



Interactive Control of Content Display for Dynamic Ads on Digital Signage

Founded in 2006 and based in Slovenia, Prumaro has developed an advanced market concept and software for managing complex digital signage networks under its GEM Interactive brand. Through implementing its own test and operational applications in a variety of environments, Prumaro has acquired valuable experience in development, management and marketing on the GEM media system, as well as identifying what makes for effective multimedia content based on actual user interactivity.

BUSINESS CHALLENGE

Prumaro began with a strong vision of developing an advanced interactive digital signage solution for public transportation, including content display triggered by location and the possibility of user interaction via mobile phone. After three years of extensive development, the company's GEM Interactive system provides synergy for service providers, advertisers and users alike, and has introduced a new dimension of service and experience to public multimedia displays.

The GEM Interactive system incorporates a combination of software (multimedia content creation, distribution, reporting, remote hardware management) and hardware (display, multimedia console, communication, GPS positioning modules) to dynamically utilize all available communication paths. This innovative use of standard technologies allows the system to be deployed anywhere in the world.

While developing its breakthrough multimedia solution, Prumaro began experiencing problems with unstable wireless communications using its HSDPA modems. Additionally, Prumaro wanted to have secondary control over its hardware in the field so that unused or faulty equipment could be powered off remotely without having to physically travel to each hardware location. The company knew that, in order to achieve reliable, consistent wireless connectivity and remote management, it would need to upgrade to a more intelligent modem alternative.

AIRLINK PINPOINT X



POWERED BY: ALEOS

APPLICATION: DIGITAL SIGNAGE

CUSTOMER CRITICAL CHALLENGE:

- Optimization of content delivery for mobile and portable interactive multimedia solution
- Required persistent 3G connectivity and remote management for in-vehicle systems

SOLUTION:

- AirLink™ PinPoint X in-vehicle 3G gateway provided 24/7 remote management of mobile and portable multimedia systems and uninterrupted broadband communications

BENEFITS:

- Secure, reliable connectivity
- Remote management of field hardware reduces field service calls, improves productivity, and lowers cost of ownership
- Built to rugged specifications for harsh environmental conditions
- Portability for re-deployment in cases of retired or out of service vehicles
- Intelligent cellular solution speeds time to market and revenue

Prumaro

SIERRA WIRELESS AIRLINK™ SOLUTION

In coordination with local integrator Telos and broadband provider Mobitel, Prumaro tested solutions from three leading vendors before selecting the Sierra Wireless AirLink Pinpoint X communications gateway. The GEM interactive digital signage application, powered by Sierra Wireless's AirLink Pinpoint X communications gateway and Mobitel's 3G broadband network, provides advertisers the ability to present extremely localized and timely promotional content in real-time to transit passengers and pedestrians, who can interact with the targeted display system directly or via SMS to vote, play prize games, complete surveys and more.

"The intelligent firmware on the Pinpoint X modems has stabilized any connectivity problems Prumaro was having before," explained Danilo Tomšič, chief commercial officer of Mobitel, the leading provider of advanced mobile telecommunication solutions for the Slovenian market. "In addition, Prumaro selected the PinPoint X because of its robust design, remote management features, and because it is an ideal in-vehicle solution."

Powered by ALEOS™ intelligence, the PinPoint X is a powerful in-vehicle platform, complete with high precision GPS receiver and rugged design, offering uninterrupted 3G data access. The key to Prumaro's state-of-the-art GEM multimedia solution is the remote management and control of the system through the AirLink device's always-on and always-aware connection; the PinPoint X gateway's secure and reliable communications capabilities and end-to-end intelligence enable management of the GEM systems' network of displays, allowing real-time content updates and dynamic adjustments that trigger extremely localized, and therefore relevant, promotions.

Prumaro uses ACEmanager™, a comprehensive configuration tool and an integral part of AirLink's Management Software for remote management and diagnostics while utilizing relay outputs to re-start field hardware through the PinPoint X gateways. According to Tomšič, Prumaro now has "24/7 remote management of its multimedia consoles.

"Remote control is a huge benefit; the GEM Interactive system has moving locations, which means that servicing in the field is very difficult," said Tomšič. "Using the Pinpoint X device allows support units to act on-the-fly from the office, which provides positive results in regards to the cost savings of a smaller team of professionals and increased productivity that comes from being able to react instantly to any problems or potential issues."



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Mobitel, Chief Commercial Officer

Prumaro

RESULTS

Prumaro is currently managing an expansive deployment of its GEM interactive multimedia system with AirLink PinPoint X in-vehicle gateways in public buses and kiosks throughout Slovenia's bustling capital of Ljubljana.

"Prumaro is definitely planning to use AirLink gateways for the future deployments of its GEM Interactive solution," concluded Tomšič.

The Sierra Wireless AirLink PinPoint X in-vehicle platform running on Mobitel's 3G broadband network provided Prumaro's GEM Interactive multimedia solution with the following benefits:

- **Steadfast communications** – ALEOS intelligence provides always-on and always-aware connectivity required for critical mobile data applications.
- **Remote management** – Deeply integrated with ALEOS, AirLink Management Software provides easy configuration and control of remote PinPoint X gateways in the field.
- **Rugged form factor** – MIL-STD 810 certified for high performance in harsh environmental conditions, including extreme temperature and well-traveled urban streets.
- **Return on investment** – The PinPoint X gateway's remote management capabilities reduce the need for field service calls travel and decrease reaction time to potential issues.
- **Device portability** – Wireless PinPoint X devices allow for re-deployment if vehicles are retired or temporarily out of service.



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