

# SIMPLE YET SOPHISTICATED INTERACTIVE MEDIA EXPERIENCES

Experience Manager is a centralized platform that allows you to create, manage and distribute content to networked digital displays. It can be deployed in many ways from simple play loops with occasional content changes, to hyper targeted content that augments your advertising and merchandising.



# Experience Manager is comprised of three components giving you one powerful solution.

**Designer:** offers easy-to-use data-driven templates to create custom content. Rich in data features, it can easily integrate with third party enterprise systems and offers interactive (touch) capabilities without requiring programming skills.

**Content Manager:** makes organizing, scheduling and managing your content simple and supports standard image files such as MPEG, WMV videos, Flash and HTML 5. Cloud or server-based, it is easily deployed from a central location and offers flexible scheduling options. Content can be limited to a single area of the screen, set to fit the entire screen or spread across multiple screens. You have complete control over the content and can assign event triggers, incorporate real-time adaption, assign permission-based access and generate logs and reports.

**Player:** drives content to your screens with reliable smooth sub-pixel delivery. It ensures stable playback of graphics, sound and video files and provides seamless interruption-free updating with real time data insertion such as news and weather.

1



## DESIGNER

- easy to use templates
- library of animations
- links to external data
- supports files from other applications
- easy interactive integration
- live playback

2



## CONTENT MANAGER

- web-based interface
- easy media management
- playlist creation & scheduling
- role-based permissions
- electronic approvals
- back end reporting

3



## PLAYER

- content scheduling
- content playback
- time & event triggers
- local data integration
- event logging
- error tracking



## Experience Manager Interactive Solutions

Experience Manager offers a breadth of capabilities to easily deliver and manage your digital signage solution at a low monthly cost as well as comprehensive plans that ensure a robust and secure operating system with maximum uptime. Experience Manager's interactive capability also enables applications that will bring any retail setting to life.

### UPSell!

Transform your in-store experience right at the point of sale with our interactive Up Sell Customer Experience Station. Using LCD screens that are custom fit into shelving, relevant and detailed information is displayed when a product is lifted from its in-store shelf; lift a second product and screens dynamically update to compare the products. By enabling product information on-demand, the online experience is merged with in-store product accessibility to enhance shopper engagement.

### Cross Sell

Bring a seamless customer experience to your retail environment. Our Cross Sell assisted selling tool allows sales associates to trigger outfit styles—relevant to customer gender and age—onto in-store displays from a tablet. Sales associates have the ability to speak to the larger image while sharing detailed specifics with the customer on the tablet.

### Xsellrate™

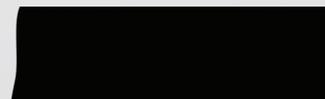
Applicable to any quick-service restaurant, our Xsellrate solution puts patrons in control. Using a mobile device or tablet they can place their orders, enter their name and picture, and track themselves in the queue. Not only is perceived wait time reduced but patrons are engaged and entertained while they wait.

## Experience Manager Services

Toshiba's Digital Signage experts are here to design the best digital signage solution for you.

Our industry-leading team of trained professionals will work with you from beginning to end providing a single point of accountability. We offer comprehensive services to provide everything your company needs to implement a successful digital signage solution.

- > Assessment & Site Survey
- > Solution Design
- > Content Creation
- > Content Management
- > Project Management
- > Installation and Service
- > User Training
- > Financing & Leasing



**Corporate Office**

9740 Irvine Blvd.,  
Irvine, CA 92618-1631

949-462-6000

**South**

2037 Bakers Mill Rd.,  
Dacula, GA 30019

678-546-9385

**East Coast**

959 Route 46 East, 5th Floor,  
Parsippany, NJ 07054

973-316-2700

**West Coast**

9740 Irvine Blvd.,  
Irvine, CA 92618

949-462-6430

**Midwest**

8770 W. Bryn Mawr Ave.,  
Suite 700,  
Chicago, IL 60631

773-380-6000

**Website**

[www.business.toshiba.com](http://www.business.toshiba.com)