

# signCampaign for customer interaction



“Specialising in state-of-the-art digital signage solutions, Signbox Microsystems can transform the way your company communicates.”

## signCampaign measures your customer's interaction

To learn if your interactive content is truly effective, it helps to know the number of people using it, as well as the content of that interaction. With that kind of information, it's possible to modify displays according to what the people both need and want, leading to a more positive experience for the user.

Now, signCampaign can help manage and assess large quantities of statistical data and present the collated information to you in report form. signCampaign is an add-on software module that works within a signBox system. It tracks and records precisely how many people use your interactive content and reports back the kind of information the users were looking for. In addition, signCampaign works closely with another add-on, signHardware, to measure the usage of various hardware devices such as bar code scanners and magnetic strip readers attached to the interactive kiosk.

## Graphical reports make campaign improvement easy

With signCampaign added to your signBox digital interactive kiosk, you will receive reports in tabulated and graph form. Reports can also be exported to CSV, a simple text format that can be shared with others in soft copy form. signCampaign is a fully documented software development kit (SDK), giving your content developer the perfect platform on which to build and integrate contents into the signBox system.

*(continued overleaf)*

NOTE: Specifications are subject to change without notice. While all due care and attention has been taken in the preparation of this document, Signbox Microsystems Pte Ltd shall not be liable for any inaccuracies or omissions which may occur herein.

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## Features, benefits and functionality explained

With the information gathered by signCampaign, it will be possible to monitor the effectiveness of your interactive kiosks. Understanding the information people are looking for, as well as how they access it, can help you design and implement a more efficient program.

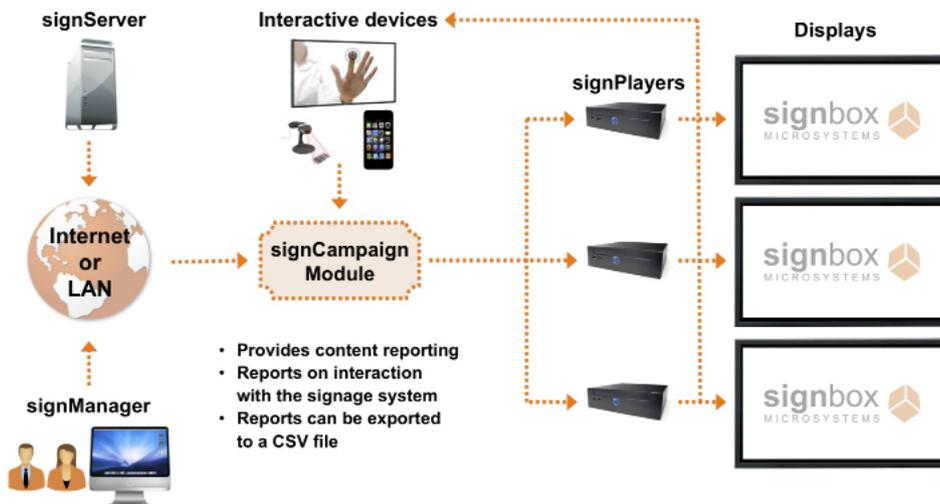
Because signCampaign reports can be generated in several different formats, including text, bar charts and graphs, if presentations or board reports are required, signCampaign can deliver the information in the manner most suitable to the type of report you need. There's no need to reprocess existing data, so you save time and effort. Simply select the desired format, and signCampaign will deliver. The signCampaign Module doesn't just collect information building blocks; it builds the report into any configuration you require.

If you need to transmit data to a remote location, or share it with other people within your organisation as soft copy, signCampaign can save the relevant information and distribute it in CSV format. CSV is extremely flexible. It can be opened in most text editors, including Windows Notepad, so it's easy to distribute facts and figures with anyone you choose.

## System Requirements for the SignCampaign Module

- SignCampaign Module software
- SignPlayer V3.6.X or above, SignServer V3.6X or above
- Windows XP / Vista / 7
- Intel Core duo 2.0GHz or above
- Minimum 128MB video RAM, Minimum 2GB RAM
- 160GB HDD (signPlayer), 320GB HDD (signServer)
- Input hardware, such as barcode scanner, RFID, magnetic stripe reader, etc.
- Minimum 1 Com port
- Minimum 1 USB port

## Signbox signCampaign Module



For further information please contact Signbox Microsystems or an authorised Signbox dealer.