



PALTRONICS

DESIGN SUITE



CELEBRATING 25 YEARS OF INNOVATION, TECHNOLOGY AND SERVICE TO THE INDUSTRY

**Paltronics Design Suite
can create eye-catching
professional content and
design for your business,
tailored specifically to your
needs, all at your fingertips.**



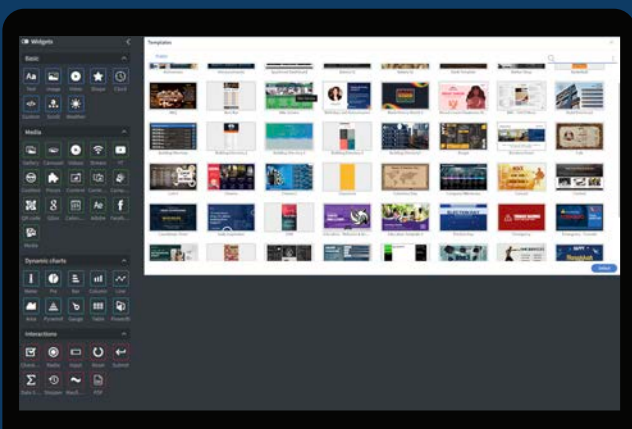
TAILORED CONTENT CREATION

Paltronics Design Suite provides unique brand creation and messaging that resonates specifically with your target audience. Videos, animations, graphics, visuals – all designed to sweep through the abundance of content and bring your business top of mind for your customers.



EDITORIAL PLANNING AND SCHEDULING

Timing is everything! Great content requires superb planning. The right message delivered via the wrong medium or at the wrong time can ultimately fail. Paltronics Design Suite can formulate content calendars to target various customer groups simultaneously, or through more targeted messaging campaigns, maximizing communication, and promotional campaigns reach their full potential.





CONTENT STRATEGY DEVELOPMENT

Paltronics Design Suite aligns your client's marketing goals and objectives with expertly developed content strategies, ensuring maximum messaging impact. Strategy development will assist with research, planning and execution of both content creation and distribution.



TEMPLATE CREATION

Your brand visualisation can be placed in your own hands. Let people see what you see with unique templates that reflect your brand look, feel and attraction for all your communications.



DYNAMIC CONTENT OPTIMISATION

Your business and brand imprint must continue to engage your existing and potential customers through all seasons of market change. Content must remain engaging, relevant and reflect changes in customer needs. Paltronics Design Suite ensures content measurement such as A/B testing to trial different content, performance metrics analysis, and making data-driven adjustments to improve effectiveness.



STORYBOARD

Paltronics Design Suite Storyboard allows you to tell the story of your business, ensuring your customers see, feel and hear exactly what you want them to. Drag and drop your story elements into Storyboard to create the ultimate brand message.



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INTERACTIVE EXPERIENCES

Better engage audiences with interactive content. Paltronics Design Suite can create social media integrations, real time visualisations, gamified experiences, interactive touch screens so your customers actively participate in the communications experience.



LOCALISATION AND PERSONALISATION

Overcome the challenges of impersonalised messaging by tailoring content to suit various locations, demographics or events.



TRAINING AND SUPPORT

Paltronics Design Suite allows you to offer training and support services to be better equipped to understand content management systems, best practice and troubleshooting techniques to re-work content offerings for best results.



PERFORMANCE REPORTING

Paltronics Design Suite will highlight key metrics of your content services including engagement rates, dwell time and conversion rates, giving you a clear picture of content effectiveness and contribution towards business objectives.



DIGITAL SIGNAGE ANALYSIS/AUDIT

Conduct thorough analyses or audits of existing digital signage setups to identify areas for improvement and provide recommendations for enhancing effectiveness. Paltronics Design Suite can provide signage governance and ensure best practice strategy is adhered to.



MANAGED SERVICES

Paltronics Design Suite can manage all aspects of your content creation, digital signed, updates and technical support leaving you free to focus on the core activities of your business.



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CUSTOMIZE SCREENS ACROSS YOUR VENUE



With Paltronics Design Suite, you have the control over your own designs and creative with simple to use, yet powerful design functions.



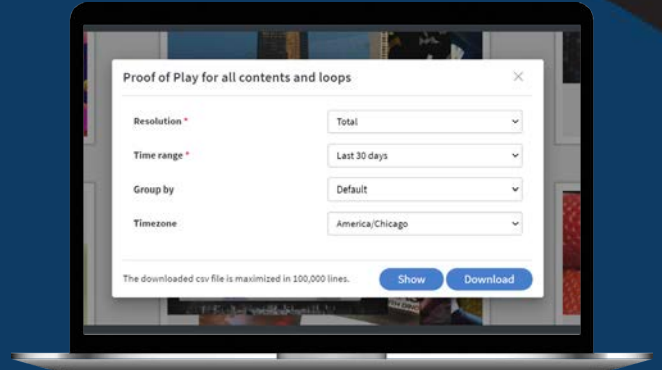
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CONTENT CREATION AND MANAGEMENT



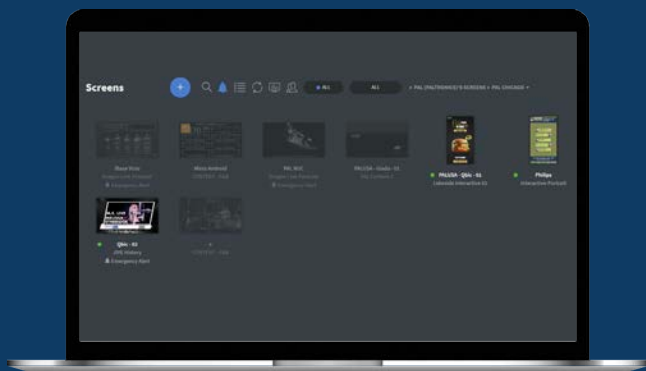
CONTENT CREATION DESIGN

- WYSIWYG interface
- Drag and Drop tool
- Extensive set of widgets



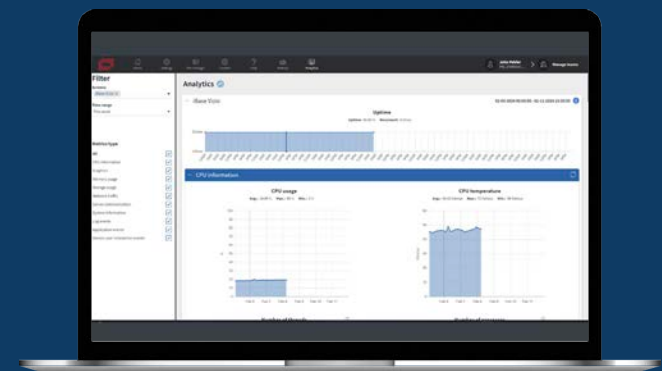
CONTENT MANAGEMENT

- Uses all popular content formats
- Shared drive/Hot folders
- Online stock image library access



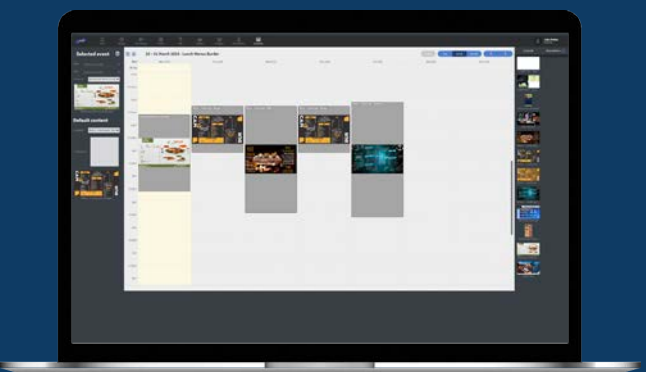
DEVICE MANAGEMENT

- Individual/Group media device control
- Remote device access
- Media device health status



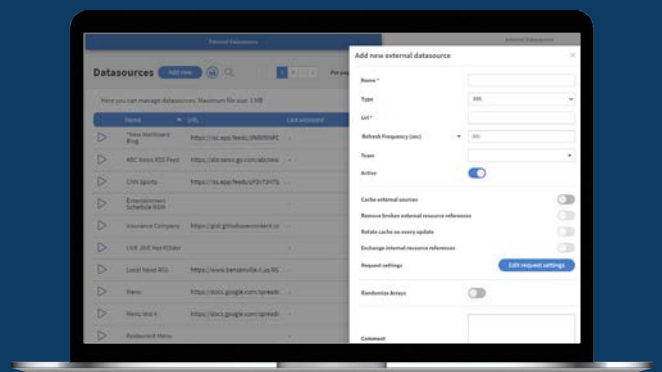
MONITORING AND ANALYTICS

- Real-time system monitoring
- Individual device range analytics
- Historical log files



SCHEDULING

- Apply schedule-based items to groups or individual displays
- Calendar based visual scheduling
- Multi day repeat option

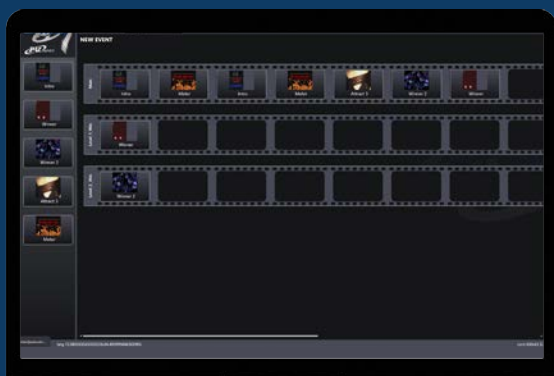


FILE MANAGEMENT

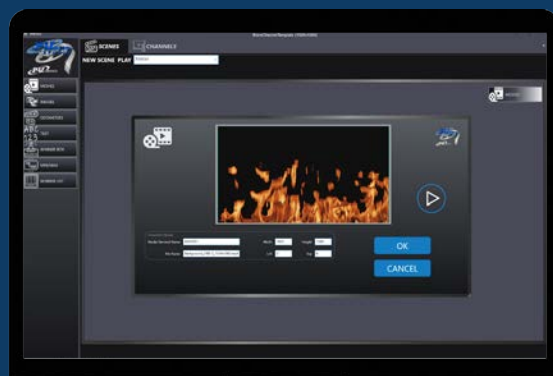
- Real-time licensing management
- Cloud based online storage
- Proof of Play monitoring



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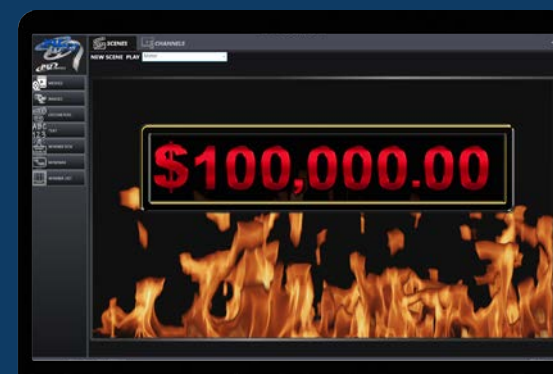
CHANNEL TIMELINE



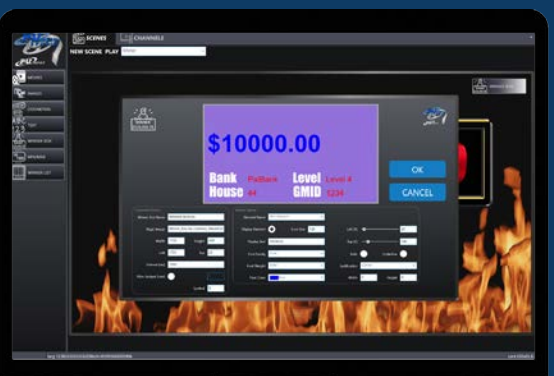
ADD MOVIE



METERS



ODOMETER

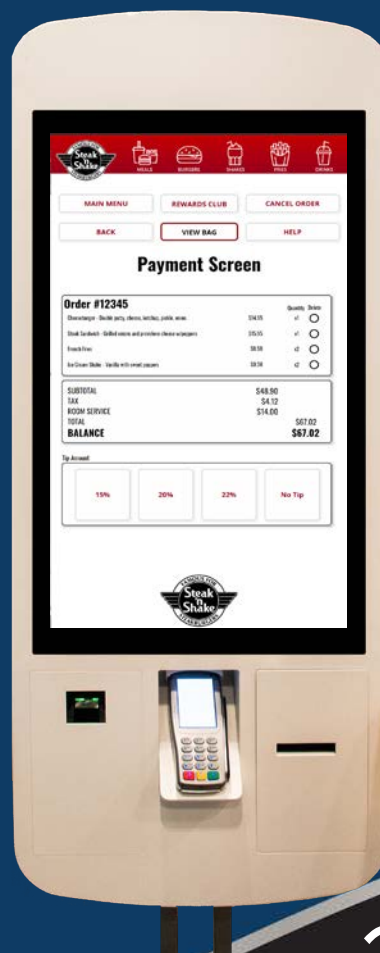
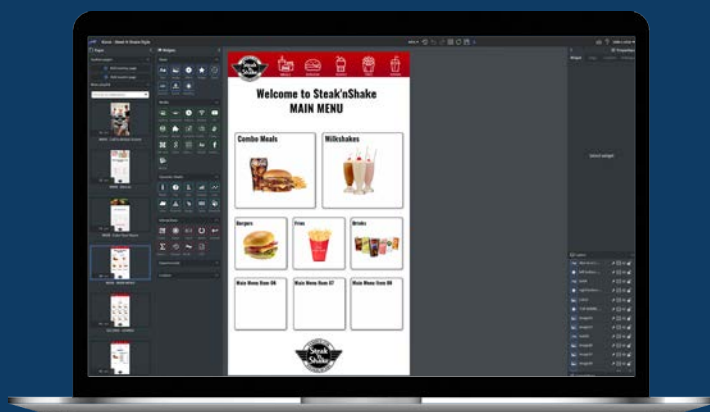
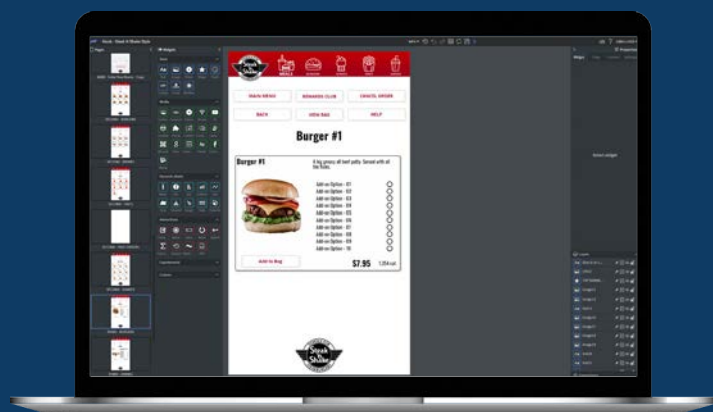


WINNER BOX

DESIGNING YOUR SELF-ORDERING KIOSK



Create your own design or use a built-in template to bring your interactive design to life. Upload your own pictures and fonts, or use a professional image from the built-in image library. With a simple touch of a button, your creation will be live on your Self Ordering Kiosk.





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