Introducing LiveSpace

What is LiveSpace digital signage?

LiveSpace is a digital signage system based on a centralised server providing content to client screens in many locations over the internet. The LiveSpace user interface is accessed via a web browser and uses the latest web technologies and can be used on a PC, tablet or mobile phone.

Our systems manage over 56,000 screens every day. They deliver live data and information to screens in real-time for many organisations around the world, some of which are household names. LiveSpace allows you to create playlists of images, videos and web pages to be displayed immediately or using the built in scheduler. It can also take data feeds from multiple sources and update screens in real time using a sophisticated algorithm that ensures a rapid update with minimum bandwidth requirements.

LiveSpace is designed for many types of business. These include retail, food and beverage, transport information systems, the travel sector, education, health and the banking and insurance industries.

How does it work?

Most client's systems are managed centrally via a cloud server. Users are required to sign in with their credentials in order to access the system. Depending on their access rights provided by their login, users can;

- Create and maintain groups of displays
- Add or remove users and change their access rights
- View a preview of the contents displayed on screens
- Add and remove pages
- Create and edit carousels of pages
- Schedule pages or carousels for display
- Select a page or carousel to be displayed immediately
- Monitor the status of connected clients
- Add and remove client screens

At the screen end is a mini PC with either dual output for HD screens or single output for 4K screens. The mini PC connects to the central server via the internet. Content is cached locally so that the displays continue to work even during network interruptions.

Screens and other display options

LiveSpace will work at any resolution. HD (1080p) and UHD (4K) are the most commonly used resolutions in digital signage projects. Higher resolution screens provide better sharpness, higher brightness and contrast with better saturated colours. This also applies to tablets and other touchscreen technologies we employ in our various solutions.

Sign up to our E-Newsletter
for regular MRG updates at
www.mrgsystems.co.uk

Retail and Grocer
LiveSpace digital signage

The great advantage of using screens is their flexibility. They can perform different functions at different times of the day or week. How you choose to use your screens and what you choose to display can be refined over time to adapt to changing needs.

Depending on the size of the organisation screens might be employed for various reasons. These might be in areas of high footfall to signpost customers to different parts of the store with a variety of different offers. Alternatively, the screens display department specific content based on their location within the store. National campaigns are easily managed across a large estate. Campaigns might be regionalised through our grouping function and displays in shops can be managed individually in shops by the manager using our localisation function.

If it is appropriate LiveSpace can use a live data feed from a back-office system to display your prices without the need to manually enter them for display on the screens. If you have no easy way of automating price changes then LiveSpace always makes manual entry of key information available and simple to use.

How about managing stock? What if you run out of a popular product or conversely you need to reduce wastage or want to promote a slow selling product through some form of time-limited offer? All of this is easy and within your control and can be done locally.

Additional screens can be used for a variety of different purposes. They might be reserved for your latest offers, special purchase promotions or seasonal specials. Equally you may have a strong social media following and you choose to reserve a screen to display live updates.

We have also developed a simple user interface for unit and department managers to select a promotion from a menu. We call this localisation. For example, for various reasons, the fresh produce manager in one of the group's stores wants to reduce their stock of raspberries. Head office manages the promotions centrally. The number of options on the list can be as extensive as they want it to be. Through the use of a tablet, mobile 'phone or other device, all the department manager has to do is select the raspberry promotion advert from the menu list. Stock control is improved, managers have greater opportunity to influence their department's performance and the customer benefits.

Touchscreens and tablets can be added to provide additional information. You might want customers to have access to your on-line store showing items not stocked in-store.

Front of store signposting	Departmental promotion screens	Localisation screens	Customer facing touchscreens
Automated live price and discounted price promotions			
Social media feeds			