LiveSpace

LiveSpace digital signage – How, When and Where

Over the years MRGs products have been used in many diverse markets, from banking, betting and broadcasting to education, retail and transport. Whether it's providing the immediacy of real-time information or the ability to schedule months ahead. A single screen in an organisation's reception or the combined total number of screens in excess of 50,000 worldwide, our innovative solutions deliver complete control to our clients. Our clients are leaders in their own fields and have remained with us for many years.

• Every system is configured to the clients requirements • Innovative features assist targeted campaigns • Centrally managed promotions • Enable local managers the flexibility to choose from a selection of promotions • Run multiple campaigns concurrently by specifying different criteria for each campaign • Distributing big data to screens is a specialty of ours • Capability to transfer and display data in real-time • Video wall options • Touchscreen solutions available for retail, hospitality, betting or any other use	• Simple, easy to use interface • First time users need minimal instruction to get started • Many familiar features make it easy to learn • Powerful scheduling feature gives confidence and certainty • Automated display techniques reduce workload and errors • Standard features include video playlists and image slideshows • Eye-catching transitions help to make your displays more interesting • Include RSS feeds from a variety of sources • Grouping and localisation features get to the heart of your audience • Incorporate social media and other interactive features	• Client units are simple to install • Only requires network and power • Each unit can drive multiple screens • Accepts and manages multiple data feeds • Written as web pages • Uses web browser technology at the client end • The ability to easily create control interfaces • Data objects can be shared with many templates • Updates are only sent to screens whose content is affected • Designed for screens with any resolution up to 4k • Hosted locally or in the cloud • MSSQL database	• Cheap running costs • Requires no special skills to manage • Cloud and self-hosted solutions • Cloud: £20 pcm for the first unit in a location • Cloud: £5 pcm for each additional unit • Self-hosted: Central licence £15k • Self-hosted: £10 pcm for the first unit in a location • Self-hosted: £5 pcm for each additional unit ➢ Cloud for <120 units ➢ Self- hosted allows for growth

Make your screens relevant

Wherever there is an opportunity to attract attention there is an opportunity to employ digital signage. No need to wait for customers to set foot in your store to advertise your best deals. Place screens with eye-catching adverts in the window to draw customers in. And when you have them why not make it easy for them to find the things they want with a touchscreen store guide?

Attract and engage

Adding video and images to your screens makes it easy to create exciting and dynamic promotions that really work. Include RSS feeds and social media to draw customers into your world and encourages them to engage with you.

Accurate, Consistent and Standardised

LiveSpace simplifies the sharing of information, data and advertising across any size estate or territory. You can be confident that no matter where the screens are located or how many screens you have, each one sharing the same content receives changes at exactly the same instant as all the others.

Automate your price displays

Make those promotions and limited offers really work. Automate your price displays by linking to a variety of datasets.

Advanced methods to manage groups of screens

The system has a grouping function that displays your content how, when and where you want it based on the criteria you set. You might target certain types of store, geographic areas or the screens sited in specific locations within your stores. Imagine a system capable of displaying promotions based on the local weather forecast for each store.

Give local managers a say

We call this localisation; A page is selected locally for display by using an infrared remote control or a keyboard. The local operator selects the offer best suited to their circumstance from a menu of offers created by head office. For example a coffee shop promotion to sell pastries can be managed more closely by individual shops when and as they deem necessary. Alternatively, in an office context, it could be used to select different views of the available information.

Local Overrides

We've created a control interface that is accessed via a unique username and password by local operators. This provides more control over their display, or group of displays.

They now have the option to override the contents of one of the data objects in the database. The local data is combined with the rest of the template to provide the final page to be displayed.

Uses could include:-

- Changing the name of the local manager in a playlist of information pages
- Advertising the winners name of a local competition
- And for some it might include the ability to set a local price for a special offer