Intellian Systems

Company Introduction
I. Company Introduction
Korea’s No.1 Market Leader in Digital Signage - Intellian Systems

Intellian Systems is Korea’s No.1 Leader in Digital Signage providing Cloud Based Total Service Platform Implementation, Media Management Solution Development, Media H/W Core Technology Development, Advertisement Management Service and Interactive Contents Service.

- **Company**: Intellian Systems
- **Founded**: 2005/10
- **CEO**: JeongHyun Lee
- **Revenue**: 16.6 Mil (2014/E)
- **Employee**: 84 (2014/Q2)
- **Address**: Dongik Bldg, 7Fl, Ganam-gu, Seoul
- **Contact**: +82-02-545-9019
- **Homepage**: www.intelliansys.co.kr
Intellian Systems provides Total Solution for Digital Signage Implementation based on Expertise on Technologies and wide variety of Implementation Experience over the years.

- **Digital Signage Implementation Targets based on Customers’ Need**
- **Optimized To-Be model including S/W, H/W Solution and Operation Service**
- **Providing Required Resources and Necessary Elements for Targeted Digital Signage Implementation**

- **Customer and project requirements through consultation with stakeholders**
- **Customers define the core requirements and limiting factor**
- **Defining Solution Development SOW, Implementing Solution Feature and Customizing**
- **Contents made from Signage Contents Requirements**

- **Digital signage Player H/W Core Function Development**
- **Per Site Requirement, Application Development & Installation**
- **One-Stop Service from Infrastructure Implementation and Installation to Maintenance**

- **Digital Signage Solution and H/W Warranty Service**
- **Contents Creation and Scheduling, Management Operation Service**
- **Customized Requirements management and Additional Service Operation**
Intellian Systems has High Credit Level Certified and ISO 9001/14001 Certified Company

I. Company Introduction

4. Certification
## 1. Company Introduction

## 5. Major Implementations

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<td>Company AD Platform Implementation and Enhancement</td>
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<td>2012.03~2012.05</td>
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II . i-Vision 3.0 Solution
i-Vision 3.0 is an integrated Digital Signage Management System that is configured through the Web easily with the Contents and Distribution, as well as the Resources (the Player) in one place.
II. i-Vision 3.0 Solution

『i-Vision 3.0』 is Web Based Advertisement Signage Solution with Enterprise sized Architecture with Easiness of Expansion and Customization

Advertisement Signage Solution
- Smart Scheduling based Scheduling/Management
- Event based Scheduling, Advertisement Event Function
- Provides AD Reservation/Contract/Media Management Service Interface
- User/Manager System Interface for Advertiser

Enterprise sized Architecture
- No Limitation on Architecture with Enterprise System
- HA enabled through SignalR and Non-SQL Module
- Distributed Session Sharing
- Supporting Android based Player (HTML5)
- Parallel Expansion of Contents Delivery Server

Easiness of Expansion & Customizing
- Customizable Module based Application
- Data Driven Advertisement Service
- Template based Screen Editor
- Integrated Monitoring & Map based Monitoring
- Standardized External Data Interface (Weather, News …)

WEB based User Interface
- Expandable through WEB based SaaS Service
- Manager/Designer in same Management UI
- Menu driven Link to Back-End System or External System
II. i-Vision 3.0 Solution

3. Service Architecture

Front-End

Web Based i-Vision 3.0 Operation System

i-Vision 3.0 Extended Module

Advertisement effectiveness measurement & Selective Advertisement Module
(i-AdSense)

Frequency based Advertisement Module
(i-Catch)

Advertisement / Contract Mgmt. Module

+ Smart Scheduling
+ Map based Monitoring
+ Sync between Players
+ Beacon based Location Mgmt.
+ Remote Mgmt.
+ External Event Connection

Back-End

i-Vision 3.0 Service Platform

Advertiser

Sales Mgmt.

Frequency Mgmt.

Advertisements ROI

Remote Mgmt. Module

Extended Module Mgmt.

External Connect

Screen Designer

Contents Mgmt.

System/Device Mgmt.

Active Player Session Mgmt.

Remote Mgmt.

Scheduler Mgmt.

Monitoring Mgmt.

User/Role Mgmt.

Template Mgmt.

Event Data Mgmt.

Log & Report

Player Line-Up

Windows

Android

Linux

Player Info.

Schedule

Event

Contents

i-AdSense

Frequency based Advertisement Module
(i-Catch)

Advertisement / Contract Mgmt. Module

+ Smart Scheduling
+ Map based Monitoring
+ Sync between Players
+ Beacon based Location Mgmt.
+ Remote Mgmt.
+ External Event Connection

Front-End Service Mgmt.

Basic Module Mgmt.

Proof of Play Mgmt.

Player Info.

Report Mgmt.

ROI Mgmt.

External Connect

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Advertisement Scheduling Technology through Smart Scheduling

- Rule Based Auto Schedule Allocation Technology (Smart Scheduling) - Matrix based Schedule Allocation Algorithm
- Advertisement Screen & Basic Screen Re-allocation Function
  - Reordering function with AD play count and ratio of Non-AD vs AD Screens
- Advertisement Management, Schedule Management, Automatic Smart Schedule Creation & Distribution

※ Advertisement / Event based Smart Scheduling
※ Periodic Task Scheduler Scheduling & Distribution
4. Features - Contents Management

Smart Scheduling & Distribution
- Regional, Type and Group Hierarchical Resource Management
- Supports Dashboard based Real-time Remote Monitoring & Control, on/off Function
- Effective Contents Distribution (Depending on Site size: Pull/Push/Grid Delivery)
- Through Various types of Log Reporting; AD Effectiveness & Operation Management Status Analysis

Media Management Flexibility through Hierarchical Resource Management
- Regional, Type and Group Hierarchical Resource Management
- Supports Dashboard based Real-time Remote Monitoring & Control, on/off Function
- Network Status based HA & Auto re-connection Function
- Through Various types of Log Reporting; AD Effectiveness & Operation Management Status Analysis
II. i-Vision 3.0 Solution

4. Features - Templates

Varous Template Function

- Basic Template
  - 14 Basic Layout

- User’s favorite layout can be stored as a Template to help them easily create Screens

- In Template Creation we can have non-editable sections
  - Can use this to have mandatory sections like Company Logo

14 Basic Layout

User Creation Template
III. Customized Solution
III. Customized Solution

『Advertisement Price Recommendation & Advertisement Result Analysis System』

Using AD price Base function to decide the AD price, Data based Advertisement result analysis

- Extended Advertisement System
- Provides reliable Data to advertisers

- Advertisement Price Recommendation & Advertisement Result Analysis System

- Advertisement Price Recommendation System
  - Using AD price Base function to decide the AD price, Data based Advertisement result analysis
  - Extended Advertisement System
  - Provides reliable Data to advertisers

- Advertisement Result Analysis System
  - A clear analysis of the effect of AD
  - Increase user satisfaction and efficiency
  - Suitability of advertising per Media
  - Reliability of advertising for advertisers
  - AD to purchase conversion rate rises
2. i-Beacon Solution

『Indoor Location Platform based Technology using Beacon』

Service Implementation using current Indoor Location through Beacon Technology (Issuing Coupon & Advertisement Promotion)

- Real-time information service with Mobile integration (Using Push Message)
- Using multiple beacon with triangular location tracking

### Example of Indoor location based Service

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<th>Way Finding Service</th>
<th>Store AD</th>
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<td>Multiple Beacon Installation</td>
<td>Beacon in Entrance</td>
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<tr>
<td>Locate current to provide Navigation to Destination</td>
<td>Showing off Sales and Promotion before entering the store</td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>Issuing Coupons</th>
<th>Product Info.</th>
<th>Pay &amp; Buy</th>
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<tr>
<td>Beacon in Entrance</td>
<td>Beacon by the product</td>
<td>Beacon in Exits/POS</td>
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<tr>
<td>Push out Coupons for customers entering Store</td>
<td>Information for the product and Stock information</td>
<td>Payment by the information stored in Mobile device</td>
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<th>내용</th>
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<td>애플</td>
<td>아이비콘</td>
<td>애플스토어 및 유통망 적용 확대</td>
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<td>구글</td>
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<td>페이팔</td>
<td>페이팔 비론</td>
<td>비접촉 결제 솔루션 개발 및 유통망 적용 확대</td>
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III. Customized Solution

『High Frequency Recognition Technology』 (i-Catch Solution)
Using High Frequency Sound to deliver contents to Players - Mobile Advertisement Promotion

- SDK provided for enabling service using i-Catch Platform (Server/Client Side)

1. Sound tag per AD
2. Personal Mobile App Recognizes Sound tag
3. Clicks on the Advertisement to more Info & Buy

Service (i-Catch Admin)
- AD Contract & AD Screen Design
- Advertisement Schedule Management
- Advertisement Casting
- AD / Promotion Management
- POS Management
- Advertisement Play, Promotion Reports
III. Customized Solution

『i-Vision 3.0 based Player to Player Contents Play Sync Solution』

Individual Players can be scheduled with Synced type Schedule to play contents as One Content

- Sync Scheduling through Centralized Management
- WYSWYG Schedule Scheduling UI
- Player to Player Contents Sync

Case 1) Players sync in Different Locations

Case 2) With separate Players make one 12K movie

Case 3)
IV. Digital Advertisement Media Service
We are operating over 40,000 Players off-site from 2005 and have cumulated Knowledge and best Practices while doing this for 11 years.

**40,000 Media Operation Knowledge**

- **Government**
  - LED Media Installation Operation
  - City Notice and Local ADs

- **Airports**
  - Limited AD for Airports
  - 24 hour automated operation

- **Subways**
  - 143 Station with 930 Displays
  - Interactive Local Directory

- **Bus Stops**
  - 8600 Bus Stops Nation-wide
  - 25hr operation with Dynamic Contents

- **Elevators**
  - 1,400 Sites / 900,000 homes
  - 22,000 display Installation & Operation

- **Campus**
  - 35 universities / 429 Media Installation, Operation

- **Hospital**
  - 20 hospitals, 417 Media Operation
  - 0.5mil views per month

- **CVS**
  - 2,329 Displays
  - 0.1mil views per day
We are providing Media operators, AD Agencies, Advertiser with ROI Analysis data using Big-Data ROI Analysis Solution
V. Main Implementation/Operation Case
V. Major Implementation/Operation Case

**Media Overview**
- IIAC u-signage Implementation (12.05~13.01)
- Passenger Flow Management System Development (13.01~11)
- 92” Multi-Touch Screen, 46”, 55”, 70” STB

**Media Effects**
- Increase in Usability for Customers with Dynamic Adaptive Contents
- Clean & Ubiquitous Airport Image
- Service Quality enhancement through better Monitoring Features

**Media Features**
- Integrated with current Systems
- Expandable Architecture System Implementation & Development
- Map based Monitoring & Control
- Template based Signage Contents Authoring
V. Major Implementation/Operation Case

Subway

Media Overview
- Subway DID System Implementation
- 930 Media Installation

Media Effects
- Effective Eye-catching AD through Touch Screens and See-through Display
- Content Distribution with Smart Advertisement Scheduler

Media Features
- Latest Media Technology implemented (4 faced display, LED Banner, Lights Show Case + Digital Hybrid Media)
- Web & Mobile Digital Signage Sales Management System Implementation
- Real-time data through External data
- Role based Contents Management Function
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

**Bus Stops**

**Media Overview**
- 300 Center Lane Bus Stops
- 400 Side Lane Bus Stops

**Media Effects**
- Region based Advertisement with Location based Information Service (full coverage, selective coverage)

**Media Features**
- Bus Departure & Arrival Information implementation through External data I/F
- Contents distribution through M&C Console
- External Content Provider Information
- Real-Time information including News, Weather, Maps
- Role based Contents Management Function
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

Gas Stations

Media Overview
- GS Caltex Gas station nation wide DID System Implementation (2012)
- 550 Self Gas Display, 21 Banner Display, 13 Wall Display

Media Effects
- Different contents for different type of display
- Auto Advertisement Management per display type through Meta-data

Media Features
- Content Tag Meta Data Info. based Target Advertisement System
- Event based Advertisement Schedule Creation & Distribution Function
- Advertisement with Point Card
- Fueling information Integration
- Location based web Monitoring(Map UI)
- Play-Sync Agent
V. Major Implementation/Operation Case

Media Overview

- Nation-wide IBK-KT, IBK Currency Center, Post Office
- 1X3 Multi-Screen(47") Media Installation

Media Effects

- Information and Marketing tool for Customers
- Internal Information Channel

Media Features

- Financial and IT related Media Contents
- Real-Time data including Weather, News, Cultural Information
- Role based Contents Management Function
- Dynamic Contents Distribution & Scheduling Function
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

Stores

Media Overview

• Nation-wide Amore Pacific, LeCaf, K-SWISS Stores
• 1x8, 1x4, 1x5, 1x6 Multi Screen (32", 40", 46") & 20" Wi-Fi Touch Media Installation

Media Effects

• Intensive promotion in POP(Point-Of-Purchase)
• Proven effect of In-store Digital Promotions

Media Features

• Used as an Company & Brand Imaging
• Customized Contents Template per Customer
• LeCaf, K-SWISS : Touch based Interactive Advertisement (Wi-Fi Touch Monitor)
• Amore Pacific: Multi Language Support
V. Major Implementation/Operation Case

Supermarket

Media Overview
- Homeplus & Lotte Mart Supermarket Digital Media
- Nation wide 170 stores 2,800 Displays (7”, 12” Wi-Fi Touch, 47” Standalone STB)

Media Effects
- Intensive promotion in POP(Point-Of-Purchase)
- Proven effect of In-store Digital Promotions
- 40 Thousand views per day (10~15% Revenue Increase)

Media Features
- Touch based Interactive Advertisement & Survey/Reporting Function (shelfADD, Wi-Fi Touch Monitor)
- Mobile integrated Coupon Issue
- Role based Contents Management Function 
  Remote Monitoring & Control Function
V. Major Implementation/Operation Case

CVS

Media Overview

- Nation-wide GS25 and Story-way CVS Digital Media
- GS25: 2,200 Displays, Story-Way: 150 Displays (42”, 46”)
- SaaS DID Service

Media Effects

- Intensive promotion in POP (Point-Of-Purchase)
- Proven effect of In-store Digital Promotions
- Vertical layout to maximize Content effect

Media Features

- Real-Time data including Weather, News, Cultural Information
- Role based Contents Management Function
- Dynamic Contents Distribution & Scheduling Function
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

**Government**

![Image of Government media system]

**Media Overview**
- National Congress, State Office, City Halls DID System Implementation
- 500 Displays in Government Facilities
- Optical Monitor, 40", 46", 70" STB installation

**Media Effects**
- Use by Local government to Inform alerts and events
- More friendly image of government was established

**Media Features**
- Integration with legacy system to offer Real-Time information
- Digital Notice board to notify Events
- Role based Contents Management Function
- Dynamic Contents Distribution & Scheduling
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

**Media Overview**
- Nation-wide Apartments and Commercial Building Elevators digital Media
- 1,400 Sites, for 86 thousand homes, 25,000 Displays

**Media Effects**
- Dynamic Contents per Time, Site and Region
- Fitted for closed environment which increased customer (residents) satisfaction
- Experimented multiple needs of the Advertiser

**Media Features**
- First in market to embed Cell phone transmitter in elevators (Elloha System)
- Management Office Notice and Digital Board
- Real-Time data including Weather, News, Cultural Information
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

**Media Overview**
- Junnam Hospital DID System Implementation (2012/2013)
- 1x2, 3x5 Multi-Screen & 17", 55" STB
  Integrated 55" KIOSK type Media Installation

**Media Effects**
- Customer satisfaction through Real-time Waiting and Doctor Info.
- New Image for the hospital as a Smart Medical Service

**Media Features**
- Medial System integration to get Medical Info.
- Hospital Information, Doctors Introduction in KIOSK Type Interactive System
- Real-Time data including Weather, News, Cultural Information
- Media art using 3x5 Multi-Screen
V. Major Implementation/Operation Case

Media Overview
- Sejong and KyoungBook University DID System Implementation
- 2x3 Multi-Screen(47”), 55” STB Integrated Media Installation

Media Effects
- Useful information for students: Notice, Job searching
- Making an Image of Smart Campus

Media Features
- Real-time broadcasting Service(TV+Signage)
- Mobile Service Integration
- Social Network Service Integration
- Real-Time data including Weather, News, Cultural Information
- Role based Contents Management
- Dynamic Contents Distribution & Scheduling
- Remote Monitoring & Control Function
V. Major Implementation/Operation Case

Rest Area

Media Overview
- Highway Rest Area DID System Implementation (2011)
- 42”, 47” LCD(STB Integrated) & LED Media Installation

Media Effects
- Customer satisfaction through Real-Time Traffic information
- IT Technology integrated Rest Area

Media Features
- Traffic Information Center System Integration
- Real-Time Dynamic contents : Auto focused Map, Traffic Alert, Travelling Time
- Real-Time data including Weather, News, Cultural Information
- Role Based Contents Management Function
- Dynamic Contents Distribution & Scheduling
- Remote Monitoring & Control Function
Thank You