

# Smartzone™ From BrandPlay Group



## Interactive Digital Display and Customer Service Unit

BrandPlay Group Limited  
31 Marefair  
Northampton  
NN1 1SR



### 1: Introduction

Smartzone™ is a unique new digital signage and customer services solution developed by BrandPlay Group in partnership with Luminivision.

A range of elegant portrait format display units are available in single or double sided 46", 57", 65" or 70" formats.

Smartzone™ was described at a recent conference by the Chairman of the German Council of Shopping Centres and a leading European Digital Manager of Kinetic as "the way forward for mall advertising".

In summary, Smartzone™ delivers a combination of touch screen and gesture-based interactivity, together with augmented reality, Bluetooth and RFID functionality that takes digital signage to another level.

### 2: Description of Functionality

For digital signage, advertising and customer service deployments Smartzone™ delivers the following functionality:

Runs a show reel with configurable repeats, length of display, etc (media player loop) featuring the following:

- Static 'poster' displaying for eg. 10 seconds
- Simple moving image 'poster' displaying 10-30 seconds (flash, after effects, video)
- Motion detection interactive 'poster' where display changes as person approaches unit
- Gesture-based interaction with poster featuring effects (water, reveal, sprites, particles, etc)
- Touch-based interaction – eg. input of email address, interactive shop directory
- Image capture – eg. an interactive 'poster' with dancing shapes of viewer
- Further camera capture of viewer's image and placing in the picture/advert (enhanced reality)
- RFID recognition to change display
- Bluetooth download on touch of screen
- Send SMS on touch of screen

Smartzone™ also records the number of people who pass within view (ie. walk by) and the number who stop and interact, and provides daily reporting of these numbers.

The system supports stand-alone operation, and 3G and ADSL connectivity and features auto restart, recovery after power failure and other resilience features to support remote deployments.



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### 3. Equipment Specification

Components necessary to deliver the above functionality with 46", 57", 65" or 70" options include:

- LCD touch screen
- Media player PC
- Gesture capture equipment (camera and/or IR)
- RFID reader
- Bluetooth
- Fixed IP 3G router
- Wireless facilities for support
- UPS
- Speakers

All housed within certified units to be wall mounted or freestanding

Single-sided and double-sided units available

Indoor option and full weather-proof and vandal-proof outdoor option if possible

#### Example Unit Illustrations:



Single sided 46"  
Smartzone™ Unit



Single sided 65"  
Smartzone™ Unit



Double sided 65"  
Smartzone™ Unit  
(with additional directory option)



Double Sided 65" Bespoke  
Unit for Germany

### 4: Pricing

Smartzone™ Interactive Single Sided Freestanding Units

46"	£9,750.00 RRP
57"	£12,250.00 RRP
65"	£17,500.00 RRP
70"	£18,750.00 RRP

\* Pricing exclusive of VAT & delivery