SPINETIX

Welcome your customers while you protect them as well as your assets!

Turn the Confrontation Screen at store entrance into a Welcome Screen by integrating Live Video with Digital Signage.

Retailers are going digital to improve customer experience and provide a true omni-channel shopping. Screens with digital ads are raising awareness and sales. Adding live videos elevates the experience even further as visitors are becoming captivated and engaged. It creates a human and appealing environment. **The shop becomes a smart-shop: dynamic, real-time and connected.**

Axis and SpinetiX have teamed up to create a powerful and smart streaming solution to innovate the Public View – or Confrontation Screen. By combining the Axis network cameras with SpinetiX HMP players the screen at shop entrance turns into a Welcome Screen.

This smart streaming solution allows retailers to include security as part of their aesthetically pleasing instore-communications.
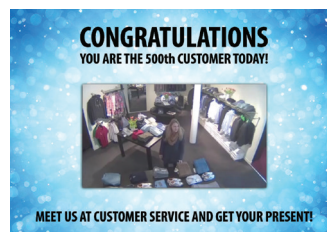
The HMP player gets the live stream directly from the door-facing Axis network camera and displays it on the Welcome Screen. This solution does not require any PC nor additional cabling.

HMP player can display multiple types of information such as live videos, audio, texts, images, etc. These elements can be dynamically positioned, re-sized and edited to display one of the following:

> Shop entrance live video for theft prevention
> Real-time announcements
> Local sales promotions
> Smart way finding
> Welcome messages
> Opening hours
> Staff photos
> Emergency and safety alerts

> Local weather forecast
> Local transportation timetable
> And much more powered by 150+ customizable widgets

Furthermore, to make it relevant and targeted to the shopper, HMP players handle event triggering from the Axis network camera, allowing screen content to change based on pre-defined shop scenarios. For example, every 10th visitors can be rewarded with a coupon triggered by the connected people counter.

The solution fits shops of any size and is scalable for any number of screens and any number of shops. The HMP player is based on open standards and can be seamlessly integrated to any existing and future architecture.

Axis and SpinetiX help to create an engaging smart shopping experience with instore-communication that matters to customers making them more loyal.

> **Low latency streaming**

> **Live videos: any size and positioned freely**

> **150+ widgets to display dynamic content**

> **High reliability, doesn't require PC**

> **Plug & Play installation**

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Technology Recommendations

	SpinetiX HMP players	Axis network cameras
Recommended Models	HMP350 (2 x RJ45 connectors for direct camera connection)	All camera models Recommendations for entrance door variety: backlight compensation (WDR) within: > AXIS M30 Series (Max 1920x1080) > AXIS P32 Series (varifocal) > AXIS P12 Series (discreet environments)
Network	IP LAN, RJ45	IP LAN, RJ45
Software	SpinetiX Elementi (content creation and publishing tool) FREE 30-day trial spinetix.com/downloads	AXIS Companion software suite AXIS Camera Station

Screen: Any size and format. HDMI. RS232 or CEC recommended for remote Power ON/OFF.

Support

support.spinetix.com/wiki/axis

Support

www.axis.com/learning-and-support

Why network video?

> Superior image quality
> Remote accessibility
> Easy, future-proof integration
> Scalability and flexibility
> Cost-effectiveness
> Distributed intelligence
> Proven technology

Why Axis?

> Worldwide #1 in network video, the world's leading expert
> Proven installations across all continents
> Broadest product portfolio in the industry
> The largest installed base of network video products
> Over 30 years of networking excellence

Why SpinetiX?

> Number 1 Digital Signage choice for installers and integrators
> SpinetiX is an award winning Digital Signage manufacturer
> Worldwide distribution
> Worldwide training and certifications
> Channel Partner Program

www.spinetix.com

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