



INNOVATION ■ AUTOMATION ■ FUTURE

Digital Signage

Modern visual communication for business and the public sector

LED / LCD SCREENS ■ VIDEO WALLS ■ ILLUSION® SYSTEM

INFO KIOSKS ■ SMART POINT ■ 24/7 SERVICE & SUPPORT

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■ WHAT IS DIGITAL SIGNAGE

Digital Signage is a network of digital displays — **LED, LCD and OLED screens** — replacing traditional posters and banners. It enables dynamic video content, animations and graphics, managed remotely from a single place, in 4K Ultra HD quality.



LED, LCD and OLED screens — from a single monitor to full video walls — no limit on the number of screens



Real-time management — instant content changes, from anywhere with internet access



Broadcast schedules — content planning by day, hour and target audience



“Phygital” integration — combining digital and physical experiences — with queue systems, sales, motion sensors

INDUSTRIES WE SUPPORT

The system's flexibility and scalability allow it to be deployed in virtually any industry and location.



Retail and shopping malls



HoReCa



Offices and corporations



Healthcare



Public sector



Airports and stations

■ HARDWARE & TECHNOLOGY

DASOFT screens are characterized by **high brightness, contrast and wide viewing angle**, built for continuous 24/7 operation and resistant to harsh conditions — including outdoor use.



LCD monitors — detailed image and true colors — ideal for indoor use and advertising content



LED screens — high brightness, perform well outdoors and in strongly lit spaces



Video walls — combining multiple screens into one large-format message, with no size limit



Integration with kiosks and Smart Point — a cohesive communication environment — screens, touch kiosks and totems in one system

■ ILLUSION® SYSTEM

Illusion® is Dasoft Technologies' proprietary software for **centralized content management** across an entire screen network — whether it's a single monitor or thousands of devices across multiple locations.



Centralized management — update content across all screens simultaneously, saving time and resources



Dynamic changes — adapt messaging to current needs and situations in real time



Content personalization — messages tailored to location, audience group or time of day



Analytics & reporting — monitor content effectiveness and optimize activities based on data

■ BENEFITS OF IMPLEMENTATION



Interactivity — engaging customers through dynamic, compelling content



Content personalization — tailoring messages to audience specifics



Real-time management — fast updates to displayed information



Single-point control — centralized content management and data analysis



High image quality — modern LCD/LED screens, brightness, contrast and color saturation



Scalability & cost savings — expand the system without replacing hardware; reduced spend on printed materials

■ EFFECTIVENESS BACKED BY DATA

up to **24%**

higher effectiveness of dynamic content
compared to static advertising

12-36 months

average return on investment,
depending on system variant and
monetization



10+ ad exposures — the average number needed for a customer to make a purchase decision — Digital Signage builds that exposure



Monetizing ad space — renting screens to other advertisers in high-traffic locations (malls, stations, airports)



Illusion® measures effectiveness — audience engagement data supports campaign optimization and ROI

PROJECTS & DEPLOYMENTS

Projects span the whole of Poland — from single locations to extensive networks across many branches.

Large-format FMCG retail

Digital Signage deployed in place of traditional materials — instant content updates and a better shopping experience

Convenience stores

digital transformation: electronic shelf labels + Digital Signage — faster, more accurate offer management

Shared service centers

screens supporting internal communication, CSR and best practices — higher employee engagement

Shopping malls

in-venue navigation, store offer presentation, interactive content and gamification

Multi-branch retail chains

centralized content management across dozens of locations at once, from a single panel

2,500+ completed projects

since 2004 — experience proven by scale and diversity of deployments

 REFERENCES

ORLEN	Żabka	Lewiatan	Dino	IKEA	Auchan
EUROCASH	Lotto	PZU	Orange	ALAB laboratories	Chopin Airport
AVIA	ENEA	City of Warsaw	PPL	Brown-Forman	Chorten Group

■ 24/7 SERVICE & SUPPORT

Round-the-clock service support along with fast diagnostics and repair guarantee the safe operation of your systems — across all of Poland.

Nationwide repair guarantee, within 24 hours.



26 regional offices — rapid technician dispatch across all of Poland



Over 1,000 tickets per month — handled without disrupting device uptime



SLA and regular inspections — service-level guarantees, maintenance and software updates



Remote monitoring — ongoing device and system health checks, staff training

■ WHY DASOFT



Hardware and software from a single provider — fully integrated deployment — screens, kiosks and content management system



25+ years of experience, 2,500+ projects — deployments for retail chains, HoReCa, public sector and healthcare



Proprietary Illusion® system — centralized management, personalization and content effectiveness analytics



In-house nationwide service — 26 regional offices, repair within 2 hours anywhere in the country



Measurable return on investment — 24% higher effectiveness of dynamic content, payback within 12-36 months



We create the technologies of tomorrow

Get in touch to discuss a Digital Signage deployment tailored to your business.

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