

DIGITAL

COMMUNICATION  
AND  
DISPLAY

PLATFORM

# KLOUDSIGN REDEFINES DIGITAL MARKETING

## EASILY MANAGE AND UPDATE DISPLAY CONTENT IN REAL TIME

Digital signage maximizes the impact of your message by incorporating sound, motion, and interactive capabilities. Not only are digital communications powerful, they are also more cost effective.

Traditional digital display networks include multiple on premise servers and equipment that require heavy IT support. This increases time from production to display and limits the capabilities of marketing and communications, essentially making them slaves to their technology.

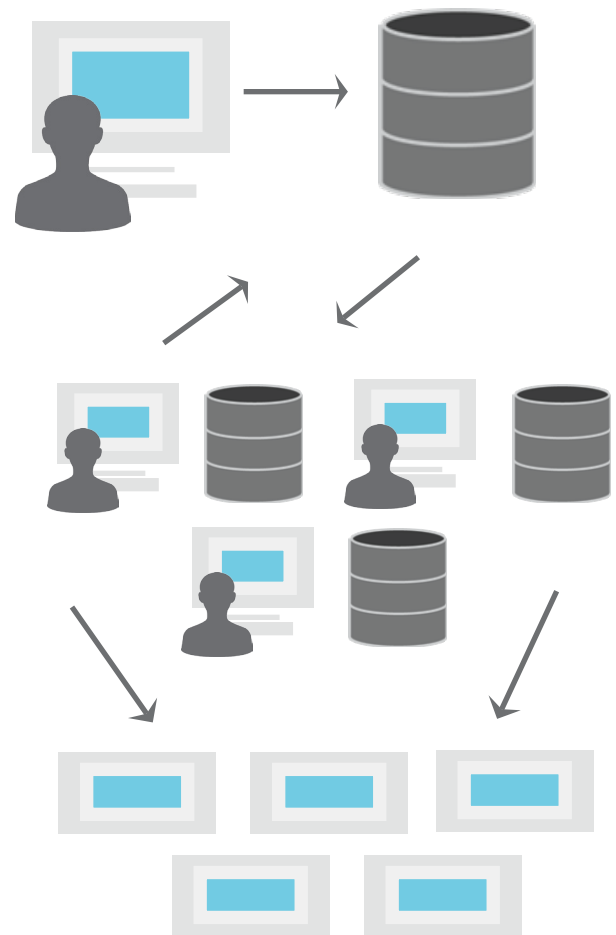
These systems require corporate marketing to load content to servers that is downloaded by local employees who load it to their display machines. This process is not only time consuming, it's very expensive.



KloudSign is a significant upgrade for our internal visual display network. With the increase of content capability, the production to display time has been decreased dramatically and the interactive capability for our displayed presentations elevates our facility-wide communications.

Communication Specialist  
Fortune 500 Global Health Insurance Company

### Traditional Model



## GIVE THE POWER OF MARKETING BACK TO MARKETERS

By combining leading-edge, smart device technology with an innovative content management system, KloudSign provides a global, scalable solution for real-time management and updates to enterprise digital content broadcasts.

This reduces the cost associated with digital displays and allows your marketing team to broadcast high impact content anywhere in the world, at the click of a mouse.

## KloudSign Content Delivery



# INTUITIVE CONTENT MANAGEMENT AND RICH MEDIA SUPPORT

## CLOUD BASED CONTENT MANAGEMENT AND SCHEDULING

Once content is developed, it's easy to get to KloudSign. Simply log in and upload. Our cloud based application is accessed through the web eliminating on premise software installations and limiting the need for IT support.

Once uploaded, your content is immediately viewable in the content library and from there, simply drag and drop the content you want displayed and it's instantly on screen. KloudSign is refreshed every 15 seconds which means you almost never have to wait to see your content on display.

## KLOUDSIGN SUPPORTS COMMON AND CUSTOM MEDIA FILE TYPES

KloudSign strives to ensure marketers can showcase their content using the latest and most effective communication tools available. That's why we support Google Slides, Adobe Flash, Prezi, \*.JPG, \*.GIF, \*.PPTX, \*.MP4, \*.FLV, \*.AVI, \*.MOV, web URLs, PDF and YouTube in HD (High Definition).

And because the KloudSign content management system is based in the cloud, any custom file support developed by the KloudSign team can be pushed directly to your device allowing you to easily play files not supported by other display services.

## SCALABLE AND SIMPLE

With KloudSign, you no longer need to get IT involved because it's as simple as plug and play. Whether you have 1 or 100 displays, KloudSign can manage them all in a single user interface. Not only is KloudSign easy to use, it's easily updated over the web so you never have to worry about costly upgrades.





**KloudSign**  
SMARTER COMMUNICATIONS

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[kloudsign.com](http://kloudsign.com) • [info@kloudsign.com](mailto:info@kloudsign.com)

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