



# Admira **Digital Signage**

The most complete and agile solution for Digital Signage, DOOH Advertising and Audience Analytics.

## The most complete cloud platform

Admira is fully proprietary, which allows to improve, integrate and adapt the platform to the needs of each project.

## A SaaS model that grows with your business

Admira follows a SaaS (Software as a Service) model. This allows the continuous improvement all the elements of the platform.

## Friendly and efficient operation

Working with Admira is very simple: Install the software in the player and manage the communication from a web portal.

## Maximum security platform

We fulfil the ISO 27001 standard, and our infrastructure is deployed on AWS servers, a Level 1 PCI Data Security Standard service provider.

### Centralized

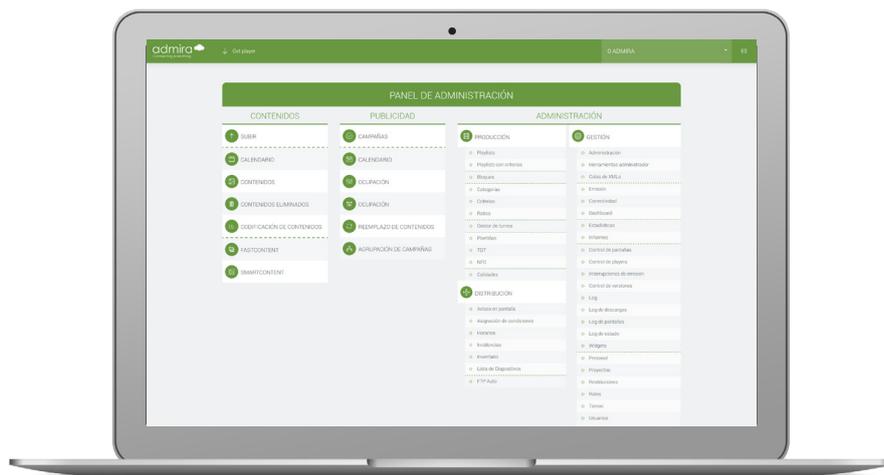
Full management is made through the web portal.

### Customizable

Both globally and individually for each user.

### Multiplatform

Compatible with all operating systems on the market.



### Hardware-agnostic

For any type of technology and hardware manufacturer.

### API-embeddable

Communication with external applications.

### Scalable

Let the circuit grows along with your own business.

## TAKE YOUR BUSINESS TO THE FUTURE



### Advanced Digital Signage

Manage digital signage circuits simply and efficiently.



### Real Smart City

Connect the city to the citizen and upgrade it with true intelligence.



### Analytical IoT

Turn your business and products into data collection points for your customer.



### Learning AI

Automate your business processes and create autonomous systems.

## DIGITAL DISRUPTION FOR ALL SECTORS

### From traditional to omnichannel Retail

Digitize your establishments with dynamic and interactive formats.



### The new generation HORECA

Promote the loyalty of your customers with interactive experiences.



### Transport and infrastructure 4.0

Offer a complete service to citizens and tourists with real time information.



### Hypersegmented DOOH advertising

Boost the value of your brand with personalized advertising for each user.



# The most powerful tools on the market

Admira platform has numerous tools that allow you to check the status of the circuit, for each of the markets with screens. Admira will continue to report regularly by detailed status reports.

## Automated content distribution

The contents are scheduled to be broadcast on each screen according to the schedule. The system ensures that all screens always have the ideal content at all times.

## Players emission control

Possibility of scheduling several contents in a single campaign, controlling emission ratios and target players.

## Booking

Possibility of scheduling several contents in a single campaign, controlling emission ratios and target players.

## Geolocation map

Geolocation of the screens on an interactive and dynamic map, with real-time update.

## Incident panel

Control all the incidents that happen in your digital circuit at a single view, and solve problems with maximum speed and efficiency.

## Dashboards

Fully configurable and customizable control panels, with real-time information on the status of your circuit.

## Reports

Generation of customizable reports, with all kinds of information about the status of your circuit and its emission.

## Notifications

Internal audit tool that stores all the actions that are carried out and allows you to schedule notices about specific actions.

## Assignment of Conditions

Automates emissions and contents based on certain external agents: weather, location, alarms, etc.

## Management of permissions by users

It allows you to configure the panel at the group and user level, showing only the part of the platform that interests.

## Synchronized Play

Share content between multiple screens, creating dynamic effects with great visual impact.

## Statistics

Possibility of activating content broadcast statistics by player or grouped, with downloadable information in different formats.

# Licenses and Services

Choose what best suits your business

**Admira SaaS**

**BASIC**

**Admira SaaS**

**PRO**

**Admira SaaS**

**BUSINESS**

## **The fastest and easiest license to use**

Ideal both for small businesses that want to open their first circuit, and for large companies that need to increase their digital presence fastly.

## **The license for the most demanding broadcasts**

Indicated for companies that manage advertising circuits or have different product promotion campaigns. Includes specific booking tools and for special broadcasts (synchronized, multiplayer, etc).

## **The license for the company that looks to the future**

Ideal for companies that want maximum control over the performance of their campaigns, and the highest knowledge of their customers. It includes the automatic collection of data in statistics and reports, and allows the use of advanced analytics tools (\*).

## **A GREAT HUMAN TEAM AT YOUR DISPOSAL**

### **Device setup**

Software setup and configuration for ready-to-broadcast devices.

### **Technical Support**

3 levels of Technical Support, associated with each of the Admira SaaS User Licenses.

### **Monitoring and Maintenance**

Full supervision of the digital circuit, controlling the status of the equipment and coordinating technical actions.

### **Channel management**

Assignment of project manager for the management of digital circuit, schedules and campaigns.

### **Training and consulting**

Training and advice to users for the introduction in the advanced use of the platform.

### **M2M connectivity**

Monthly data service per point, and monitoring of connectivity performance.

## About Admira Digital Networks, SL

Admira is the leading Spanish digital signage and retail analytics company. We provide advanced intelligence services and innovative digital signage and audience analytics functionalities in all sectors: airports, shopping centers, luxury stores, pharmacies, cinemas, corporate offices, supermarkets and outdoors. Our 15 years of experience guarantee us as the best digital transformation partner applied to digital signage. For more information, visit [www.admira.com](http://www.admira.com).

## About Plataforma Admira

The Admira Platform is cloud solution owned by Admira Digital Networks SL. It works with a SaaS (Software as a Service) model, and is designed to manage digital signage circuits and retail analytics. Its purpose is to connect technologies to the internet in order to improve experiences at the point of contact with the consumer and maximize the return on such initiatives.

The Admira Platform has more than 40,000 connected points for more than 250 clients in more than 50 countries. Its platform generates the highest data traffic in retail with the highest levels of security and emission. It is also the main advertising circuit management platform in Spain. For more information, visit [www.admiradigitalsignage.com](http://www.admiradigitalsignage.com).

## Legal note

The specifications and designs described in this document may undergo variations and modifications with respect to the service finally provided. Designs shown may be approximate or simply illustrative. Admira Digital Networks is not responsible for any confusion or misunderstanding caused by people outside the organization.

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