

# CMS Solution

Make store operations smarter



- For any display**
  - Video Wall
  - Signage Display
  - POS 2<sup>nd</sup>&3<sup>rd</sup> Display
  - Projector
- Cross platform**
  - Windows
  - Android
  - Web base
- Easy setup**
  - 5 Steps for Quick publish
  - Cloud base
  - Connect & play
- Scalable**
  - Facial recognition
  - Beacon
  - Surveillance



Intuitive & flexible digital signage layout



Real-time device monitoring and management



Cloud-based content management platform



Precise marketing integration



Because it matters

CMS can make store operations smarter. By bringing together BenQ's extensive experience with digital signage applications and a simple-to-operate but sophisticated cloud-connected media player, it enables customers to easily accommodate a variety of usage scenarios such as digital menus, interactive showcases, and video walls. In addition to a rich and vibrant visual interface, the BBS CMS can also support real-time multiple-site playback management as well as device monitoring and maintenance alerts. Furthermore, it incorporates a number of value-added applications that combine body sensors, interactive media, and data analysis, allowing users to flexibly handle management tasks and marketing activities, build smart stores and create a superior consumer experience.

Ability to better capture and engage customers' attention with editable digital signage layouts



Cloud platform for easy central management and modification of content across multiple stores



Precise marketing through interactive media, creating a fun and multi-dimensioned consumer experience



Interconnected devices, real-time equipment monitoring and playback status for a proactive approach to maintenance and management



### Flexible and Intuitive Content Management

- Instructive operation that makes the system easily adaptable
- Compatible with most mainstream multi-media formats
- Seamless integration and real-time display of external information
- Easy management of integrated live stream channels



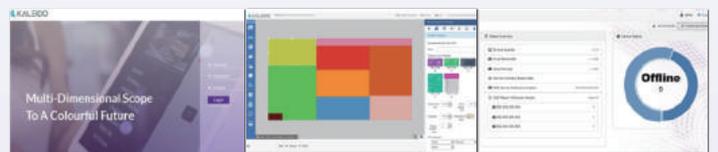
### Real-Time Device Monitoring Platform

- Instant monitoring of device and system status
- Schedule on and off time, volume control and real-time monitoring of device screens
- Automatic notification of system malfunctioning
- Integrated environment monitoring through the IoT platform



### Cloud-Based Management Platform

- Management authorization and content verification
- Effortless management of displayed advertisements in different stores through the SaaS platform's cloud structure
- Analyze display metrics and customer behavior through big data reports
- Multiple built-in templates for different industries



### Advanced Integration of Customized Advertisements

- Display customized multi-media content for targeted customers
- Seamless integration of interactive menus and POS systems
- Enrich in-store experience through touch-enabled applications
- Streamline online and offline channels and support O2O operation
- 4K full HD video wall mapping

## CMS Player

Dongle		Appliance
Windows Platform	Android Platform	Windows Platform
HDMI*1/USB*1/Micro USB	HDMI*1/USB*2/Micro USB	HDMI*2 / USB*4 / Ethernet / 19V DC in
32GB eMMC	8GB eMMC	Comes with a second video output, Support for Full HD resolution
Support for Full HD resolution	Support for Full HD resolution	Support for Advanced targeted ad integration