FRACTALIA MEDIA

DIGITAL SIGNAGE
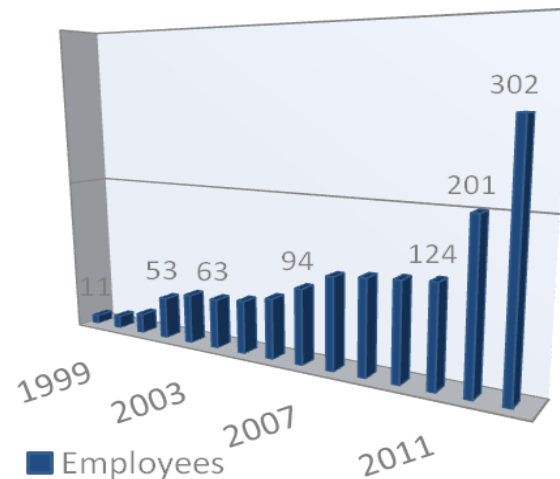Santander Case Study
2013

FRACTALIA IN NUMBERS

• Created in **1999**, Spanish privately owned company
• Turnover of more than **15M€** in 2012
• **302** Employees, more than 85% with technical background
• Over **20%** income re-invested in R&D
• ISO 9001 Certified
• Key Accounts: Telefonica, Santander, British Telecom, Portugal Telecom, Federal Beijing, SITA
• Significant employee growth in the last 2 years

➡ **FRACTALIA SOFTWARE**
Fractalia Manager
Fractalia Media

➡ **FRACTALIA SERVICES**
IT Managed Services
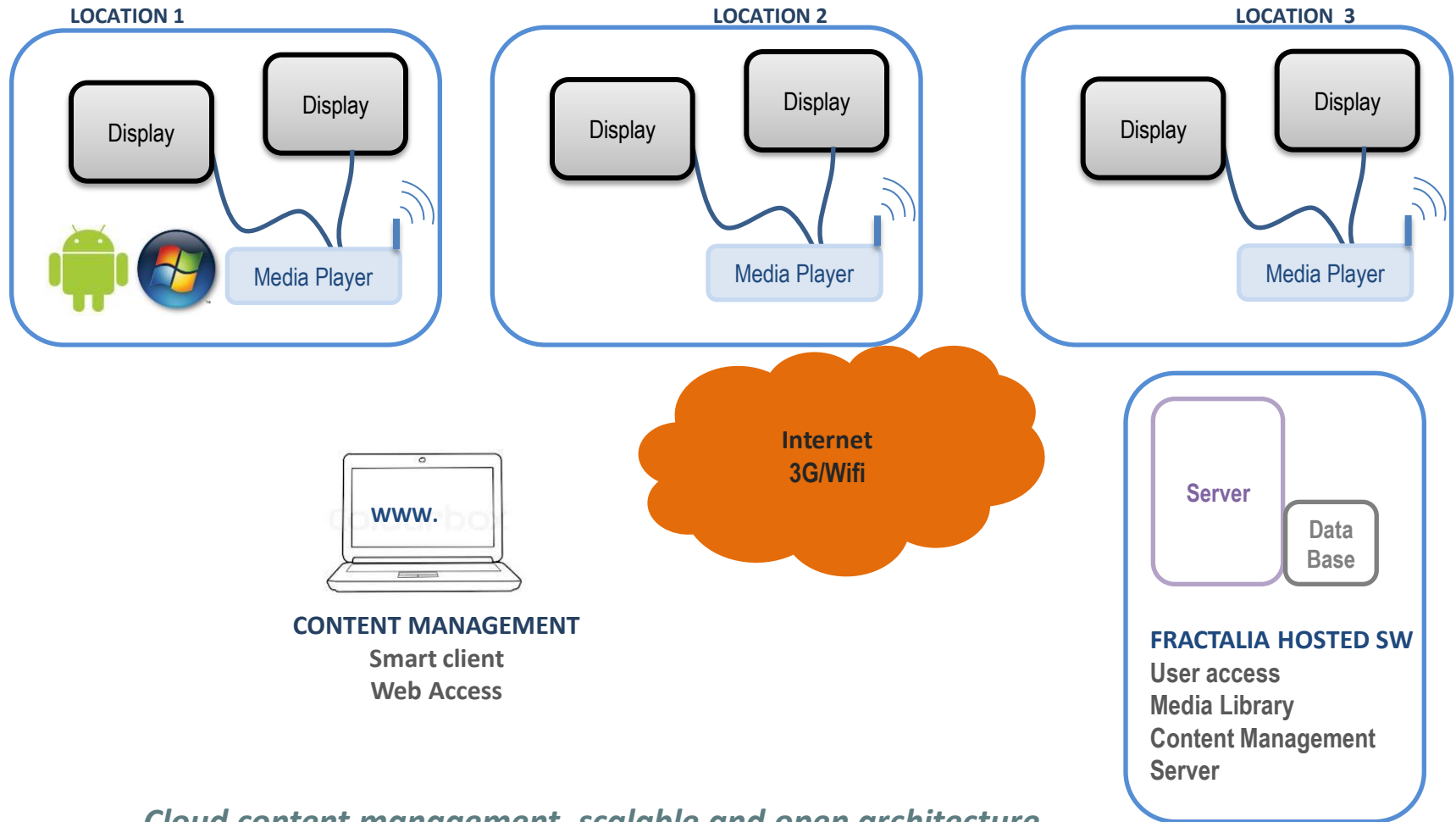
WHAT IS DIGITAL SIGNAGE?

Electronic Displays that show information managed from a centralized content management platform. It can be used for:

- Advertising
- Internal Corporate Communication
- Influencing customer behaviour
- Enhancing customer experience
- Public Information
- Menu Information

Corporate video

Store promotion

Picture

TV Sports Channel

FRACTALIA MEDIA is the integrated software platform for Digital Signage

FRACTALIA MEDIA: DIGITAL SIGNAGE SOLUTION ARCHITECTURE

LOCATION 1

Display

Display

Media Player

LOCATION 2

Display

Display

Media Player

LOCATION 3

Display

Display

Media Player

**Internet
3G/Wifi**

www.

CONTENT MANAGEMENT
Smart client
Web Access

Server

**Data
Base**

FRACTALIA HOSTED SW
User access
Media Library
Content Management
Server

Cloud content management, scalable and open architecture

4

FRACTALIA MEDIA: DISPLAYS AND MEDIA PLAYERS
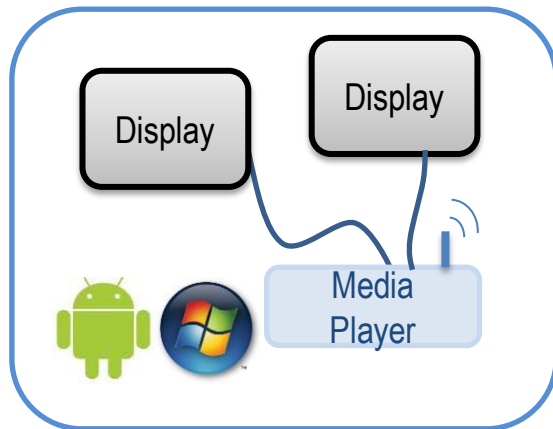
POINT OF SALE 1

Displays

    Professional screens

    Kiosks

    Interactive tablets/touchscreens

Players

    PC+Windows (LAN, Wifi, 3G)
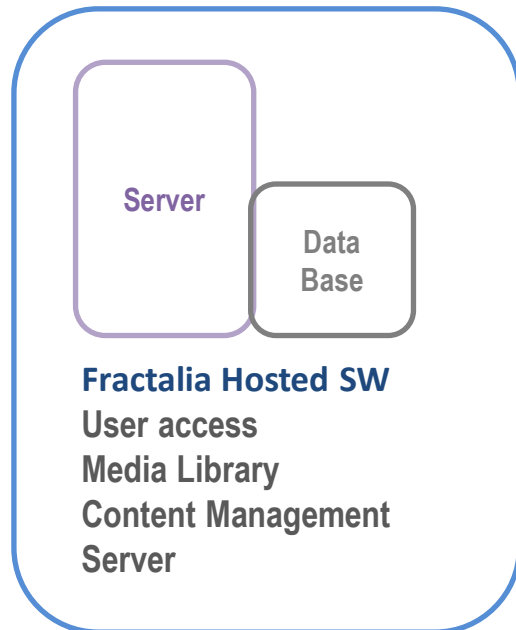
    Android miniPC (Wifi, 3G)

Fractalia Media Client License

Display

Display

Media Player

Integrating Android and Windows players in the same platform

![FRACTALIA logo]

FRACTALIA MEDIA: HOSTED SERVER APPLICATION

Server

Data Base

Fractalia Hosted SW
User access
Media Library
Content Management
Server

Fractalia Media Server License
User Access Control
Media Library

Images: jpg, png, gif, bmp
Video: avi, wmv, mp4, mov, mkv, mpeg
Audio: mp3, wav
Flash: flv, swf
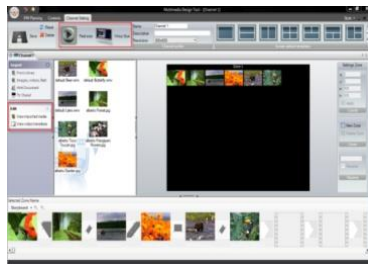HTML: Internet URL, Private HTML (multifile)
Text
Audio & video streaming

Cloud content management: centralized, easy to deploy, easy to access from anywhere

FRACTALIA MEDIA: USER APPLICATION

www.

**CONTENT
MANAGEMENT
Smart client
Web Access**

Smart Client
> Accessible via Web
> Centralized for multiple locations
> Simplified content management
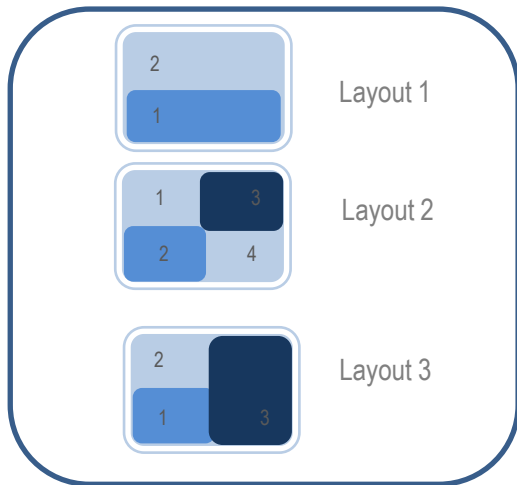
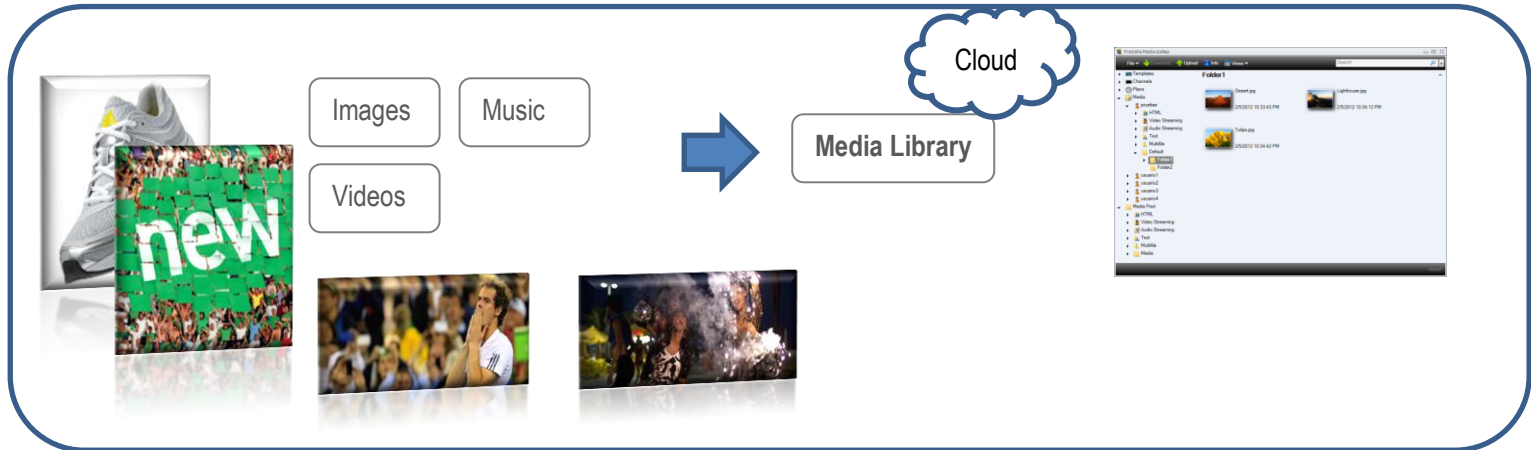**Content Management**
> Upload your contents

Digital Signage Management
> HOW: Create your **layouts**
> WHAT: Prepare your **channels**
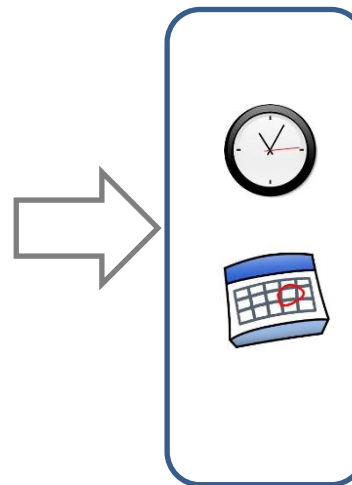> WHEN and WHERE: Prepare your **schedules**/**plans**
> Publish your contents

User friendly interface, content management made easy for any network of displays
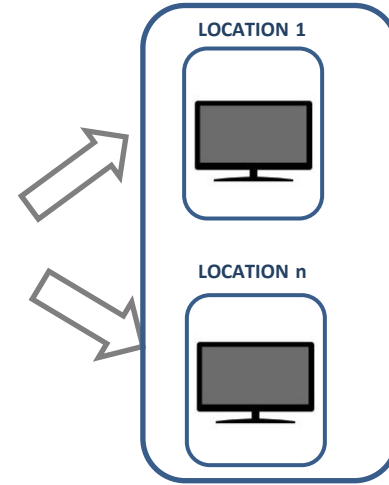
FRACTALIA MEDIA: CONTENT MANAGEMENT

UPLOAD CONTENT

Images
Music
Videos

Cloud

Media Library

CHOOSE LAYOUTS

Layout 1
Layout 2
Layout 3

PLAN & SCHEDULE

PUBLISH CONTENT

LOCATION 1
LOCATION n

FRACTALIA MEDIA: COMPLETE DIGITAL SIGNAGE SOLUTION

HW	Displays / Screens / Tablets (Android) Player (PC or Android)	*Local HW Provider*
SW	**Fractalia** Media Client License	**FRACTALIA**
SW (hosted)	**Fractalia** Media Server License (Hosted) Content Management Application	
Connect	Data Connectivity (Wired or Wireless)	*Local Telco Operator*
Technical Services	Project Management Training Maintenance and support (local partner)	*Local Integrator*

FRACTALIA provides end-to-end solutions with certified local partners

FINANCIAL SERVICES: SANTANDER

Management of the corporate communication channels: more than 100 displays in Santander's HQ in Boadilla del Monte (Madrid)

(Orange Spain Enterprise Customer)

Santander is using FRACTALIA MEDIA to manage several communication channels

Digital Signage: Santander TV

Fractalia Media is the tool that allows Santander to manage corporate communication efficiently

- **Operated by Santander**
- **Central content management: multiple channels and multiple locations**

Deployment
CGS Boadilla (2009)
ISBAN – Alhambra & Monteprincipe buildings (2010)
SOR – Tripark building(2011)
BANESTO – Cercedilla Training Center

Work Team
Santander Global Facilities, A/V team
Santander, ISBAN and SOR Corporate Communication Departments are in charge of content creation and channel management

Digital Signage: Santander TV

Active Channels managed with Fractalia Media

"Canal Lobby": targeting visitors in corporate buildings, the content is mainly commercial messages and branding, broadcasted in big displays in reception areas

"Canal Vending": targeting Santander employees, the content is mainly corporate information and available services for the employees. Present in medium size displays near the vending machines

"Canal PIC" (Corporate Information Point): general information to complement signage, displayed in interactive totems in walking and parking areas

Visitors	Employees	Information Points

Digital Signage: Santander TV

Deployment

CGS SANTANDER
Canal LOBBY	4 displays
Canal VENDING	50 displays
Canal PIC	21 Totems

ISBAN
Canal LOBBY	2 displays
Canal VENDING	10 displays
Canal PIC	11 Totem

SOR
Canal LOBBY	2 displays
Canal VENDING	5 displays
Canal PIC	5 Totems

BANESTO Cercedilla
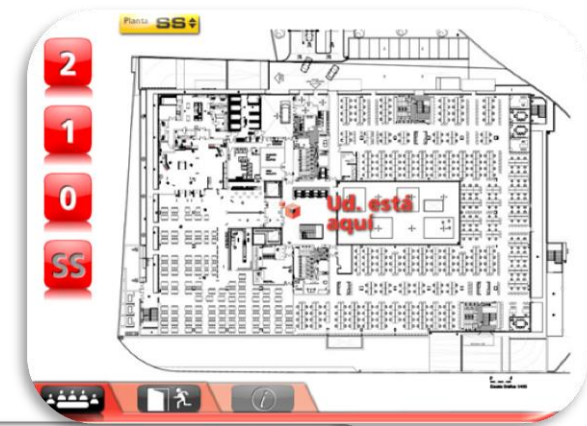|	
Canal PIC	5 Totems

TOTAL: 116 displays

SANTANDER Digital Signage

Santander **Corporate Communication Department** can manage communication with visitors and employees with a centralized tool

Interactive content integrated with Information Points improves the use of signage
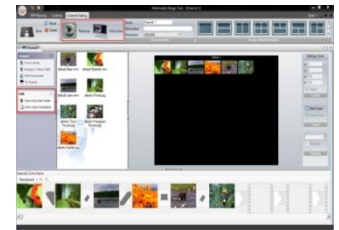
The system facilitates **real time updates**, corporate news, events and tv information can be easily published

Interactive devices can give information. Usage **reports** can be generated

14

CONCLUSIONS

• **Fractalia Media** is the complete Digital Signage Solution

   • Centralized content management

   • Simplified user interface

   • Networks of displays/players easily managed

   • Scalable

   • Easy to integrate with telecom operators
        • Multi tenant
        • Easy to include in the Telco service offer

   • Easy to customize for project specific needs

• **Android** Deployments will be faster, cheaper and easier to maintain

• **Santander** is already working with Fractalia in Spain

FRACTALIA

Headquarters - Spain
Gobelas, 13, 1st
28023 Madrid
Tel. +34 917 081 100
info@fractalia.es

Portugal
Av. D. Joao II, Lote 1.06.2.3 -1stB
1990-095 Lisbon
Portugal
info@fractalia.pt

UK
72 New Bond Street.
London W1S 1RR
info@fractalia.co.uk

Mexico
Rio Rhin, 22 int 304.
Col. Cuauhtemoc. Mexico, D.F.

Croatia
Rapska 44
10000 Zagreb

Chile
Avenida El Bosque Sur, Nº 130, 15th floor
Las Condes, Santiago de Chile

China
No 450 Fushan Road
Shanghai China

Turkey   **India**   **Colombia**   **Argentina**
South Africa   **Philippines**   **Peru**   **Brazil**