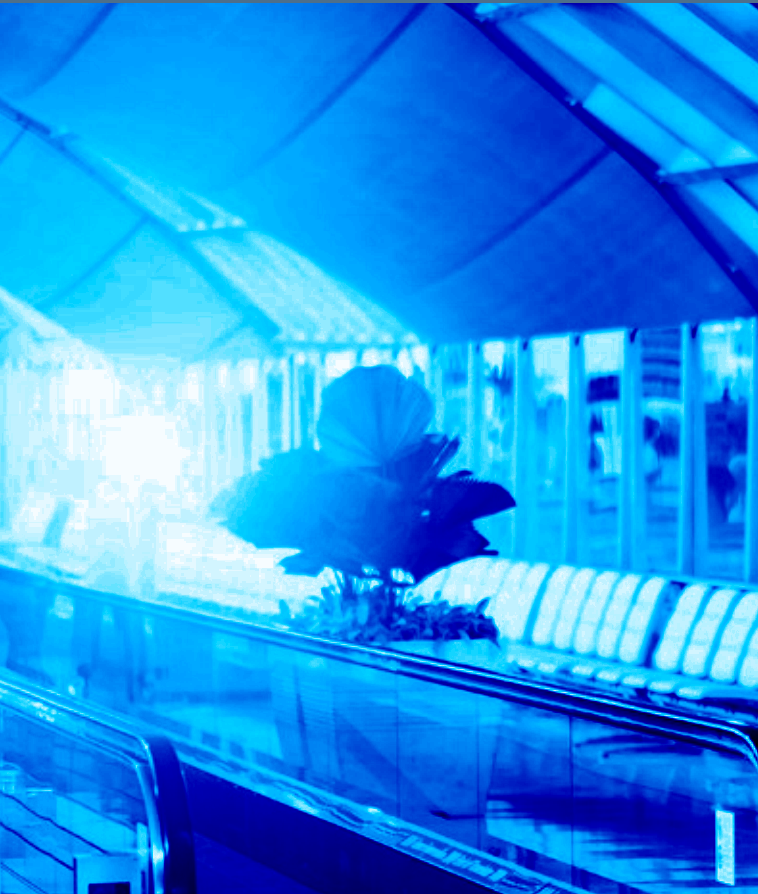


ALTRON

BYTES
MANAGED
SOLUTIONS

Next level visual
engagement



Digital display signage, marketing
and content management suite

There when **it matters**

“

Why be limited by an ordinary TV screen, when you could open up a world of possibilities with your own custom-built, portable, digital interactive glass..”

”

In an ever-increasingly competitive market, organisations are continually searching for innovative methods and platforms in order to elevate and execute their marketing strategies.

How do physical retail outlets, for instance, effectively compete with online, e-commerce and platform titans such as Amazon, Facebook and the like?

The attraction and retention of the empowered consumer is paramount to the sustainability of businesses across all sectors. Marketing budgets need to be targeted at engaging the client with a view to capture, maintain and improve the customer experience and spend.

Say hello to Aqueous - our digital display signage, marketing and content management suite.



About Aqueous

Aqueous transforms ordinary 'dead' glass into a seamless, fully-interactive digital sensory feast that delivers an elevated customer experience that is both captivating and highly engaging.

Offered to consumer-facing industries as a Digital Signage, Marketing and Content Management solution by Altron Bytes MS, Aqueous can be adapted to both indoor and outdoor high-traffic areas, and customised in terms of size and visual quality via LED, LCD, Touch and Non-Touch commercial displays that can be managed by media players, both on-premise or via the cloud.

Altron Bytes MS are able to provide standard visual media hardware, or work with our customers to craft a bespoke solution. In all engagements, we commence with a needs and environment analysis to recommend the best solution for that setting.

Our solution experts work in partnership with your relevant marketing agents and creatives to help them understand the technical aspects of the display and how they can best develop content for that form factor.

Why Aqueous?

- You want to increase foot traffic through your store or mall.
- You want an effective medium to capture the attention of your customers.
- You want to be able to customize and change your advertising content centrally and 'on the fly.'
- Delivering your marketing content via high-quality mediums is important to you.
- Longevity and ease of maintenance of your digital signage fleet is vital to cost containment and ROI.
- You want your business to be perceived as innovative, cutting edge and in-line with the elevated experiences customers now expect.

Aqueous product suite includes:

• Digital Display Screens

- LCD Display
- Transparent LED Display
- Back-LED Display

All these displays may be assembled to form custom size video walls

• Media Players

• Content Management System Software

Did you know?

- According to the SACSC (South African Council of Shopping Centres), South Africa places among the top 10 countries in the world in terms of GLA (Gross Lettable Area).
- South Africa is sub-Saharan Africa's most saturated retail market
- The current market reveals a marked increase in the use of video and animation to convey an organisation's marketing messages
- Consumers seek visual content prior to purchase

Commercial LCD Displays

Our range of Conventional LCD Displays offers a variety of different configurations from Full Commercial to Lite Commercial duty cycles with portrait and landscape orientations.

Our LCD screens may also be touch enabled, paired with a connected Content Management System providing an interactive digital experience that engages with customers at a different level.

- Full HD to 4K resolution
- Backlight Bulb Life of 30000 hours
- Android Operating System (typical)
- 2Gb Ram, 16Gb Storage (typical)
- Input
 - HDMI(1.3) IN×2
 - VGA IN×1
 - VGA Audio IN×1
 - DP IN×1
 - AV ×1
 - YPBPR×1





Transparent LED Screens

Our Transparent LED panels may be customized to customer specifications, retrofitted to a shopfront or hung within the store providing an engaging, visual marketing display.

- +6000 Nits brightness
- +60% Transparency
- Customized sizes available

Backed LED Screen

Indoor or Outdoor fixed installation screens. A Universal 320 x 320 mm module size makes it easy for future upgrades. Screen sizes can be any multiple of 320mm vertical or horizontal. Steel or Aluminium cabinet options are available.

- Variable LED resolutions available (Pitch 2.5mm to 8mm)
- Indoor & Outdoor Options
- Viewing Distances : + 2.5m – 10m
- Lifespan: 100 000 hours



Media Player & Content Management

- We offer various models of media players with a range of capabilities
- Capabilities include up to 4k video engine, IP streaming, geo-fencing, live feeds, multiple input methods
- We can enable the customer with cloud or on-premise intuitive CMS software





Brought to you by Altron Bytes MS...

Altron Bytes MS is in the business of selling technology and services as tailored solutions that help our customers meet their business objectives and Aqueous is yet another example of an innovative solution that we can install and customise to suit our customers' needs; that we can service both nationally and into Africa with our current network of service engineers and stocking locations, and that is backed by established industry relationships, both locally and internationally, to help ensure parts availability.

Give your customers more than meets the eye with Aqueous and enjoy the full benefit of video media as it continues to gain in popularity the world over.

Altron Bytes Managed Solutions

Email: salesms@bytes.co.za

Tel: +27 (11) 373 4000

1 Vlak Street

Selby, Ext 5

Johannesburg, 2001

www.bytesms.co.za

