



 **Cactus Signage**
Digital Signage Project



Solutions for Retail

The Retail sector is extremely dynamic and in constant **innovation and development.**

The showcase decoration and the **interior printings change very often,** and require important **planning, logistics and warehouse.**

Thousands of printed paper and PVC canvases are produced for each campaign. Most of them are not recyclable and do not reach the shops on time for the campaign.

Cactus Signage is the best Digital Signage software, **flexible and with a low environmental impact,** capable of implementing **marketing campaigns** around the world in a fast, synchronized and custom way.

Digital Signage catches the eye of the viewer and creates interest during the entire campaign, offering a **varied, dynamic and interactive content.**

Specific Functions for your Shop

- ✓ **Attract new clients** and catch their attention for a longer time
- ✓ **Perform fast campaign changes and** keep your contents always updated
- ✓ **Be more sustainable** and reduce the printings in paper and non-recyclable PVC canvas
- ✓ **Create QR codes** that allow clients interaction with your webpage or Social Network
- ✓ **Implement local and global marketing campaigns using Cactus' CMS**
- ✓ **Control the music** and the media content from the same platform
- ✓ **Display your campaigns** in multiple formats





Specific Functions of Cactus Signage

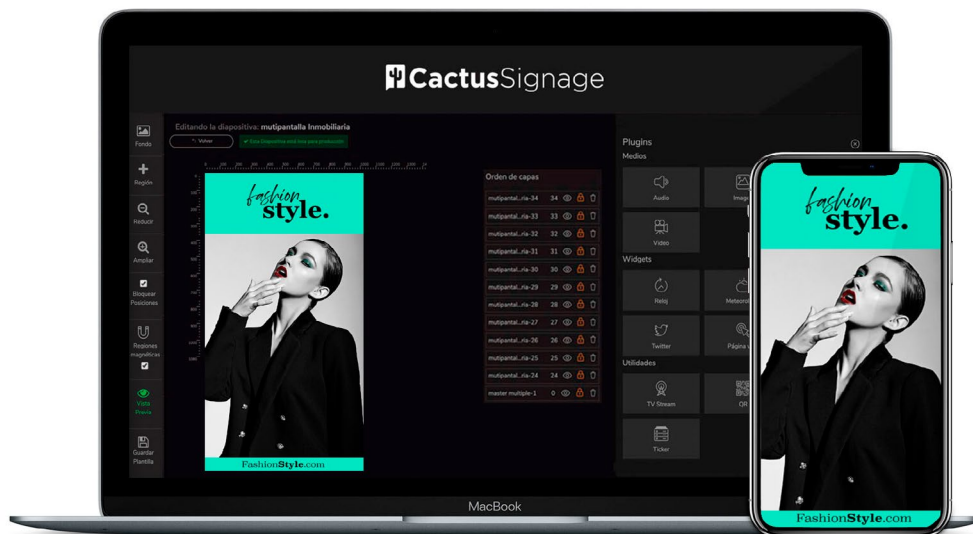
Advanced integration with multiple technologies: Audio, video, lighting, Bluetooth systems, surveillance cameras and other **IOT** elements, all controlled from Cactus' CMS.

Different users with specific permissions to access the contents and modify them (corporate marketing team/ shop responsible).

Set up and personnel training in the use of the online platform (CMS).

Own servers hosted in our Data Center, that fulfill the TIER III specifications. **Your data** will always be **protected and reachable**.

Technical service on the online chat, by phone and email, and in person when needed.



The Showcase

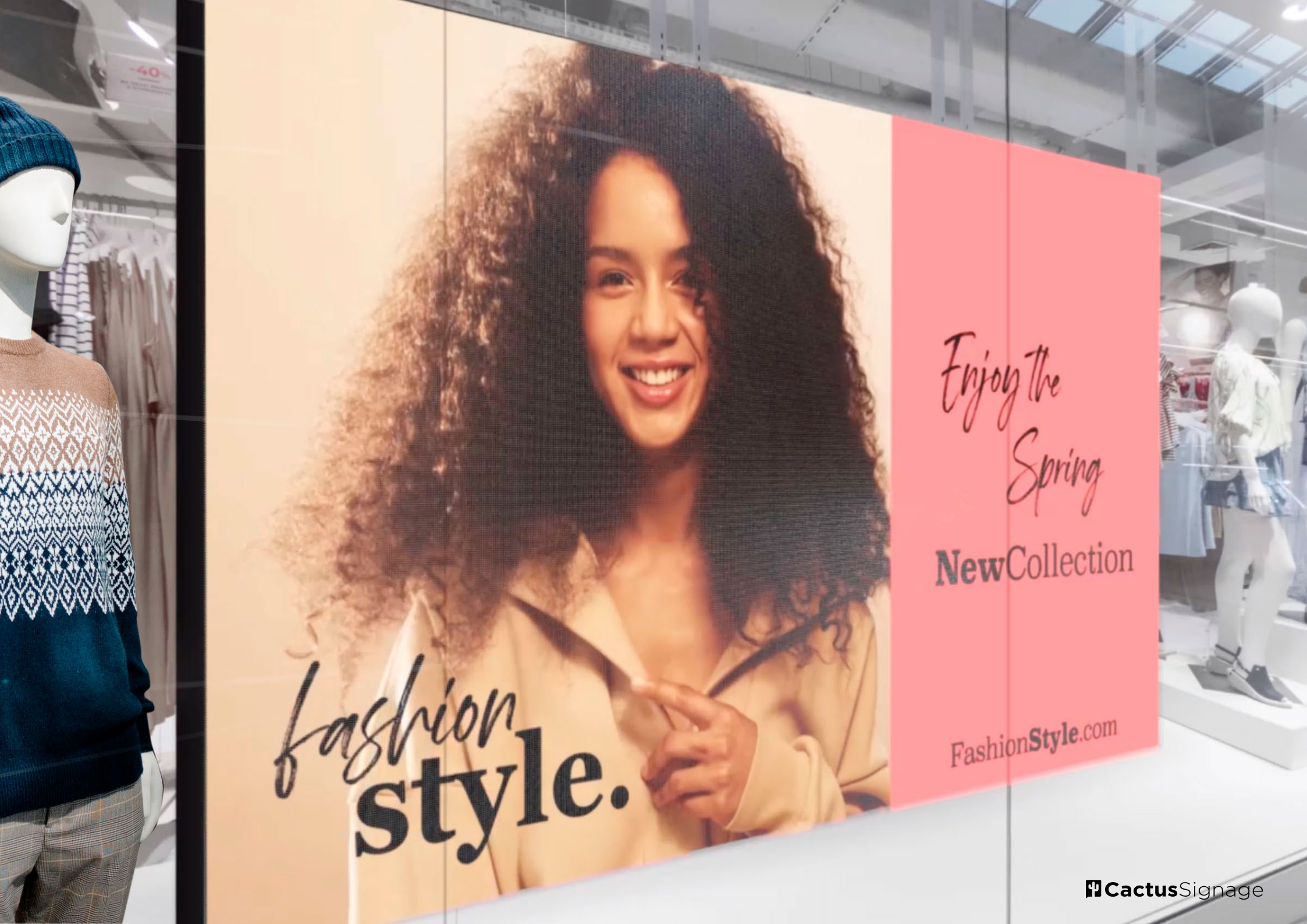
The first impression is the one that matters!

The shop windows are dynamic spaces to **present new items and surprize the passers-by.**

The decoration and the mannequins can be emphasized by adding Digital Signage screens with attractive and varied content.

You can support the internal stock rotation with new images daily or weekly, to create the feeling of newness.





fashion
style.

*Enjoy the
Spring*
New Collection

FashionStyle.com

The Checkout Desks

While the clients wait for their turn, you can show them:

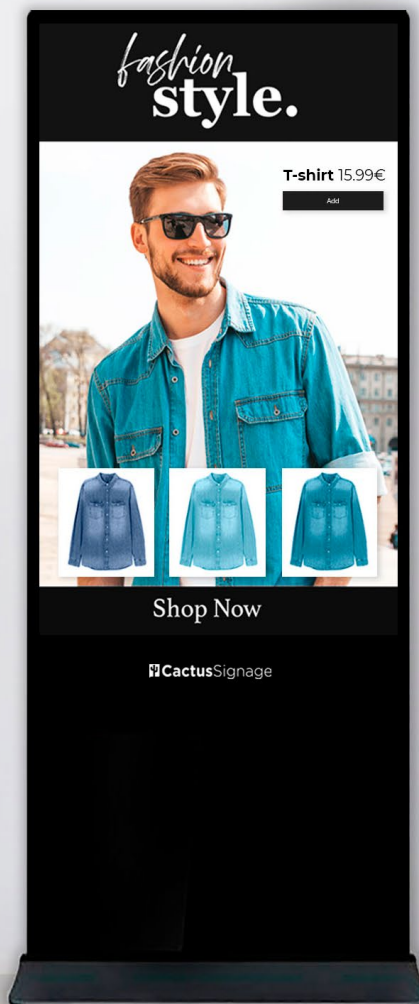
- ✓ New products
- ✓ Loyalty cards
- ✓ Special promotions
- ✓ Sustainability and corporate responsibility
- ✓ Social networks and contact
- ✓ Online catalogue and much more



The Fitting Rooms

Influence in the buying decisions in the strategic points of the shops.

With the **Fly Button** function your Digital Signage screen will convert into a Kiosk with your **online catalogue** and help you close the sale.





The Interior

The Visual Merchandiser **creates unique buying experiences** through colours, shapes, music, perfume, and images.

Cactus Signage unifies the controls of other technologies in its online platform.

You can **manage video, audio and lighting** from one place and integrate new functions that adapt to your needs.



Independent Audio Player

Cactus Software incorporates an independent audio player in its platform.

From the online platform you can:

- ✔ Create your playlists and schedule them by time slots or days of the week
- ✔ Connect a music streaming from your MCP.
- ✔ Schedule informative slots and urgent messages.

Cactus Player comes with a Bluetooth connection that allows you to link loudspeakers and other hardware that uses this protocol.

We offer multiple solutions and formats for the audio in your shop.

Cactus Signage: Your Technological Partner

We offer a wide range of services to meet your needs and requirements.

We also provide with **all kinds of formats** for your visual points: interactive displays, led screens and curtains, totems, videowalls, professional monitors, touch screens, Bluetooth loudspeakers and more.

We provide with loudspeakers that have the same design as your light bulbs and suit the lighting rail system.



Cactus Signage Services

Cloud storage between 10-25GB, according to your needs, and player included in the service fee.

Basic and advanced scheduling by time slots and days of the week, and different users premissions.

Easy design and playlist creation, with predefined or own templates.

Fly Button: Switch from Digital Signage to interactive mode and access to your webpage or virtual catalogue.

All the software updates are included during the contract period.

Independent audio player for your music, with streaming option.

Audit Trail of all your contents, exportable in an excel sheet.

Develop specific functions that suit your needs. Installation of the screens and activation of the Digital Signage services. We also offer training for your staff so they can use the CMS easily.

Technical support on the CMS' online chat, by phone and e-mail and also in person when needed.

**all these elements are included in the monthly service fee.*



Call us or Write to us on the Online Chat

Our **Technical Department** will assist you in any doubt or incidence you might have, and help you solve any issue related to the use of the software.

You can contact us on the online chat in the CMS or call us:

Monday to Friday (excluding holidays)
from **9AM to 6PM.**

You can also reach us by mail at any time, and we will get back to you shortly.

Thank you very much
for your attention!



-  697 500 774 · 96 131 83 56
-  Comercial: laura@cactusds.com
-  soporte@cactusds.com
-  info@cactusds.com
-  www.cactusds.com



Avda. Juan de la Cierva 27 · Edificio Wellness 2 Oficina 212
46980 Paterna Valencia, Spain · Parque Tecnológico

 **CactusSignage**