FUJITSU

Fujitsu Digital Media Solution
Limited only by imagination

Enhancing your digital media and marketing strategies, through a smarter, more dynamic way of delivering content

Imagine a smarter, more dynamic way of delivering content or interactivity to your customer, the public and your employees, in any combination of video, text, graphics, animation and audio, to any device- signage, kiosks, mobile or tablets.

■ How can your organisation maximise product and service awareness through digital channels?
■ How can you expand your current marketing strategy to include an 'omni-channel' approach to digital marketing?
■ Does your digital communication strategy target audiences and enhance user experiences?
■ Are you able to capture digital natives via innovative and interactive technology?

Introducing Fujitsu's Digital Media Solution powered by our award winning TELentice™ software. It will transform the way you interact with your audience.

Fujitsu provides an end-to-end solution including hardware, software, integration, implementation, support and the content management of your solution. Your one stop shop for all things Digital Media.

How does it work?
TELentice™ allows you to plan, integrate, execute and manage your digital media network – from one screen to thousands. We can manage your entire solution, so it can grow with your business.

Within this managed services model, we can also provide a wide range of digital content, such as news, sports, weather, infotainment feeds, music videos and social media content. Alternatively, we can offer selected services or hardware components as part of a shared services or a customer-owned model.

Intelligent 2 way communication
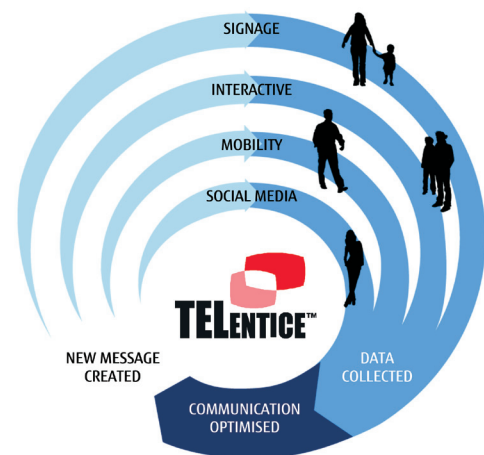
Product roadmap
Fujitsu has a commitment to ongoing R&D investment. Providing you with access to leading technology which include:
■ **Facial detection**, which can identify demographics such as gender and age group. Runtime just-in-time decision to select and play media based on audience gender/age/mood. Audit Reporting of audience measurement based on gender and age.
■ **Near-field communication**, which allows two-way communication between endpoints, such as an in-store screen and a smartphone.
■ **Mobility**, for example, digital displays can react to personal information that customers provide through their mobile devices.
■ **Augmented reality**, which uses computer-generated sensory input, video or graphics to enhance a real-world view or experience. Augmented reality is a live, copy, view of a physical, real-world environment whose elements are augmented by computer-

generated sensory input such as sound, video, graphics and text/information.

- **Social media integration**—The use of dynamic information allows for users to check in or tag your business at on one of the social networking sites which then triggers the digital signage to offer a personalized or fun welcome message in real time. Through the use of digital media using TELentice™ we extend messaging and feedback via Twitter and Facebook making this information available to marketers to enable refined messaging.

Digital use cases

Retail – In a retail location, screens supplement the décor by featuring branded content or music videos. A screen in the fitting room area highlights the loyalty program, credit card offer or current promotions, and after hours, the screens transform into an employee training and communication network.

Transport – At airports, train stations, bus stops, and ferry docks travellers are now engaged by interactive displays used for way finding, travel information, dynamic advertising and message boards.

Banking – Digital signage also can serve functions beyond the obvious display of ads touting a bank's products and services. Interactive touchscreen displays can handle some of the functions previously accomplished by a teller, allowing that person to accomplish other, more profitable tasks. A display outfitted for teleconferencing can serve to connect customers with an off-site expert.

Healthcare – Screens at check-in reminds patients of required documentation and offers tips for preventative care. Information is communicated to patients and staff and the experience enhanced in lobbies, waiting rooms, and other areas through interactive way finders and self-service kiosks.

Case studies

London Underground

Fujitsu collaborated with CBS-UK to produce one of the world's largest outdoor digital media solutions – all underground. Advertisements and video clips are broadcast from the CBS-UK headquarters and displayed on various formats, including escalator panels, wall projections and wall-mounted displays. The content is delivered across 12 train lines and reaches around 2.7 million passengers every day.
A unique feature of this campaign is the ability to connect and synchronize screens. For example, commuters riding up an escalator might see a figure run up alongside them, as if leaping from screen to screen. Fujitsu's market-leading TELentice software makes this possible.

Australia Post

Fujitsu provides Australia Post with a fully managed end to-end Digital Media Solution. This encompasses a central server running TELentice Enterprise, 55-inch portrait screens and a Fujitsu media player. Fujitsu handled the installation and provides content acquisition services (for news, sports and weather feeds), content creation and strategy consulting. We also deliver ongoing maintenance and support.
Australia Post has now implemented its Fujitsu Digital Media Solution – which includes digital displays promoting Australia Post's key services and offerings – in approximately 200 retail outlets.

Optus

Optus engaged Fujitsu to provide a Digital Media Solution that would attract people into its retail outlets and provide a personalised and engaging in-store experience. Interactive screens allow customers to browse sales information and explore products at their leisure, and keep customers occupied when waiting for a staff member. Since implementing its Digital Media Solution, Optus has improved its in-store customer service, freed up staff members to focus on sales opportunities, improved competitiveness by bringing retail offers to market faster, and reduced costs and increased environmental sustainability by eliminating print materials.

Find out more

To find out how Fujitsu's Digital Media Solution can boost your marketing efforts, contact us on + 61 2 9113-9200.

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About Fujitsu

Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand has earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702).