

 **Smartmedia**

SMART DIGITAL SIGNAGE SOLUTION

PRODUCT OF

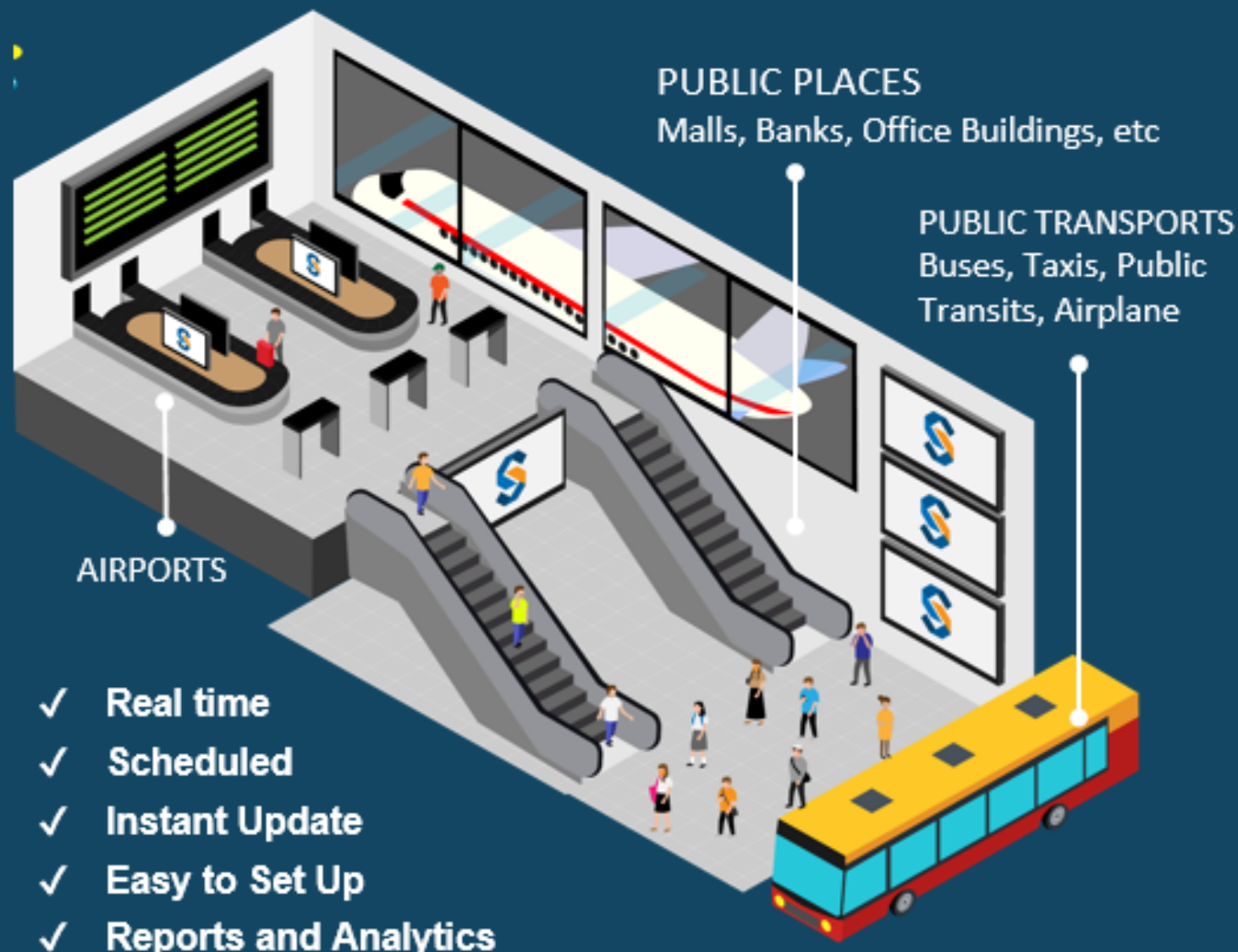
 **Imani Prima**
we're simple

Video Contents,
Schedule, Settings

Status, Reports
and Analytics



Content Management System with advanced technology to display media with well-targeted campaign. **Smartmedia has been installed in Transjakarta, Airports and Hospitals since 2016.**



KEY FEATURES



Playlist Management



Content Schedule



Display Reports



Display Capture



Viewer Analytics



Location Tracking

Hardware Features:

Player Device

- ✓ Play media based on settings
- ✓ Instant Update
- ✓ Device status monitored on website
- ✓ Send reports to website
- ✓ Custom/multiple hardware

CCTV

- ✓ Viewer Capture
- ✓ Environment Capture
- ✓ Media Display Capture
- ✓ People Count
- ✓ Vehicle Count

Device Status Monitored:

- ✓ ON/OFF Status
- ✓ Media currently / last played
- ✓ Display log and reports
- ✓ Location
- ✓ Last update



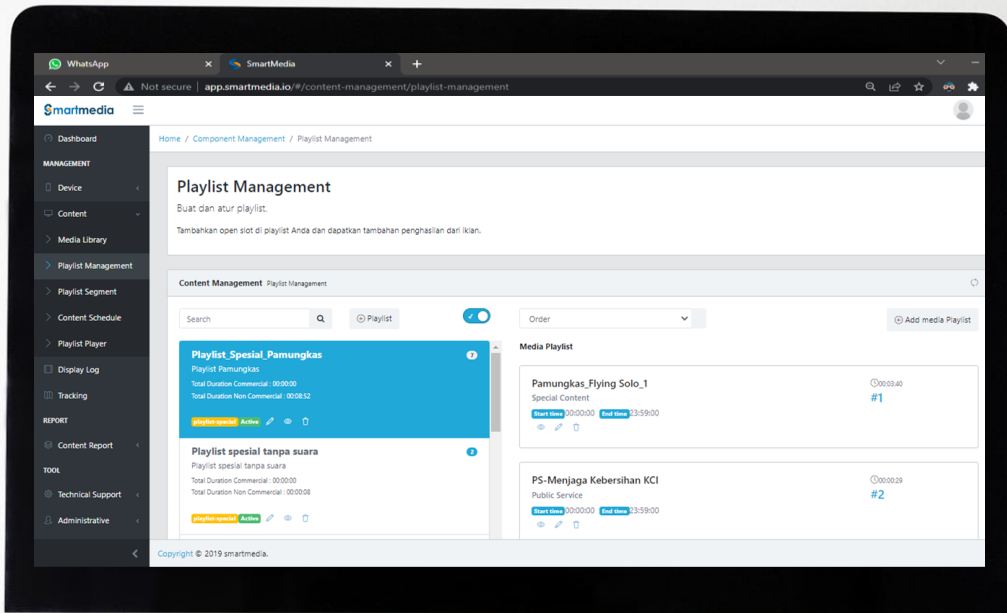
Software Features:

Website:

- ✓ Media library
- ✓ Playlist management
- ✓ Playlist segment
- ✓ Playlist schedule
- ✓ Playlist player
- ✓ Device Monitoring
- ✓ Device Group Management
- ✓ User management
- ✓ Reports

List of Reports:

- ✓ Display Log
- ✓ Schedule Report
- ✓ Brand Report
- ✓ Agency Report
- ✓ Last Media Report
- ✓ Device Report
- ✓ Segment Report
- ✓ CCTV Capture
- ✓ Viewer Count Report





SmartMedia

(basic version)

SmartMedia yang memungkinkan pemilik display mengelola/mengupdate konten pada digital display (seperti digital signage dan videotron) dari mana saja, dengan koneksi internet.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture (optional)

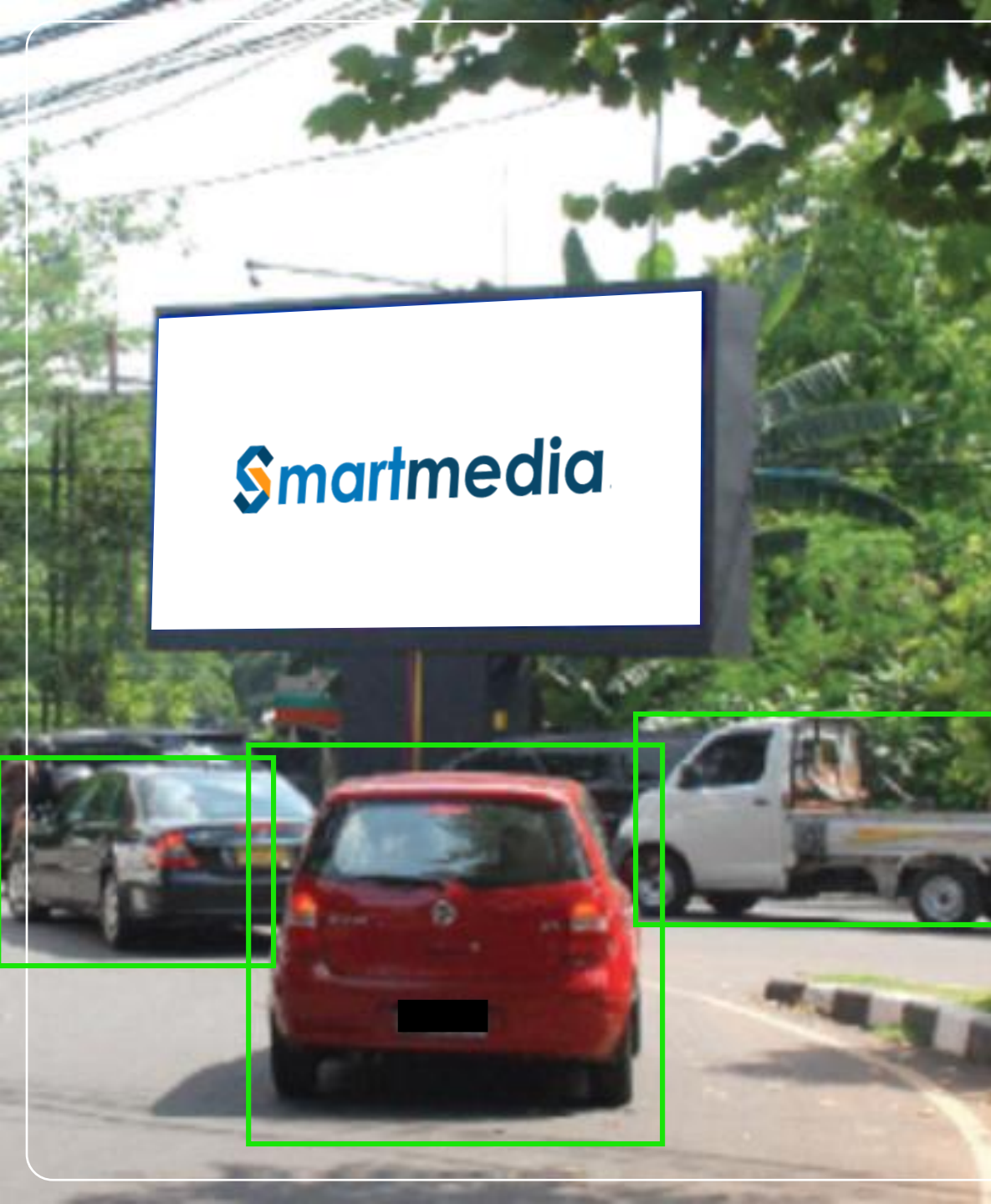
SmartMedia iCognis

(powered by AI)

SmartMedia dengan **iCognis Vision**, yaitu teknologi AI dari Imani Prima pada kamera CCTV yang dapat mengenali dan menghitung orang dan kendaraan.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture
- Viewer Count + Analytics



SmartMedia Mobile

(with GPS)

SmartMedia dengan GPS untuk dipasang pada kendaraan, sesuai untuk transportasi publik seperti kereta, bis, taksi, dll.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture
- Location Tracking



RENCANA PENGEMBANGAN

- SmartMedia Lite
- SmartMedia Adsense
- SmartMedia Adpoint
- SmartMedia Interactive



SmartMedia Lite

SmartMedia disediakan untuk pemilik tempat yang ingin menginstall sendiri di perangkat mini PC miliknya, untuk ditampilkan pada display miliknya.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Dashboard
- Reports
- Device Monitoring
- Device Player Installer
- Free Trial & Subscription

SmartMedia Adsense

Pengiklan bisa pasang iklan melalui SmartMedia. Pengiklan bisa membuat akun, memilih lokasi beriklan, atur jadwal tayang, kemudian mengupload materi iklan.

Pemilik display/videotron yang dipasang iklan bisa mendapatkan penghasilan dari iklan, mirip Adsense.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Sign up untuk Brand/Advertiser
- Upload Iklan oleh Brand/Advertiser
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture

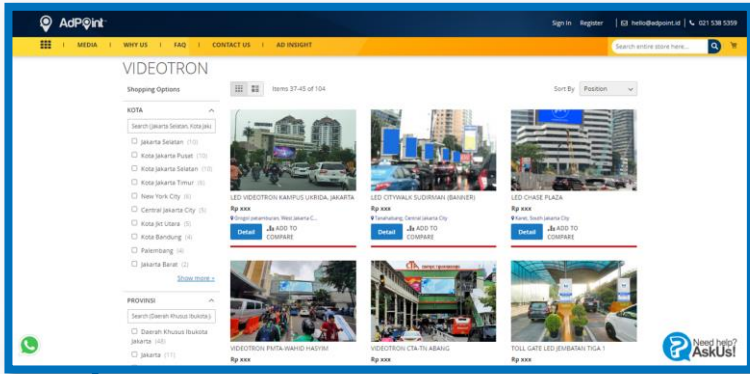


Pilih tempat

Pilih jadwal

Pembayaran

Upload Iklan



Rencana Pengembangan



SmartMedia Adpoint

SmartMedia diintegrasikan dengan Adpoint, yaitu marketplace iklan agar promosi dan transaksi jual beli slot iklan hingga pemasangan iklan di media display dapat berlangsung secara full online.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist schedule
- Integrasi dengan Adpoint (Marketplace Iklan)
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture

SmartMedia Interactive

- SmartMedia mengelola konten interaktif pada display khusus (misalnya kiosk atau display touchscreen), yang akan mengundang pengunjung untuk berinteraksi.
- SmartMedia juga bisa menampilkan media berdasarkan usia dan gender pengunjung. Usia dan gender pengunjung dikenali secara otomatis oleh **iCognis Vision**, teknologi AI dari Imani Prima.

List of Features:

- Media Library
- Playlist Management
- Playlist Segment
- Playlist Schedule
- Dashboard
- Reports
- Device Monitoring
- CCTV Capture
- Face Detection
- Face Recognition
- Viewer Count
- Viewer Analytics





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