DIGITAL SIGNAGE

Tech Digital Signage | Product of IETech (https://www.ietech.com.ng)

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Information Engineering Technologies Limited

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Tech Digital Signage Solution

Tech Digital Signage Solution is an intelligent communication platform that enables organizations to centrally manage and display dynamic digital content across multiple locations and customer touch-points. It provides a modern, engaging way to deliver real-time information, promote products and services, enhance engagement and strengthen brand consistency.

The solution allows authorized users to create, schedule, manage and distribute multimedia content including videos, images, announcements, scrolling texts and live dashboards to digital displays from a centralized management console.

Business Benefits

The solution delivers measurable business value by helping organisations:

- Improve customer engagement through dynamic and interactive digital communication.
- Promote products, services, campaigns and key messages more effectively.
- Maintain consistent product branding and messaging across all locations.
- Communicate important announcements and information quickly and efficiently.
- Reduce operational effort associated with manual content distribution.
- Comply with regulatory consumer information requirement

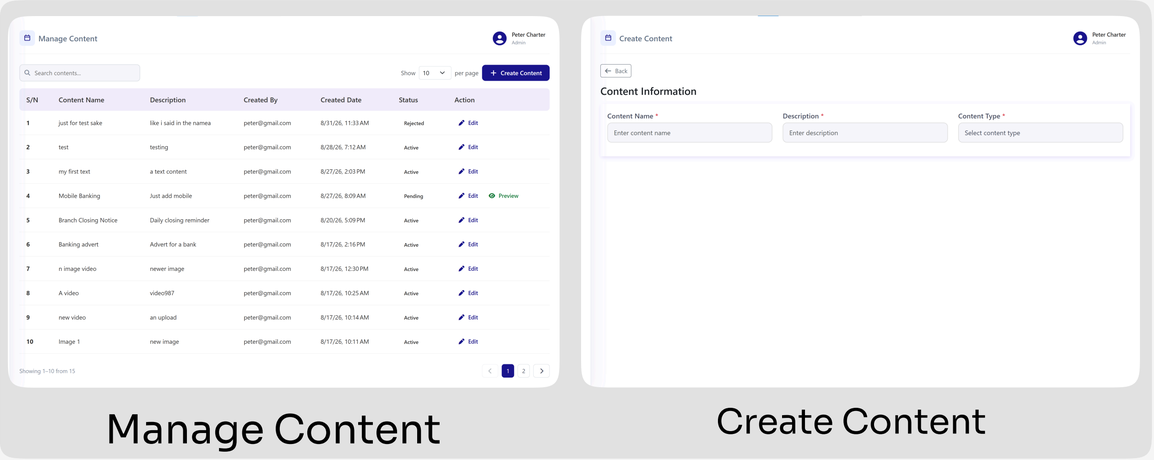
Core Capabilities

Centralized Content Management

- Create, upload, edit and manage digital content (text, image, video) from a single platform.
- Provides maker-checker functionality for content review and approval before publication.

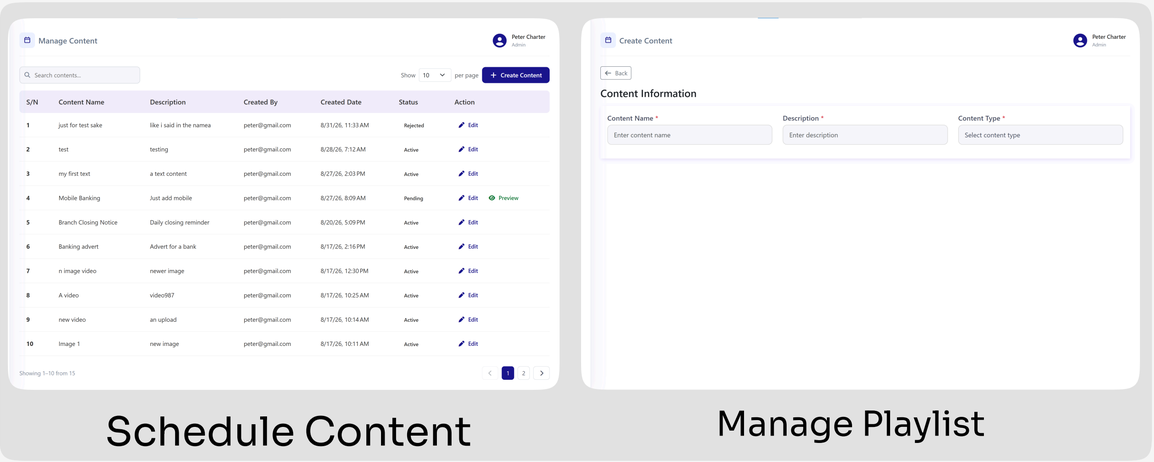
Contents, Scheduling & Playlist Management

- Create and manage content playlists.
- Schedule content by date, time, and recurrence.
- Automate content delivery using background scheduling services.



Manage Content

Create Content



Schedule Content

Manage Playlist

Display & Device Management

- Register and manage digital display devices across multiple locations.
- Assign playlists to individual screens or groups of screens.
- Centrally control content distribution across the enterprise.
- Enable real-time content updates

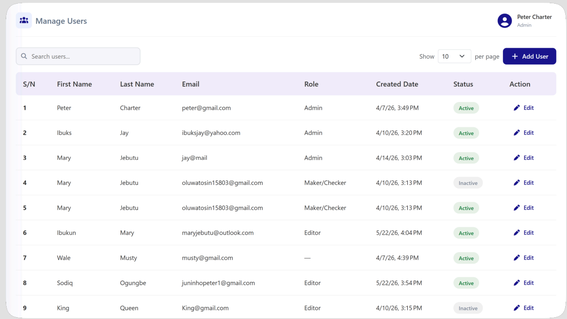
Multi-Format Media Support

Supports a wide range of contents formats including:

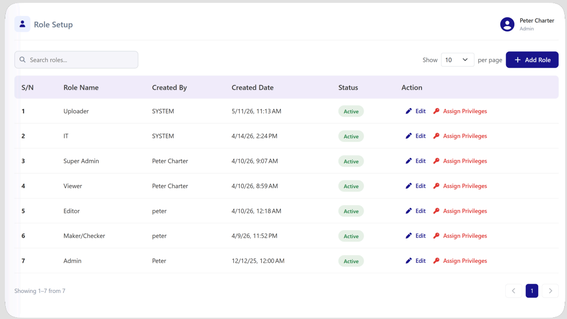
- Images
- Videos
- Scrolling text
- Live dashboards

User & Access Management

- Secure user authentication using JWT (JSON Web Token) technology.
- Role-based access control for administrators, content managers and viewers.



User Management



Role-based access control

Security

This is embedded throughout the solution to ensure the integrity, confidentiality and controlled distribution of digital content. These include:

- Secure user authentication.
- Role-based access control.
- Encrypted communication between servers and display devices.
- Comprehensive audit trails for all activities

Integration

The solution seamlessly integrates with internal systems and third-party applications, such as content feeds and user directory management system for efficiency

Compliance and Brand Management

Ensure adherence to organizational policies, regulatory and industry requirements, and approved brand standards across all digital displays.

Support and Services

Our team provides 24/7 support that is guided by a mutually signed SLA (Service Level Agreement) that meets industry best practices.