

BannerVision

White Paper

2015

Market Differentiation In Digital Signage



Defining Ourselves

In the ever expanding market of Digital Signage and the underlying technologies that support it, everyone is trying to define who they are and what makes them different. In this document we hope to outline a little bit about the basics of our platform, and how our perspective influences everything we do.

Beginnings

BannerVision was born out of defining a true business need. We began as a solution to a problem, and have essentially engineered ourselves out from that point without losing focus. This has had vast implications for how we address challenges, how we define our products, and what we see as the future for our customers. Understanding fundamentally that we are in the business of helping businesses perform better means we have to operate within a fairly narrow space. At the end of the day, if our product is not able to make meaningful impact relative to the investment required, it isn't a feasible product.

Combining Technologies

There are thousands of CMS and CDN technologies in the world today. Some better than others. We have seen market giants expand at incredible speeds, from Amazon to WordPress. At the end of the day, however, this has created much more fragmentation than it has synergy. Our customers are about starting at Point A, and getting to Point Z. This means a solution should be able to integrate with existing CMSs, while also perhaps offering their own. It means having CDN solutions built right in for storage and delivery. It means they want to control EVERYthing from one dashboard. Whether it's tablet on Android or a digital wall in the lobby of their office. Finally, it means managing devices in a way that is comprehensive, efficient, and effective. Getting content to displays and devices that aren't working undermines the solution altogether.

BannerVision combines the latest in Content, CMS, CDN, and Device Management technologies under one umbrella. Whether our customers abstract some of those features to fit their existing solution, or want to use us a product to fill in the gaps, or are new to the market and want a fast, easy to deploy solution - we are providing the tools to get the job done.



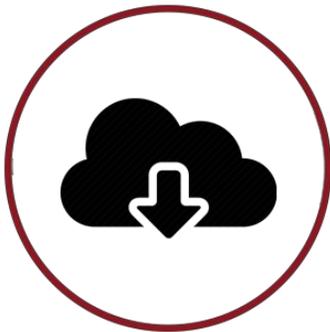
Making it Accessible

Our philosophy in creating BannerVision has never let us forget that the content cannot be something out of reach for the employees of our customers. While we do offer highly complex and immersive content capabilities, we also have simple to use Utilities within our platform that allow staff to interact with and control certain content/data on a routine basis. Whether it is a hostess using a table management feature for restaurants, or airline ticket counter staff launching first class promotions on days when seats are available - we are committed to making our platform make business better. That is one of our core guiding principles.

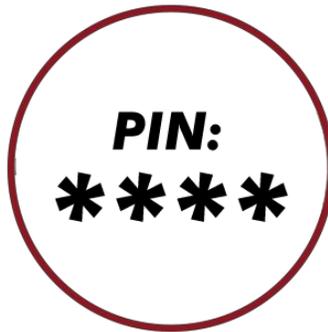
Making it Happen

A business solution is only as good as the way in which it can be delivered. The Digital Signage landscape has solutions that have great potential, but require complicated and expensive integration processes. Others have simple APPs, but leave the customer with nothing but a blank canvas and no way to get started. BannerVision tries to bridge this gap by offering wide variety of solutions for different operating systems, and clear paths to getting content deployed to connected devices.

Step 1: Download
BannerVision.



Step 2: Login to BannerVision
and enter your device's PIN.



Step 3: Get Going.



Imagine

Our slogan is Envisioning New Media, and we say that not only because it is what we believe, but because of what our customers do. Whether it's a barber shop, boutique hotel, or fortune 500 company - BannerVision allows for unique and dynamic solutions to be created and made a reality. What will you use BannerVision for?