

**RETAIL
MERCHANDISING**

**BANKING AND
FINANCIAL SERVICES**

HEALTHCARE

**CORPORATE
COMMUNICATION**

HOSPITALITY



**SERIOUSLY SMART
MEDIA DELIVERY**

**SPORTS AND
ENTERTAINMENT
VENUES**

A SMART NEW APPROACH FOR DIGITAL SIGNAGE

PointMediaPro™ is one of the world's most sophisticated digital signage software platforms, with a superior, database-driven design that allows for precise, dynamic targeting of media messages across large enterprise networks.

PointMediaPro is a complete digital signage distribution and media management solution. Built with technology integration and complex media distribution in mind, PointMediaPro offers easy, rapid customization to meet both customer and end-user needs, and access to a large in-house software engineering team that is easily scalable based on development demands. The platform provides an extensible framework to address specialized customer requirements for content generation and integration, management workflow integration, and unique reporting applications. PointMediaPro was developed by Thinxstream Technologies, a subsidiary of Celstream Technologies, a global Product Engineering Services company. Thinxstream™ offers customers a comprehensive range of software solutions, as well as resources and experience unmatched in the digital signage industry.



PointMediaPro is future-proofed, designed to integrate with the latest hardware components, emerging technologies and media formats. Increasingly complex and varied networks can be easily managed because of the platform's workflow and database design, which can fully automate playlist creation for every playback device, based on the specific characteristics of that venue.

• SOPHISTICATED

PointMediaPro was developed by Thinxstream to specifically meet the granular and diverse needs of operating a sophisticated screen network, streamlining the workflow and reducing costs, while also maximizing the accuracy and timeliness of messaging.

• AGILE

Thinxstream has access to Celstream's vast pool of in-house software engineers to supplement the core development team. We can do what you need, and on your timelines, without impacting our core development work and roadmap.

• FLEXIBLE

PointMediaPro has a modular and open architecture which protects customers from outgrowing the platform. Integration is possible with both existing and emerging business systems to allow customers to grow their platforms in line with their business needs.

• SEASONED

Our parent company, Celstream, has a rich heritage of delivering world-class development work and engineering excellence to technology companies. You can benefit from our team's vast technology expertise and domain understanding in digital and converging media.

• UNIQUE

No other company in the digital signage industry can match our scale, speed and directly relevant in-house experience when customization is required. Whether customer projects need small enhancements or a completely different workflow and look, we are well-positioned to meet the need.

• SOLID

In turbulent times, stability is essential. Thinxstream is the product subsidiary of Celstream, an established and financially independent India-based product engineering services company, with multiple lines of related businesses, strong customer engagements and operations that span the globe.

A ROBUST DIGITAL SIGNAGE PLATFORM

PointMediaPro is an advanced digital signage software platform that integrates seriously smart media distribution capabilities with strategic, IT-driven business processes. Most digital signage products today have rigid frameworks that offer little or no opportunity for customization. Only the PointMediaPro team has the experience, skill-sets and available resources to rapidly and precisely tune a solution to customer needs.

PointMediaPro offers all the functionality that is expected of a robust digital signage platform, from broad media file support to a friendly user experience. What is different, and really matters, is that PointMediaPro is a business-class solution. It is designed for large, enterprise level networks, and has the data-centric flexibility to grow to mass scale, and complexity, without any corresponding jump in workload. We work with both general and vertically-focused Systems Integrators(SIs) to help deliver solutions tailored to the requirements of customers, and have the open architectures and resources to be flexible and fast.

Regardless of the target audience or objectives, PointMediaPro offers a powerful media delivery engine that can target messages by everything from geo-spatial data to the demographics of individual sites. In addition, we have the engineering horsepower and background to address the industry's ever-evolving demands.

Key features of PointMediaPro:

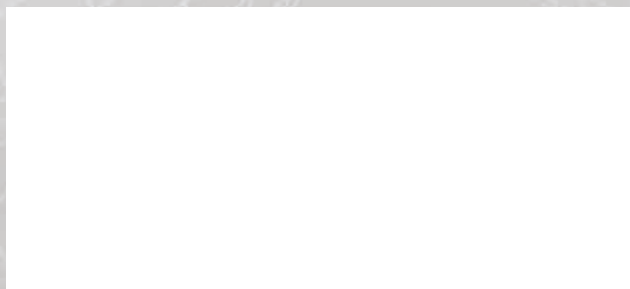
- Open, extensible architecture, ready for customization
- Flexible targeting engine, including application-specific tags
- Broad, dynamic range of applicable targeting characteristics, including geo-spatial data
- Works across multiple network technologies and protocols, including satellite and FM
- Broad media file support as well as streaming video external data sources
- Inter-media relationships that ease media publishing and monitoring
- Support for multi-zone layouts, file transitions, dynamic RSS, live video, and dynamic Flash
- Centralized systems monitoring and audit trail
- Windows and Linux OS media player support
- Support and development for non-PC playback devices, such as set-top boxes and smart devices
- Extensions to support external databases, spreadsheets, Websites and legacy systems
- Extensions to support optional external devices such as sensors, bar code readers and touch screens

Thinstream understands the demanding business requirements of customers and end users for digital signage systems and has evolved an effective support mechanism. The PointMediaPro platform has been rigorously tested to exceed the quality expectations of customers and end users – further, Thinstream has a strong warranty support policy to ensure defect fixes in the platform, if any. Customer and end user support for the PointMediaPro platform and the complete digital signage solution is provided by Thinstream's carefully selected and trained SI partners, who have the requisite background and expertise to supply and support a turnkey system.

APPLICATION AREAS

- Retail Merchandising
- Out-Of-Home Advertising
- Banking & Financial Services
- Transportation Systems
- Healthcare
- Factory Floors
- Sports & Entertainment Venues
- Customer Services
- Corporate & Employee Communications
- Hospitality
- Government & Education
- Cinemas





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