes and shapes with outstanding image quality and maximum brightness.



### Touch Screens & Kiosks:

Available in assorted screen sizes with landscape or portrait orientation and durable stands that can be easily moved or bolted down.



## CONTENT MANAGEMENT

Toshiba's powerful content management systems give you the tools to easily manage your digital signage content whether on a single display or networked solution.



Experience Manager allows you to create, manage and distribute content to networked digital displays. Comprised of three components – Designer, Content Manager and Player, it provides a centralized solution capable of delivering targeted content by time, location and demographic to ensure delivery across one or many touch points.

- > Designer offers easy-to-use data-driven templates to create custom content. Rich in features, it can easily integrate with third party enterprise systems and offers interactive (touch) capabilities without requiring programming skills.
- > Content Manager makes organizing, scheduling and managing your content simple. Cloud or server-based, it is easily deployed from a central location and offers flexible scheduling options. You can assign event triggers, incorporate real-time adaption, assign permission-based access and generate logs and reports.
- > The Player drives content to your screens with reliable smooth sub-pixel delivery. It ensures stable playback of graphics, sound and video files and provides seamless interruption-free updating with real time data insertion such as news and weather.

Experience Manager offers a breadth of capabilities to easily deliver and manage communications at a low monthly cost as well as comprehensive plans that ensure a robust and secure operating system with maximum uptime.

## INTERACTIVE

Toshiba's interactive solutions deliver engaging customer experiences to promote your products or services in a compelling manner. We collaborate with each customer to understand their offering and then build a custom solution that will take users from passive to active.



Virtuoso is a cost-effective interactive solution designed for high-use environments. Perfect for one-to-one or one-to-few interactions, Virtuoso allows you to inform, educate, entertain or influence all via the power of touch. Exceptional functionality allows users to explore, expand, mark up content, watch videos, play games and access information.

Virtuoso is our most popular touch solution and has been developed for a variety of markets including retail, education, healthcare, travel, hotel, banking, government, stadiums/ arenas and points of interest. Virtuoso can provide simple information such as a self service directory or more advanced capabilities such as wayfinding. Toshiba's team will design an interactive solution to help patrons find where they are going and get there with ease. Functionality can be simple such as a displayed map or advanced – pushing step by step instructions to users' mobile devices.

Toshiba's content experts work closely with each client to understand objectives and then collaborate with designers to build an application to achieve those targets. Other interactive solutions include a custom kiosk for ultra-fast wireless data transfer, a 'lift and learn' application that displays relevant information on screen when a product is lifted from its in-store shelf, and digital signage controlled and updated by event triggers such as inventory, weather, time, etc.

## SERVICES

The Ellumina Digital Signage Services team understands that every customer is unique. Our value is content expertise, professional design, worry-free implementation and operation, and a single point of accountability from a trusted technology leader. Our services offering is comprehensive and thorough to provide everything your company needs to implement a successful digital signage solution or network.

**Assessment & Site Survey:** Our team will meet with stakeholders to determine needs and understand challenges at hand. A site survey takes place to determine key factors in building out your optimal solution including electrical and IT needs, security considerations, building management approval and more.

**Solution Design:** Using data from the site survey, we build a customized solution that will suit your physical location(s) while ensuring business objectives will be met. Recommendations are made on displays, mounts, location and content management systems.

**Content Creation:** Understanding your goals, our Content Creation team jumps in and develops custom content that will drive results. Content is always developed based on customer's branding and is reviewed and approved by clients before going live.

**Content Management:** Let our team administer content on your behalf, saving you both time and money. We'll ensure maximum uptime guaranteeing content is displayed as scheduled, perform regular architecture maintenance and troubleshoot as needs arise.

**Project Management:** From beginning to end, Toshiba's Ellumina Digital Signage Services team is here to ensure a seamless experience for you. We'll assist in identifying unique situations to be addressed such as building permits, wall reinforcement, necessary cabling and more. We can manage post implementation projects such as digital signage upgrades and installation of additional units.

**Installation & Service:** Nationwide installation and service coverage is custom-configured to suit the needs of your business. We can provide service and support to specific locations, regional geographic areas and even manage your entire digital signage operation without the hassle of dealing with multiple vendors and service providers.

**User Training:** Toshiba's certified training team will provide necessary live training for hardware, content management systems and interactive solutions. We'll provide easy-to-reference manuals that can be used any time to ensure your staff is empowered.

**Financing & Leasing:** From global solutions to local installations, our team of financial masters can create a package that fits your needs with competitive rates and maximum simplicity.



# CONNECT WITH CUSTOMERS IN A WHOLE NEW WAY

Virtuoso is a custom designed solution that delivers engaging and interactive customer experiences via the power of touch. Completely unique, this interactive solution presents content in a compelling environment to promote your products and services or provide appealing self service experiences via touch display. Its exceptional functionality takes users from passive to active, allowing them to explore, expand and mark-up content, watch videos, play games, access information and more.

Toshiba's content experts work closely with each client to understand objectives and then collaborate with designers to build an application to meet those objectives. Offerings include horizontal solutions to industry specific applications – all custom designed to meet your branding and business objectives.

## Benefits of Virtuoso

- ◆ Impactful, cost-effective solution for high-use environments
- ◆ Perfect for one-to-one or one-to-few interactions
- ◆ Informs, educates, entertains and influences in a meaningful way
- ◆ State-of-the-art touch-screen technology brings new life to content
- ◆ User interaction deepens when exploring content in a unique fashion

## Turnkey Interactive Virtuoso Solution includes:

- ◆ Touch screen display
- ◆ Floor stand
- ◆ PC with software license
- ◆ Customized content

## Screen Size Options:

- ◆ 32-inch
- ◆ 46-inch
- ◆ 55-inch
- ◆ 70-inch

## Other Options & Services:

- ◆ **Annual Maintenance & Support** - Includes technical phone support, 15 hours content creation per year, software platform maintenance and new content uploads
- ◆ **Content Services** - Content design/creation, content management, advanced content development and API integration
- ◆ **Onsite Installation** - Full assembly and installation of Virtuoso system

**Let Toshiba take your business beyond great to exceptional with dynamic digital signage solutions.**

Contact a local dealer today at [www.business.toshiba.com](http://www.business.toshiba.com) or call 1-800-GO-TOSHIBA



# SIMPLE YET SOPHISTICATED INTERACTIVE MEDIA EXPERIENCES

Experience Manager is a centralized platform that allows you to create, manage and distribute content to networked digital displays. It can be deployed in many ways from simple play loops with occasional content changes, to hyper targeted content that augments your advertising and merchandising.



# Experience Manager is comprised of three components giving you one powerful solution.

**Designer:** offers easy-to-use data-driven templates to create custom content. Rich in data features, it can easily integrate with third party enterprise systems and offers interactive (touch) capabilities without requiring programming skills.

**Content Manager:** makes organizing, scheduling and managing your content simple and supports standard image files such as MPEG, WMV videos, Flash and HTML 5. Cloud or server-based, it is easily deployed from a central location and offers flexible scheduling options. Content can be limited to a single area of the screen, set to fit the entire screen or spread across multiple screens. You have complete control over the content and can assign event triggers, incorporate real-time adaption, assign permission-based access and generate logs and reports.

**Player:** drives content to your screens with reliable smooth sub-pixel delivery. It ensures stable playback of graphics, sound and video files and provides seamless interruption-free updating with real time data insertion such as news and weather.

1



## DESIGNER

- easy to use templates
- library of animations
- links to external data
- supports files from other applications
- easy interactive integration
- live playback

2



## CONTENT MANAGER

- web-based interface
- easy media management
- playlist creation & scheduling
- role-based permissions
- electronic approvals
- back end reporting

3



## PLAYER

- content scheduling
- content playback
- time & event triggers
- local data integration
- event logging
- error tracking



# Experience Manager Interactive Solutions

Experience Manager offers a breadth of capabilities to easily deliver and manage your digital signage solution at a low monthly cost as well as comprehensive plans that ensure a robust and secure operating system with maximum uptime.

Experience Manager’s interactive capability also enables applications that will bring any retail setting to life.

## Lift & Learn

Transform your in-store experience right at the point of sale with our interactive Lift & Learn solution. Using LCD screens that are custom fit into shelving, relevant and detailed information is displayed when a product is lifted from its in-store shelf; lift a second product and screens dynamically update to compare the products. By enabling product information on-demand, the online experience is merged with in-store product accessibility to enhance shopper engagement.

## Style Advisor

Bring a seamless customer experience to your retail outlet. Our Style Advisor assisted selling tool allows sales associates to trigger outfit styles—relevant to customer gender and age—onto in-store displays from a tablet. Sales associates have the ability to speak to the larger image while sharing detailed specifics to the customer on the tablet.

## Connected Café

Applicable to any quick-service restaurant, our Connected Café solution puts patrons in control. Using a mobile device or tablet they can place their orders, enter their name and picture, and track themselves in the queue. Not only is perceived wait time reduced but patrons are engaged and entertained while they wait.

# Services

Toshiba’s Digital Signage experts are here to design the best digital signage solution for you.

Our industry-leading team of trained professionals will work with you from beginning to end providing a single point of accountability. We offer comprehensive services to provide everything your company needs to implement a successful digital signage solution.

- > Assessment & Site Survey
- > Solution Design
- > Content Creation
- > Content Management
- > Project Management
- > Installation and Service
- > User Training
- > Financing & Leasing



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Leading Innovation >>>



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**TOGETHER**  
INFORMATION