

Sales Discovery Guide

Key Points:

Amino designs enterprise-grade media players that:

- Run securely with both PoE and WiFi options
- Deploy with zero-touch provisioning
- Deliver low-latency live TV alongside digital signage
- Can be monitored and controlled remotely across multiple sites

Engagement Questions:

- Do you supply digital signage?
- How many screens do you typically deploy on a signage project?
- What CMS platform do you use or partner with?
- What are your main pain points with signage projects?
- Do your projects involve IPTV or video streaming?
- Would you be interested in a demonstration? We can send a test unit afterwards so you can try the Orchestrate management platform for yourself.



Qualifying questions:

- Who is the end user?
- How many screens are they planning to deploy?
- Which CMS platform will be used?
- What will the screens be used for?
- Is this a new project or a replacement for an existing system?
- Do they need a TV feed?
- Is there a target price point?
- What is the planned installation timeline?
- Can we arrange a demonstration?



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Q&A

1) Is Amino a better fit than competitors?

We offer several support levels from free standard support included with every device to bespoke packages. Standard warranty is two years and can be extended as needed.

2) What support can end users expect?

No engineers required. Devices automatically download their configuration once plugged in. We've seen store managers handle retail rollouts with just ethernet and HDMI cables. Updates and bug fixes are all done remotely via the cloud, including real-time screen monitoring.

3) How easy is installation?

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4) Which verticals are you winning in?

We're really strong in corporate communications as we combine IPTV/video and digital signage in one single device. Healthcare, hospitality, higher education, military, retail and sports venues are all areas where we're delivering successfully.

