

# Enterprise Sales Battlecard

## Amino Sales Overview

### Solution Overview

At **Amino** we make video and content delivery simple and reliable... Anywhere.

**Amino Media** players and software integrate easily with ecosystem partners to seamlessly deliver any content cross industries including hospitality, healthcare, retail, betting, transport and beyond.

Crucially, our **H200** and **H200W** media players are designed not just for new installations but can also be retrofitted into legacy estates with existing infrastructure. Making them ideal for estate wide upgrades without starting from scratch.

Plus, our zero-touch provisioning lets you deploy devices straight out of the box with no manual set up required. This saves time, reduces errors and makes mass rollouts across multiple sites a breeze.

### Value Proposition & Differentiation



**Proven Expertise:**  
20+ years delivering IP-connected media players for tough, demanding environments.



**Built for Reliability:**  
Designed around what customers care about robust performance, easy setup, and flexible customisation through our SDK.



**Cloud-First Management:**  
Streamline deployment, activation, updating, monitoring and support via our powerful cloud platform. Orchestrate.



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## Customer Pain Points & How We Solve Them

- **Reliable 4K Video Delivery**

The ruggedized H200 ensures flawless 4K playback, even in high-traffic, high-security, or hard-to-reach locations.

- **Security, Security, Security**

We pride ourselves as having the most regular and comprehensive security updates available. This is key as end-users are quite rightly questioning what goes onto their networks.

- **Custom Applications Made Easy**

Our SDK fast-tracks development of tailored apps, letting you deliver the perfect user experience, no matter the environment.

- **Remote Management, Total Visibility**

From any location, monitor device health, view live output streams, push updates and troubleshoot, all from a single cloud dashboard.

- **Lower Costs, Higher Satisfaction**

With fewer site visits and faster problem resolution, you'll cut operational costs while delivering a better experience for end-users.

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## Why We Win

- Cost-Effective, High-Quality 4K Media Player
- Proven "Always-On" Reliability Across Sectors
- Industry Leading, Enterprise Grade Security
- Flexible Deployments Thanks to Our Broad Ecosystem Partnerships
- Zero-Touch Provisioning, Enhanced Remote Support, Reducing Downtime and Costs



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## Qualifying Questions

- Are you looking for a **reliable, secure** media player that's easy to integrate?
- Are you delivering **high-quality** video to remote or critical sites?
- Would remote monitoring and management make your operations **easier** and more **efficient**?

## Key Facts to Make It Real

63%

of consumers say Digital Signage grabs their attention.

70%

of consumers report seeing digital displays in the past month.

90%

of information processed by the brain is visual - make yours count.

