



Tech solutions for visual communication

V.01

POWERED BY

Dex *C-CONTROL*

SIA INTERACTIVE - RETAIL



Over 30 years in the market



SIA Interactive offers products, services, and solutions for the industry that **enhance profitability and optimize our clients' processes.**



We operate under the highest security standards — we are an ISO 27001 certified company.



Dex Manager for Microsoft Azure is part of the catalog of certified solutions.



We work with Samsung Korea's R&D team. Our solutions are natively integrated with Samsung Tizen and do not require an external PC.

Presence in over 20 countries

- | | | |
|--------------|-----------------|---------------|
| ✓ Argentina | ✓ El Salvador | ✓ Panamá |
| ✓ Bolivia | ✓ United States | ✓ Paraguay |
| ✓ Brazil | ✓ Guatemala | ✓ Portugal |
| ✓ Chile | ✓ Honduras | ✓ Perú |
| ✓ Colombia | ✓ Italy | ✓ Puerto Rico |
| ✓ Costa Rica | ✓ Spain | ✓ Uruguay |
| ✓ Ecuador | ✓ México | |



SAMSUNG

ESTÉE LAUDER



TOM FORD

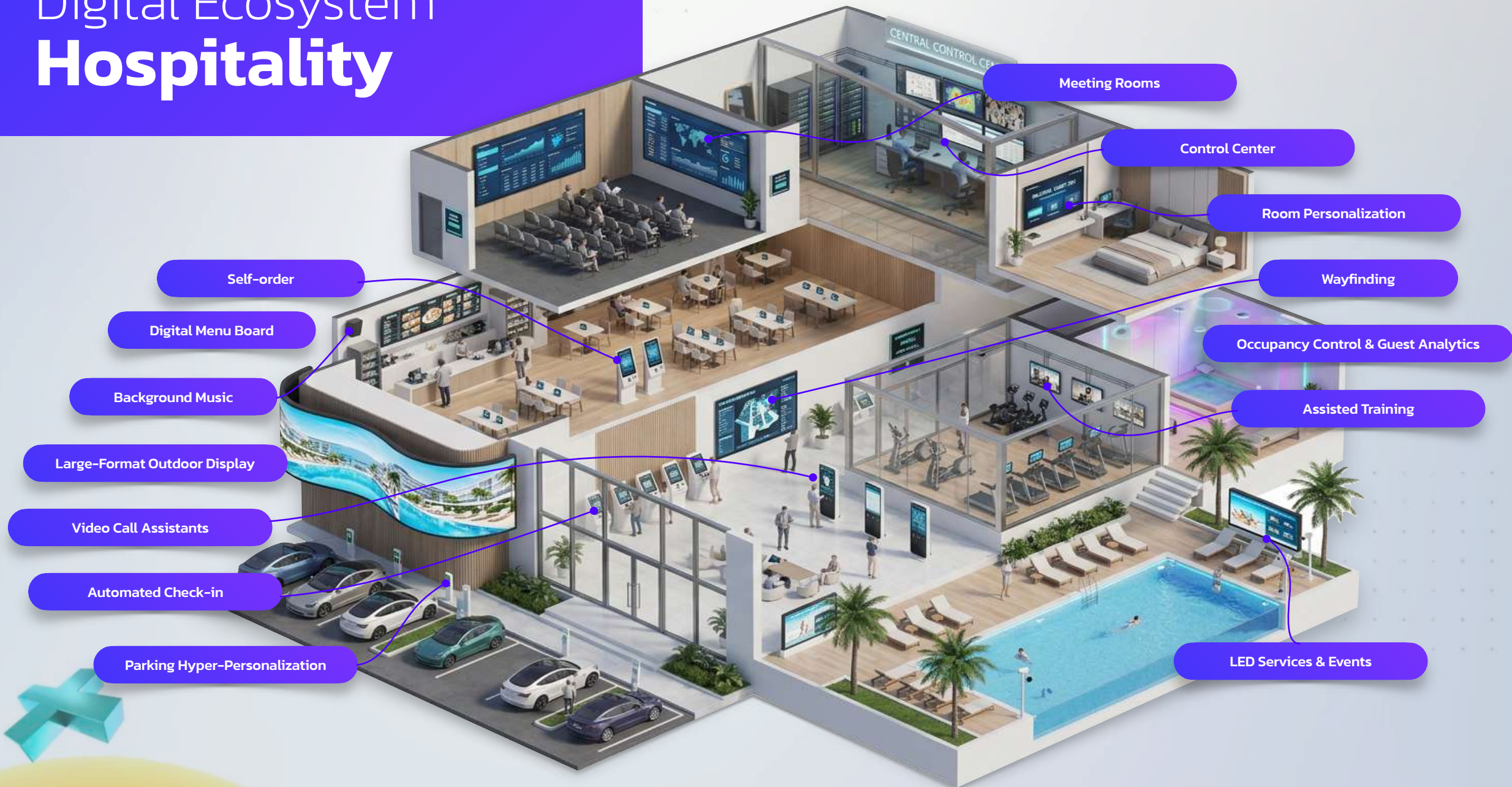


Chinin



Fortune 500 companies already trust SIA to lead the change.

Digital Ecosystem Hospitality



Outdoor Channel

Centralized management and 24/7 visual impact

Results

- ▶ Increased walk-in and MICE traffic capture.
- ▶ Consistent brand image across the entire chain.
- ▶ Immediate activation of corporate campaigns.



Hardware

- High-brightness outdoor LED displays.
- Professional displays for storefronts.
- Light sensors for automatic adjustment.



Solution

The hotel's façade and entrances are no longer just signage — they become a strategic asset managed centrally through DEX Manager. The brand activates in real time based on occupancy, campaign, event, or season.

Digital Lobby

The first brand impression in the guest journey

Results

- ▶ A differentiated first impression at every arrival.
- ▶ Always up-to-date, multilingual information.
- ▶ Reinforces the hotel's category and positioning.



Hardware

- Professional displays and videowalls in the arrival area.
- Interactive kiosks with large-format touchscreens.
- DEX Player for centralized content management.

Solution

The lobby is no longer just a space you pass through — it becomes a brand statement. Displays, videowalls, and kiosks managed through DEX Manager communicate identity, daily events, recommendations, and services, adapting in real time to the guest's language.



In-Hotel Analytics

Intelligence into guest behavior

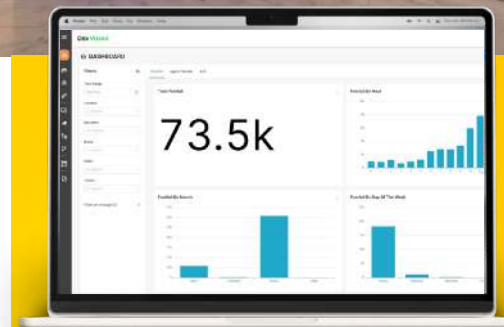
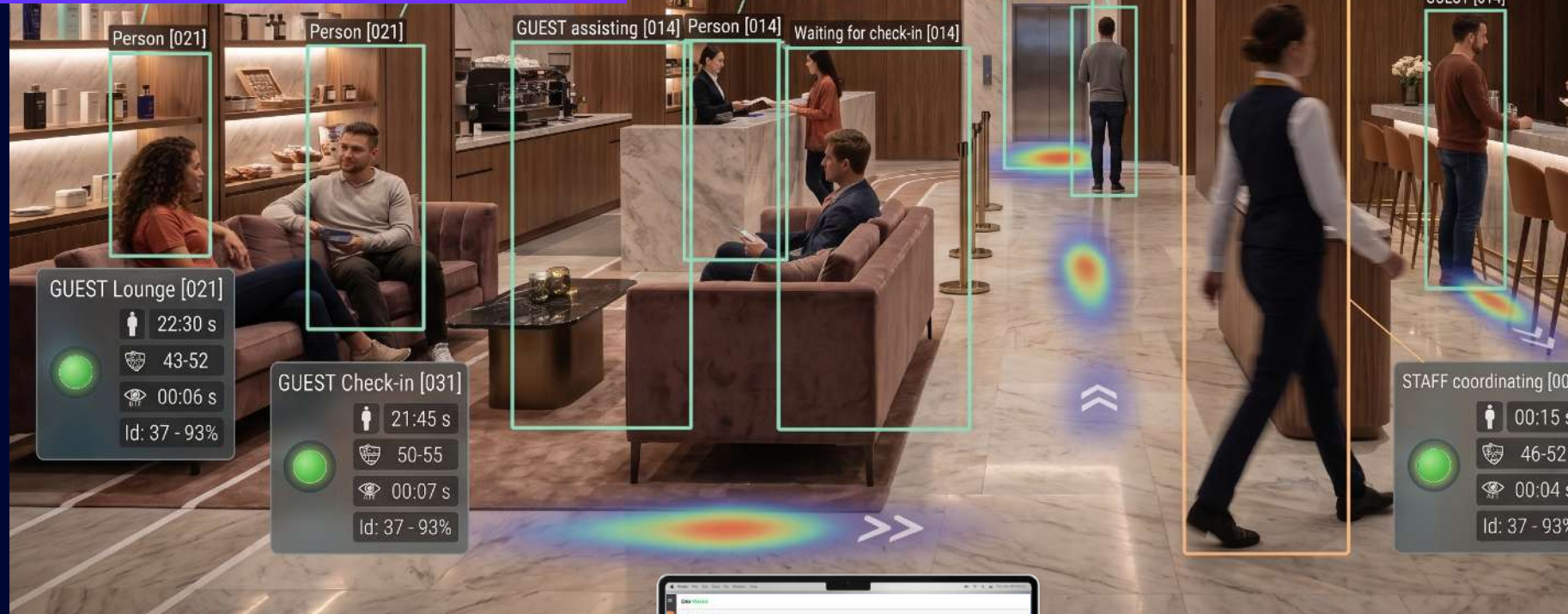
Results

- ▶ A real understanding of how each area of the hotel is used.
- ▶ Optimization of layouts, staffing, and schedules based on actual behavior.
- ▶ Early detection of congestion in critical areas (lobby, check-in, buffet).
- ▶ Correlation between traffic, displayed digital content, and conversion.
- ▶ Operational and design decisions grounded in real data.



Hardware

- IP cameras reusing existing video surveillance infrastructure.
- DEX Manager Player as a gateway for connection and processing.
- Network infrastructure and connectivity for data capture and transmission.



Solution

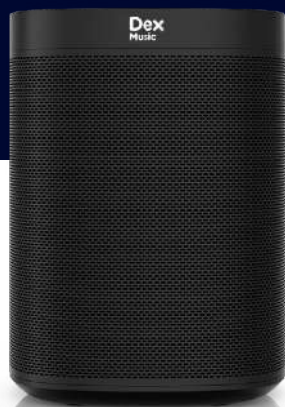
Guest behavior is no longer guesswork — it becomes data. An analytics system powered by DEX Vision, based on computer vision, that measures foot traffic, dwell time, heat maps, and circulation patterns in the lobby, common areas, F&B, spa, gym, and pool using existing cameras, without compromising guest privacy.

Background Music

Sensory reinforcement aligned with the brand

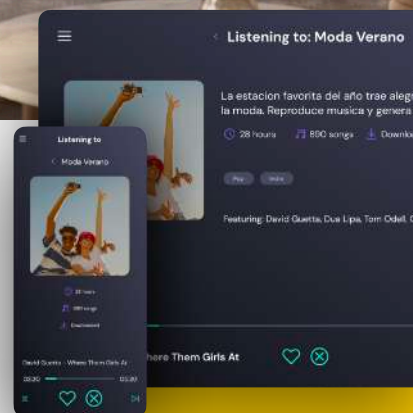
Results

- ▶ A consistent atmosphere by zone and time of day.
- ▶ Reinforced brand identity through sound.
- ▶ Dynamic communication of events and services.



Hardware

- Professional indoor and outdoor speakers.
- Amplifier or audio matrix for zone distribution.
- Music player connected to DEX Music.



Solution

Audio becomes a strategic extension of the brand. DEX Music combines background music tailored by zone (lobby, spa, pool, gym, restaurant) with dynamic audio spots and AI-generated voiceovers for hotel announcements, events, and services.

Check-in autónomo

A frictionless arrival at the busiest operational moment

Results

- ▶ Reduced lines during peak hours.
- ▶ Frees up staff for higher-value tasks.
- ▶ A smooth, self-service arrival available 24/7.
- ▶ Compatible with the leading PMS platforms on the market.



Hardware

- Professional displays and videowalls in the arrival area.
- Interactive kiosks with large-format touchscreens.
- DEX Player for centralized content management.



Solution

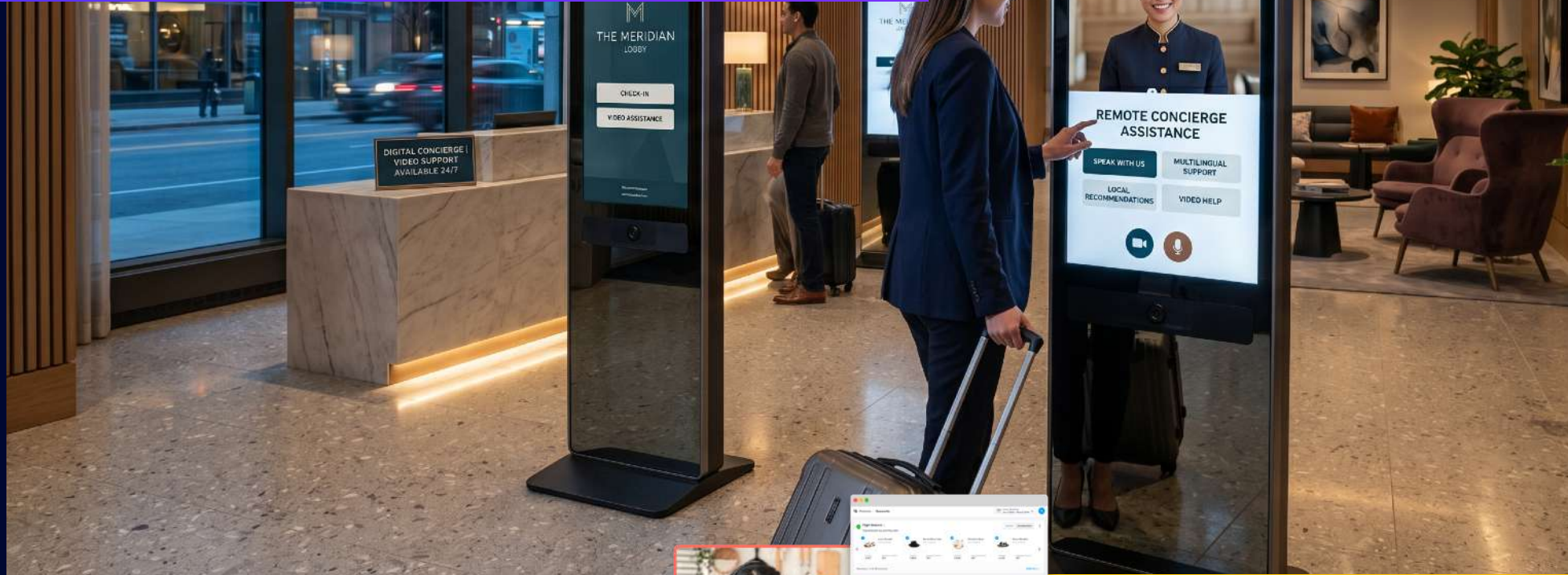
The front desk is no longer a bottleneck — it becomes a frictionless welcome point. Kiosks managed through DEX SelfOrder let guests check in, validate their documentation, pay, and get their room key on their own, with the ability to integrate with the leading PMS platforms on the market (Opera Cloud, Protel, Mews, Cloudbeds, Sihot, TesiPro, Guestline).

Remote Concierge

Human assistance without permanent on-site staff at every hotel

Results

- ▶ 24/7 human assistance without permanent on-site staff at every hotel.
- ▶ Centralized multilingual support across the entire network.
- ▶ Reduced operating costs at small or low-traffic hotels.



Hardware

- DEX Connect cloud platform for real-time voice and video.
- Integration with the leading CCaaS suites on the market.
- Interactive kiosks with camera, microphone, and touchscreen for video assistance.



Solution

Concierge service no longer depends on on-site staff. Kiosks and apps connected to DEX Connect enable video assistance from a centralized team covering the entire chain, with multilingual support and on-demand sign language interpretation.

Connected Room

The TV as a personalized service channel

Results

- ▶ A personalized welcome at every arrival.
- ▶ Increased uptake of in-house services.
- ▶ A direct channel between the hotel and the guest.



Hardware

- Professional smart TVs for hospitality.
- Built-in DEX Player for content management.
- Network infrastructure for room-by-room distribution.



Solution

The in-room TV is no longer a passive channel — it becomes a personalized service touchpoint. Managed through DEX Manager and integrated with the PMS, it welcomes the guest by name, displays services, room service, and events, and lets them book the spa, restaurant, or activities.

Dynamic Menu Boards

Optimizing turnover and margin in F&B

Results

- ▶ Menus always up to date, with no reprinting needed.
- ▶ Greater visibility for high-margin products.
- ▶ A consistent look across every F&B outlet in the hotel.



Hardware

- Professional displays for restaurants, bars, and cafés.
- Digital menu boards, both vertical and horizontal.
- DEX Player for content management by point of sale.



Solution

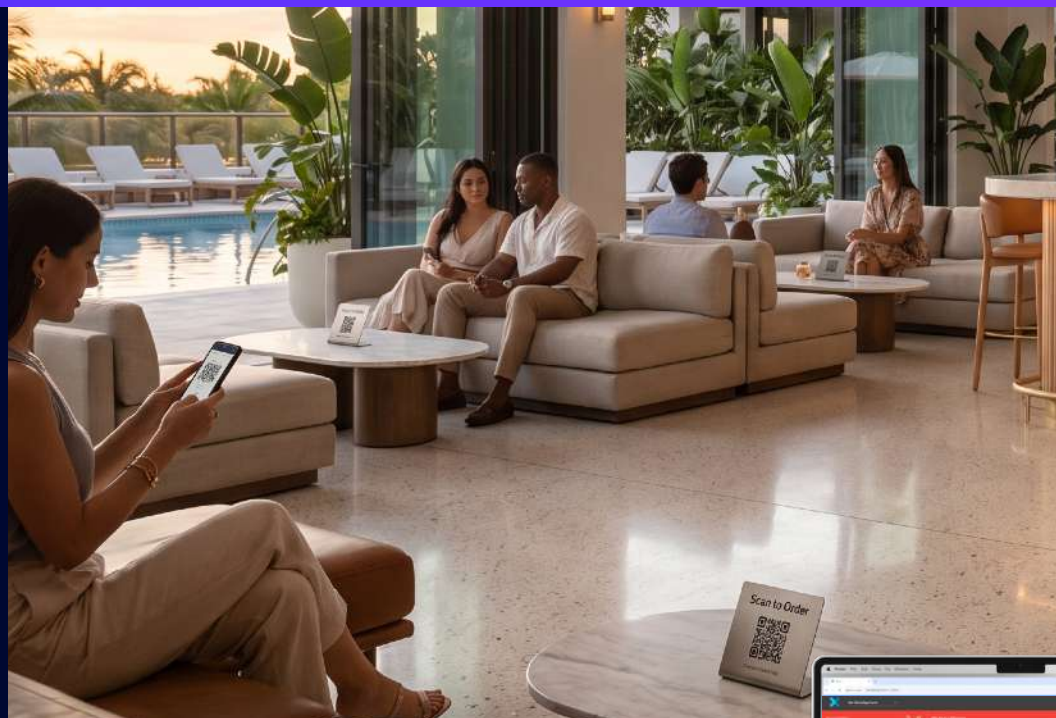
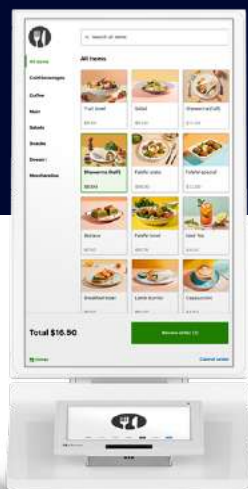
The menu doesn't just communicate dishes — it drives business decisions at the point of sale. DEX Manager updates menus, suggestions, and promotions centrally across every F&B outlet in the hotel, adapting content by time of day.

Self-Order Food & Beverage

Operational autonomy at the buffet, bar, and poolside

Results

- ▶ Increased average ticket through targeted upselling.
- ▶ Reduced wait times.
- ▶ Automatic charges to the room account.



Hardware

- Interactive self-service kiosks.
- Large-format touchscreens.
- Integrated payment terminals (PIN pad / contactless).
- Product and QR scanner for table ordering.



Solution

The ordering point becomes a smart transactional channel connected to the guest's profile. DEX SelfOrder lets guests order from a kiosk, tablet, or QR code, with targeted upselling and automatic charges to the room.

Wayfinding

Guest orientation across large hotel and resort complexes

Results

- ▶ Intuitive orientation across large complexes.
- ▶ Fewer inquiries at reception and concierge.
- ▶ Increased visibility for services and lesser-known areas.



Hardware

- Interactive kiosks with large-format touchscreens.
- Vertical displays in strategic locations.
- DEX Player for interactive content management.



Solution

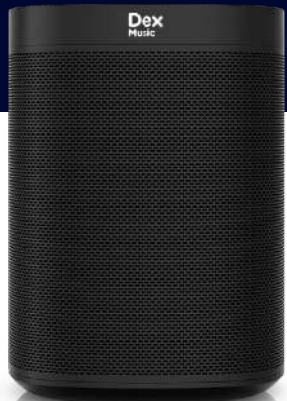
The resort is no longer a maze — it becomes a guided experience. Interactive kiosks managed through DEX Manager offer maps, step-by-step routes, and service discovery, with multilingual content available 24/7.

Spa & Wellness

Wellness managed as a coherent experience

Results

- ▶ A coherent sensory experience across the entire circuit.
- ▶ Real-time control of environmental conditions.
- ▶ Regulatory compliance in wet areas and occupancy limits.



Hardware

- Professional displays at reception and waiting areas.
- Professional speakers installed in treatment rooms and wet areas.
- Environmental sensors for temperature, humidity, and occupancy.
- Music player connected to DEX Music.



Solution

Wellness is managed as a coherent sensory experience. DEX Music sets the mood for each zone and treatment room with tailored background music, DEX IoT monitors temperature, humidity, and occupancy in wet areas, and DEX Manager syncs signage with each moment of the guest journey.

Poolside & Outdoor Communication

Reliable, eye-catching outdoor communication

Results

- ▶ Clear, always up-to-date information outdoors.
- ▶ Dynamic promotion of the bar and poolside services.
- ▶ A consistently premium look in any condition.



Hardware

- High-brightness outdoor LED displays.
- Professional outdoor displays for covered areas.
- Light sensors for automatic adjustment.
- DEX Player for outdoor content management.



Solution

Outdoor areas no longer depend on worn-out signage. Outdoor LED displays managed through DEX Manager communicate hours, policies, activities, and pool bar promotions with the visual quality guests expect.

Gym

Premium 24/7 fitness with no permanent staff

Results

- ▶ A 24/7 fitness experience with no on-site staff.
- ▶ Automatic occupancy control during peak hours.
- ▶ Usage data to optimize equipment.



Hardware

- Professional displays for cardio areas.
- Professional speakers for ambient sound.
- Occupancy sensors and access control.
- IP cameras for usage analytics.



Solution

Fitness becomes a premium, self-service experience. DEX Manager distributes motivational content and guided routines, DEX Music sets the mood by time of day, DEX IoT controls occupancy and access, and DEX Vision measures actual equipment usage.

Parking Smart

Access as a smart transactional touchpoint

Results

- ▶ Fast, guided access straight to an available space.
- ▶ Automatic parking charges to the room account.
- ▶ Reduced staffing at toll booths.



Hardware

- LED displays at entrances for space availability.
- Occupancy sensors by space or zone.
- IP cameras with license plate recognition.
- Integrated payment kiosks.



Solution

Access is no longer a hassle — it becomes a smart transactional touchpoint. DEX Vision recognizes license plates, DEX IoT senses spaces, DEX Manager guides guests with dynamic signage, and DEX SelfOrder charges parking directly to the room account.

MICE & Events

Rooms configurable per event

Results

- ▶ Fast customization for every corporate event.
- ▶ Clear information for attendees in every room.
- ▶ A premium experience for MICE clients.



Hardware

- Professional displays and videowalls for event rooms.
- Digital signage at room entrances.
- Integrated video conferencing systems.
- DEX Player for content management by room.



Solution

Rooms become fully configurable spaces for every event. DEX Manager customizes displays, videowalls, and entrance signage with the client's branding and content, integrated with the booking system.



In-Hotel Retail Media

Monetizing guest traffic

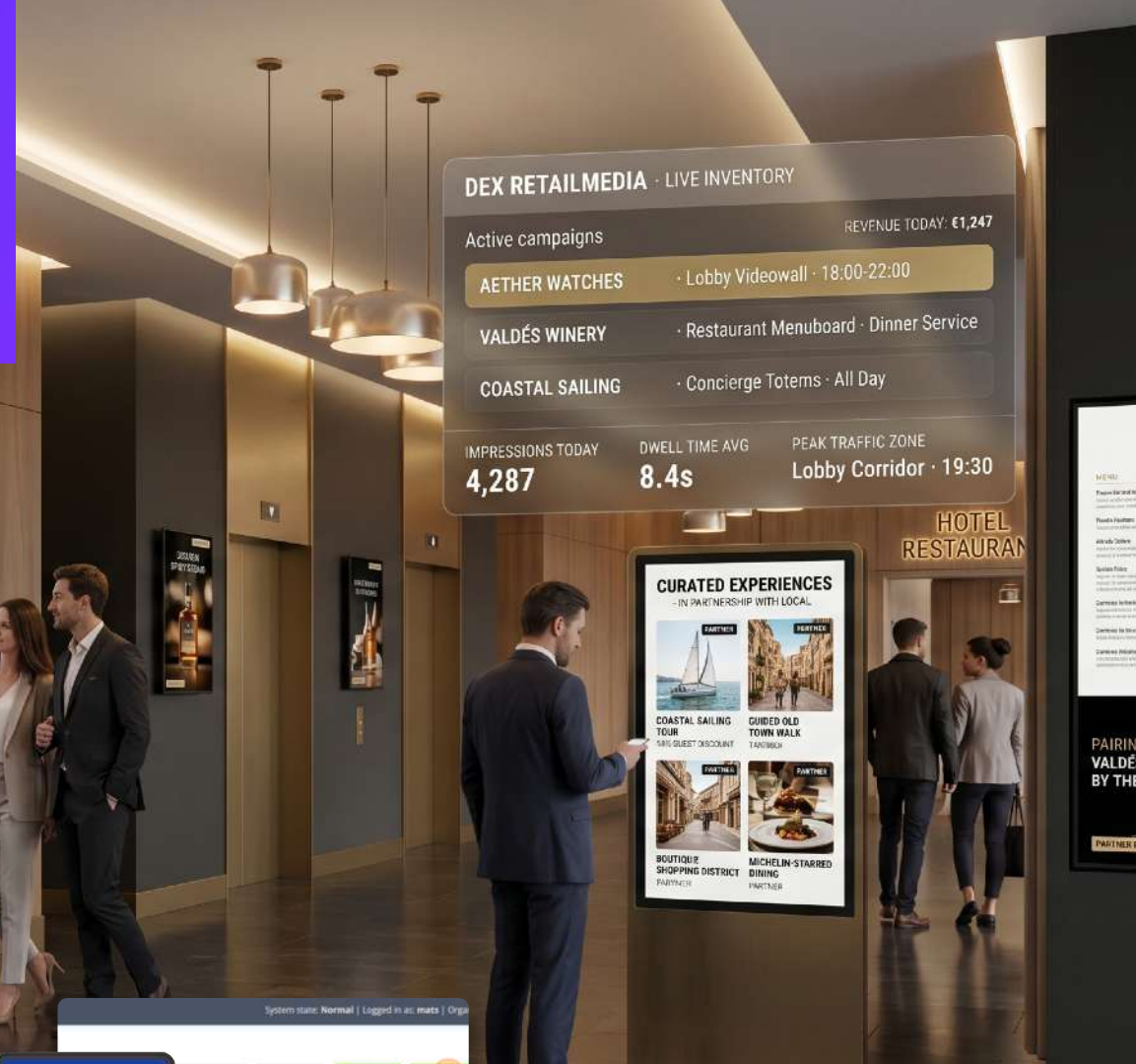
Results

- ▶ A new recurring revenue channel for the hotel.
- ▶ Measurable advertising inventory by zone and time slot.
- ▶ Cross-promotion with destination partners.



Hardware

- Professional displays in high-traffic areas.
- Integrated displays in menu boards and kiosks.
- DEX Player connected to DEX RetailMedia.



System state: Normal | Logged in as: mats | Orga

	Direct channel	campaigns	Export Data	Refresh Campaign
Instore Promotions and Uplift	Deal	Location plays	Status	
	12,000 plays / day	360,000	Reserved	
Shopper Marketing Mix	10% Scheduled time x Screen / day	193,536	Reserved	
	8.33% Scheduled time / day	320,031	Reserved	
Advertising Revenue	30,000 Impressions	9,667	Reserved	
	1,200 plays x screen / day	196,000	Reserved	
	16.66% Scheduled time / day	100,519	Reserved	
	17,000 plays / day	68,000	Reserved	

Solution

Guest traffic becomes a monetizable asset. DEX RetailMedia turns the hotel's displays into measurable digital advertising inventory for sponsoring brands, local partners (tours, retail, dining), and suppliers.

Realtime OPS Center

POWERED BY
C-CONTROL

Centro de control para la supervisión centralizada de toda la red

Results

- ▶ Centralized monitoring of every KPI across the hotel business.
- ▶ Real-time visibility into occupancy, RevPAR, ADR, F&B revenue, MICE events, maintenance, and guest satisfaction.
- ▶ Direct correlation between campaigns, occupancy, and revenue by hotel and by segment.
- ▶ Integrated access to security cameras at every hotel in the chain.
- ▶ Monitoring of critical facility status: spa, pool, gym, parking, and common areas.
- ▶ Integration with PMS (Opera, Mews, Protel...), RMS, CRM, Power BI, and other corporate data sources.
- ▶ Centralized incident management and predictive maintenance across the network.
- ▶ Faster decision-making thanks to a single, consolidated view of the entire chain.



Hardware

- Professional large-format displays for the videowall.
- Multi-monitor control workstations.
- C-Control server for centralized management and processing.
- Network infrastructure for real-time data capture.



Solution

The hotel chain is managed from a centralized environment that brings together operations, commercial, maintenance, and security. Occupancy, RevPAR, ADR, F&B, events, satisfaction, and video surveillance converge in C-Control on top of DEX Suite, integrated with Power BI and other corporate data sources.

Realtime OPS Center

Casos de uso nacidos de la convergencia de plataformas en un solo ecosistema.

POWERED BY
C-CONTROL

How is my network doing right now?

DASHBOARD EXECUTIVE OVERVIEW

- Live, consolidated view of the entire hotel network.
- Hotel ranking by occupancy, RevPAR, and ADR.
- Comparison by brand, category, destination, and season.
- Integration with Power BI, PMS, and corporate data sources.
- Critical alerts that escalate automatically to HQ.

For: CEO, General Manager, Regional Management, Expansion

Am I making money?

DASHBOARD BUSINESS PERFORMANCE

- Live revenue and performance vs. forecast by hotel.
- Real-time evolution of RevPAR, ADR, and GOPPAR.
- Revenue mix: rooms, F&B, spa, MICE, and extra services.
- TRevPAR and average ticket per guest, segmented by market.
- Booking pickup and pace vs. the same period last year.

For: Commercial Director, Country Manager, CFO

Is everything running well?

DASHBOARD OPERATIONS CONTROL

- Overall uptime of the display network, kiosks, and IoT devices.
- Schedule compliance: what should play, plays.
- MTTR for hardware incidents and maintenance alerts. VMS alerts (cameras), occupancy in critical areas, and 24/7 security.
- Shift and staffing alignment against check-in and event peaks.

For: Operations Director, Store Manager, Loss Prevention

How is my customer responding?

DASHBOARD CUSTOMER INTELLIGENCE

- Anonymous, real-time demographic profiling of guests.
- Heat maps and dwell time in the lobby, F&B, spa, and common areas.
- Tracking of actual campaign plays by hotel.
- In-stay digital engagement (room TV, kiosks, app, kiosks).
- Wait time analytics for check-in vs. abandonment.
- NPS and satisfaction scoring correlated with digital touchpoints.

For: CMO, Customer Experience, Visual Merchandising



C-CONTROL

**To visualize, monitor,
and decide in real time**

24/7 visual control centers.

Integration of critical sources:
cameras, maps, dashboards.

Configurable scenarios by user profile.

Distributed, collaborative, and
redundant operation.



**We group our
solutions around key
functions.**

Dex Suite

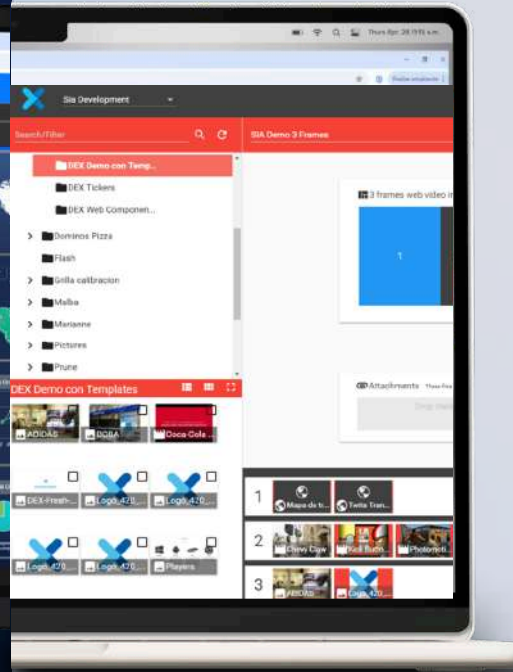
**To control what's
displayed and how it's
interacted with**

Digital signage and dynamic menus.

Self-service points and DEX Mobile.

Visual interfaces embedded into
operational workflows.

Centralized automation, traceability, and
control.



Two platforms
Two ways to control what happens in physical spaces

Keep your operations visual and secure



SIMPLIFY THE MANAGEMENT OF
MISSION-CRITICAL SYSTEMS —
REMOTELY AND SAFELY.

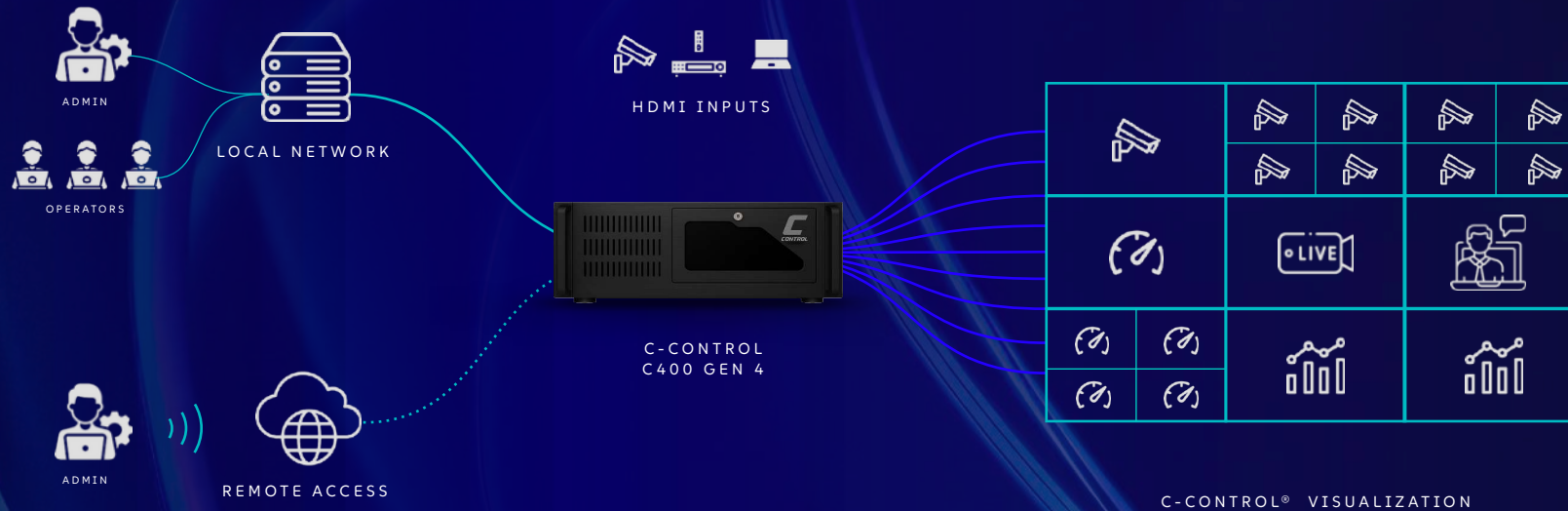
What you can do with C-CONTROL®

- ✓ Visualize any data source
- ✓ Organize and sequence scenes in real time
- ✓ Manage everything quickly and clearly, right from your browser
- ✓ Collaborate with your team through roles and permissions



DEMO

Flexible architecture, seamless operations



C-CONTROL CONTROLLER



C-CONTROL C400 Gen 4

- Intel i9 processor
- x4 4K Outputs
- x4 4K Inputs
- 64 GB high-performance RAM
- 1TB SSD storage
- 1 Hot Swap
- Redundant Hot Swap Power Supply
- 4U rackmount chassis with active cooling (3 fans)
- Windows 11 LTSC 2021
- Scalable system – expandable with additional drives, memory, input/output cards
- C-CONTROL license with 2 years of software maintenance (SMC)



Compatible with any type
of device



Plug & Play,
no complex installations



Drag & Drop interface



Remote keyboard and
mouse operation



Reusable layouts
and scenarios



Automatic resource
and scenario carousel

The technical heart of
your control room.

DESIGNED FOR **24/7 PERFORMANCE** IN
MISSION-CRITICAL ENVIRONMENTS.



Dex Suite

Where digital experiences are created

The end-to-end solution for transforming spaces into experiences.
It connects content, screens, data, audiences and operations, all from a single software.



SIMPLIFY

Your entire digital ecosystem in a single platform.



AUTOMATE

Activates content, music and campaigns without manual intervention.



MONETIZE

Convierte tus pantallas en un nuevo canal de ingresos.



CONNECT

Turn your screens into a new revenue channel.



SCALE

From a store to a global network, without complexity.

Dex Suite

Everything you need for
your digital strategy,
in a single ecosystem.

L A Y E R 1

L A Y E R 2



PLATFORM

Dex Manager

Platform to manage content, devices and programming.

Dex Studio

Visual tool for creating dynamic and customizable content.

Dex Remote

Visual tool to monitor and control the status of devices



CONTENT

Dex RetailMedia

Monetization of digital signage through direct and programmatic advertising campaigns.

Dex Music

Personalized ambient music integrated into the in-store experience.

Dex SelfOrder

Visualization and direct transaction system.



INTELLIGENCE

Dex Vision

In-store analytics and intelligent content activation through computer vision and artificial intelligence.

Dex IoT

Integration of sensors and devices for interactive data-driven experiences.

Dex Flow

Intelligent queue and customer flow management.



SERVICES

Dex Media

Specialized agency and consulting service for Digital Signage:

- Content strategy
- Customer journey planning
- Experience design
- Creative and technical advice

Dex Managed Services

Real-time delegated operations:

- Content publishing
- Continuous scheduling
- Continuous support and maintenance
- 24/7 operational peace of mind

Deployment flexibility,
tailored to your business.

Dex Manager is designed to integrate with your existing ecosystem, operate across multiple devices, and scale with your network seamlessly.



Your infrastructure does not adapt to DEX, **DEX adapts to your infrastructure.**



PUBLIC CLOUD

- + **The fastest and most efficient option**, with immediate deployment on Microsoft Azure.
- + **Infrastructure managed by Dex**, no need for your own servers.
- + Secure, scalable, and certified environment, with automatic updates.
- + **Ideal for organizations seeking agility, global availability, and low operating costs.**
- + **ISO 27001 certified infrastructure and GDPR compliance**, with enterprise-grade security.



PRIVATE CLOUD

- + **The power of the cloud on your own terms**, deployed in your Azure account.
- + **The client manages servers, databases, and storage**, maintaining full control.
- + **Dedicated infrastructure** with customized security policies.
- + **Perfect balance between autonomy, compliance, and guaranteed support** by Dex.
- + **Dedicated environment compliant with ISO 27001 and personalized internal policies.**



ON PREMISE

- + **Local installation on your own servers**, with no cloud dependency.
- + **Full regulatory compliance and maximum data confidentiality.**
- + **Complete management of the environment, access, and internal updates.**
- + **Designed for banking, defense, or environments with critical security requirements.**
- + **Full compliance (ISO 27001, GDPR, and client's internal policies).**

Flexibility Without Compromise

DEX adapts to the different technology ecosystems in the market, allowing you to **combine the devices you already have** with new technologies as needed—all under a single CMS.

android



chrome



iiyama



LG webOS

NOVA STAR

PHILIPS

SAMSUNG

TIZEN

Windows



COST REDUCTION

Reuse screens, PCs, kiosks, LEDs, totems, and any existing player. You don't need to "buy the right brand" to use DEX.



INSTANT DEPLOYMENT

With mixed hardware (Tizen + webOS + Android + Windows), DEX brings everything together into a single dashboard.



ABSOLUTE FREEDOM

If you switch hardware brands tomorrow, DEX remains the same CMS. Your content, automations, and operating structure stay intact.



KEY DIFFERENTIATOR

DEX does not force clients to use proprietary hardware. We integrate with your infrastructure—never the other way around.

Dex Media Player

The ideal solution for screens without integrated media player.



- ✓ Ethernet port with 802.1x support, ideal for corporate environments and secure networks.
- ✓ Hardware watchdog ensures automatic reboot in case of freezes or failures.
- ✓ Autostart and automatic recovery after power outages.
- ✓ Integrated NPU to accelerate AI processes such as tracking or real-time visual analysis.

DESIGNED FOR DEMANDING ENVIRONMENTS, READY FOR ANYTHING.

- + CPU: Rockchip RK3566,
- + Quad-core Cortex-A55 up to 1.8GHz
- + GPU: Mali-G52-2EE
- + RAM: 2G DDR
- + ROM: 8G EMMC
- + Operating System (OS): Android 11
- + Bluetooth: 4.0 Built-in
- + WiFi: Dual band 2.4G/5G
- + Power Input (DC Input): Type-C (5V / 3A)
- + USB Ports: 1 x USB 3.0 + 3 x USB 2.0
- + HDMI Output: 1



4 Areas, One Partner

Technology, content, and operations under control



Strategy and Functional Design

- ▶ Needs analysis and use case definition
- ▶ Technical specifications adapted to each environment
- ▶ Design of visual journeys and user experience



Technological Implementation

- ▶ Supply and installation of screens and hardware
- ▶ Integration of platforms and existing systems
- ▶ Development of customized solutions (visualization, interaction, control)



Content and Operations Management

- Content scheduling and automation
- Visual segmentation by channel, time, or audience
- Proprietary platforms: DEX Manager and C-Control



Continuous Support and Evolution

- Technical maintenance and remote support
- Network and device monitoring
- Scalability, updates, and functional evolution

Turnkey Service

From start to finish, everything your business needs to go digital.



**HARDWARE
PROVISION**



**SOFTWARE AND
CONTENT HOSTING**



**24/7 SUPPORT IN
MULTIPLE LANGUAGES**



INTEGRATIONS
(SYMPHONY, MICROSOFT...)



**INSTALLATION AND
COMMISSIONING**



**SCREEN NETWORK
OPERATION**



**CONTENT
CREATION**



**PROACTIVE DIGITAL
EVOLUTION PROPOSALS**

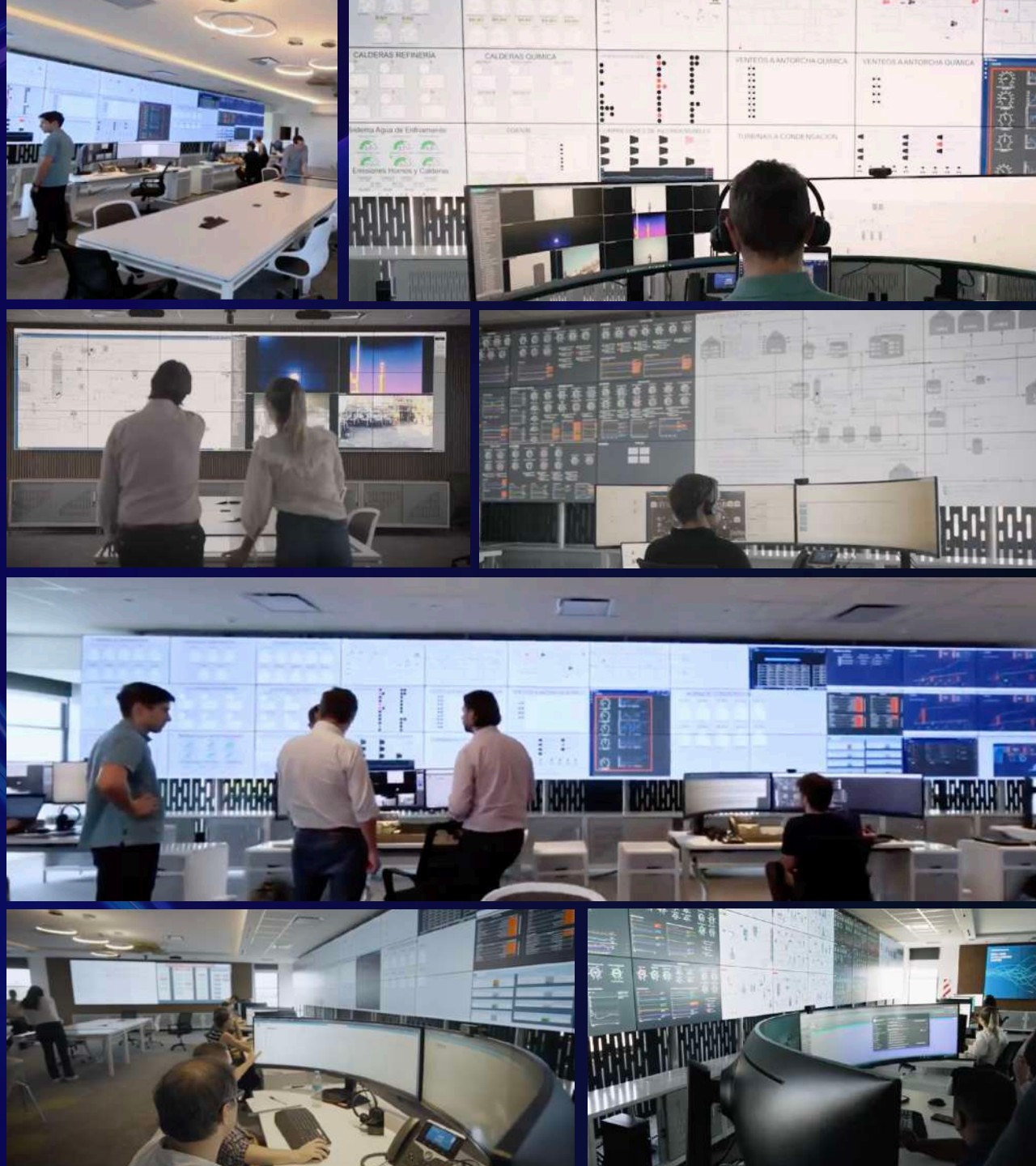


Real-Time Operational Intelligence Center

Critical infrastructure equipped with **C-CONTROL®** to supervise, coordinate, and make strategic decisions at the La Plata Refinery.

- ✓ Unified monitoring of multiple real-time data sources
- ✓ Support for operational, environmental, and safety decision-making
- ✓ Intelligent visualization in a 24/7 industrial environment

Video





24/7 Strategic Control Center

Digitalization project of the operations center with **C-CONTROL®**, designed for the visual management of critical data and real-time decision-making.

- ✓ Centralized visualization of KPIs and operational alerts
- ✓ Integration with data platforms and internal systems
- ✓ High availability for continuous 24/7 operations





Control Room for Essential Services Management

C-CONTROL® solution to supervise critical operations in real time across water, energy, and environmental services.

- ✓ Unified visualization of water, energy, and waste networks
- ✓ 24/7 monitoring with early alerts
- ✓ Improved operational efficiency and incident response capacity

VIDEO





Problem

- ! Need to dynamically manage and update visual communication across multiple stores.
- ! Inability to centrally control the information displayed at each physical location.
- ! Misalignment between promotions, prices, and stock availability.



Result

- ▶ Consistent, traceable communication aligned with commercial campaigns.
- ▶ Greater agility in operational and promotional updates.
- ▶ Reduced human errors and improved customer experience.

Solution

- ✓ Implementation of a centralized digital signage system connected to business data.
- ✓ Content automation based on store, zone, and time of day.
- ✓ Integration with commercial and logistics back-office systems to synchronize prices and promotions.



wework

Problem

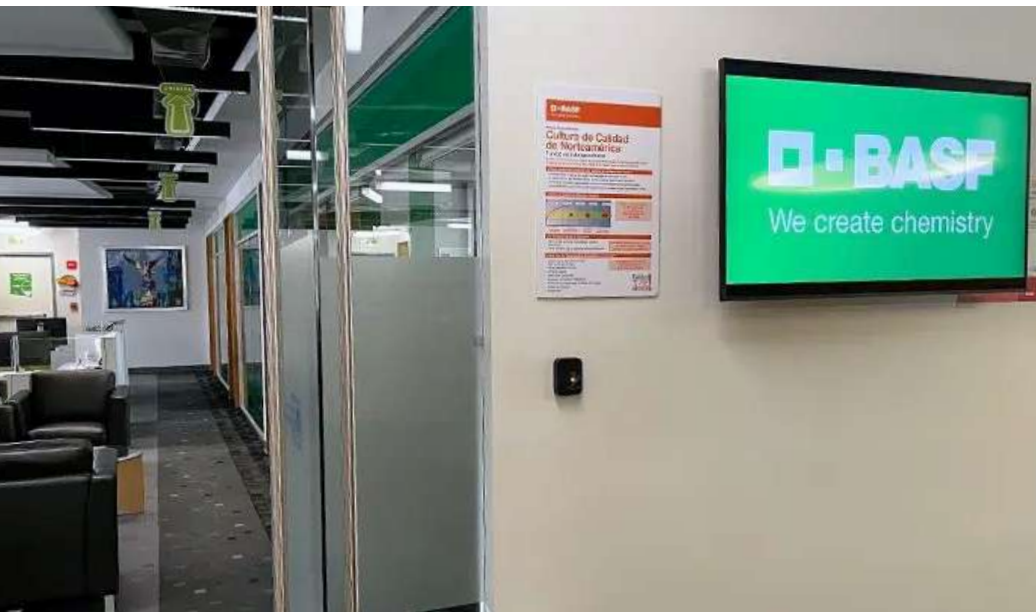
- ! Need to make user navigation easier in complex and dynamic buildings.
- ! Manual management of distributed visual information.
- ! Limited user autonomy to interact with the environment.

Solution

- ✓ Development of a digital and interactive wayfinding system.
- ✓ Installation of touchscreens with intuitive and dynamic interfaces.
- ✓ Integration with internal systems to automatically update space and booking information.

Result

- ▶ Greater user autonomy to navigate the space.
- ▶ Reduced operational workload for reception staff.
- ▶ A tech-driven image aligned with the brand's values.



BASF
We create chemistry

Problem

- ! Complexity in monitoring critical operational data in real time.
- ! Need to improve the efficiency of control centers.
- ! Lack of visual traceability for strategic decision-making.

Solution

- ✓ Implementation of a visualization center integrating multiple data sources.
- ✓ Distributed and contextual visualization of key process indicators.
- ✓ Scalable and high-availability architecture for 24/7 operation.

Result

- ▶ Improved strategic decision-making through clearer and updated visualization.
- ▶ Greater operational control and reduced errors.
- ▶ Optimized control environment for both technical and executive teams.



Result

- ▶ Greater brand and message consistency across all locations.
- ▶ Reduced time and operational cost for updating communications.
- ▶ Immediate response capability to campaigns or regulatory changes.

Problem

- ! Difficulty maintaining a consistent visual communication across a large and diverse branch network.
- ! Fragmented management of promotional and operational content.
- ! Need to update messages quickly based on location or customer profile.

Solution

- ✓ Deployment of a centralized digital signage system with remote updates.
- ✓ Content segmentation by country, city, or even branch type.
- ✓ Simple interface for daily operation from the central team.



Problem

- ! Need to optimize customer flow and experience in physical branches.
- ! Overcrowded service points and low digitalization of processes.
- ! Limited real-time visibility of what happens in each branch.



Solution

- ✓ Implementation of informational screens to organize queues, display relevant content, and improve waiting experience.
- ✓ Integration of the visual system with internal tools to adapt communication based on branch type.
- ✓ Centralized dashboards with operational performance metrics.

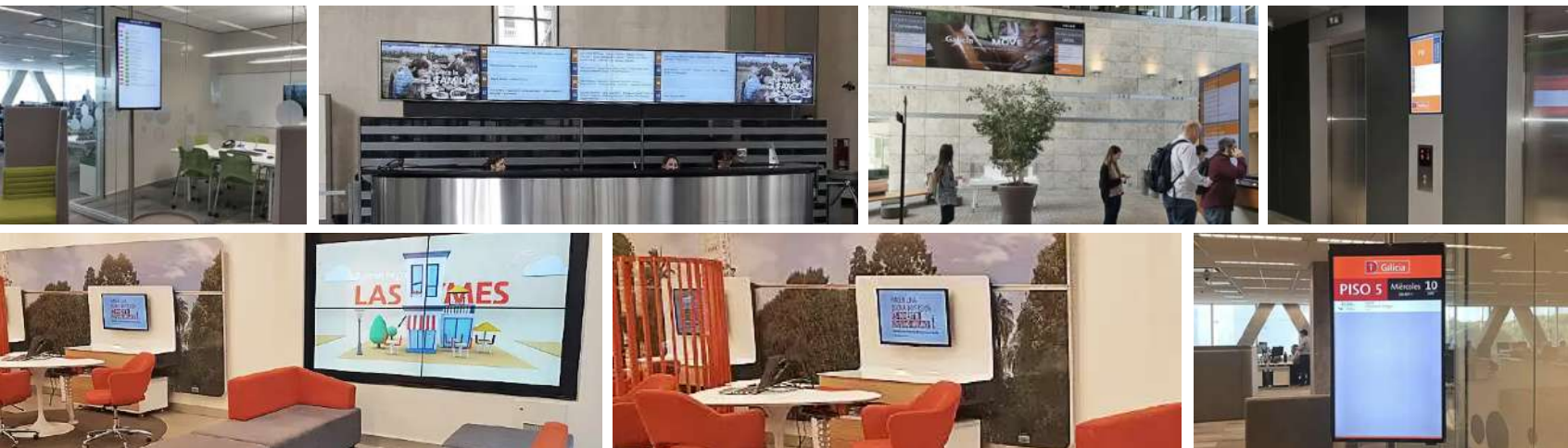
Result

- ▶ Reduced waiting times and improved service perception.
- ▶ Better use of physical and human resources.
- ▶ Increased control over the physical environment with real-time data.



Problem

- ! Lack of a flexible solution to display operational and brand information across diverse physical environments.
- ! Dependence on printed materials and manual processes.
- ! Need to integrate different business areas into a single visual channel.



Solution

- ✓ Installation of digital screens in key customer service areas.
- ✓ Centralized content management from a single CMS, with segmentation by zone or space type.
- ✓ Integration with databases to automate part of the content.

Result

- ▶ Greater impact of institutional and promotional communication.
- ▶ Flexibility to adapt the visual strategy by channel, region, or need.
- ▶ A more modern image aligned with the bank's digital transformation.



ESTÉE LAUDER

Problem

- ! Difficulty unifying brand aesthetics and messaging across retail partners.
- ! Inability to update campaigns in real time based on location, language, or product.
- ! Lack of dynamism in the customer experience at the point of sale.



Solution

- ✓ Deployment of dynamic digital displays in strategic retail locations.
- ✓ Centralized system to manage visual campaigns tailored to each point of sale.
- ✓ Integration of aesthetic, promotional, and educational content with a premium brand focus.

Result

- ▶ Consistent and memorable brand experience across all retail environments.
- ▶ Greater agility in launching marketing campaigns and activations.
- ▶ Increased customer attention toward featured products.



SAMSUNG

Problem

- ! Need to modernize the in-store experience to align with the innovation of Samsung's products.
- ! Static communication spaces that do not reflect the brand's technological DNA.
- ! Inefficient processes for updating content according to product cycles or campaigns.



Result

- ▶ More technological brand environment aligned with Samsung's value proposition.
- ▶ Better-informed and more autonomous customers in-store.
- ▶ Reduced operational costs in printing and campaign deployment.

Solution

- ✓ Development of an immersive digital environment for retail spaces with interactive displays.
- ✓ Integration of catalogs, tutorials, and product benefits on displays segmented by category.
- ✓ Remote management tools to control and update content at each store.



Problem

- ! Need to modernize the in-store experience and align the physical environment with the brand's digital language.
- ! Visual communication that is static and lacks personalization.
- ! Difficulty managing campaigns quickly and adapting them to different categories or zones.



Solution

- ✓ Implementation of a centralized digital signage system with synchronized displays.
- ✓ Integration of DEX Manager to remotely manage content by product type, campaign, or location.
- ✓ Development of a more immersive in-store experience with relevant, contextual, and visually engaging information.

Result

- ▶ Greater consistency between the brand's digital image and the retail environment.
- ▶ Ability to launch and update campaigns in real time from a single platform.
- ▶ Better-informed customers enjoying a more connected, visual, and interactive experience.



Problem

- ! Over 1,600 restaurants across 10+ Latin American countries.
- ! More than 10,000 screens with prices and promotions difficult to unify.
- ! Risk of inconsistencies and loss of operational efficiency.



Result

- ▶ Over 10,000 screens always synchronized.
- ▶ Reduction of implementation errors and time.
- ▶ Scalable, consistent operation across the entire region.
- ▶ Implemented in Argentina, Brazil, Chile, Colombia, Costa Rica, Ecuador, Mexico, Panama, Puerto Rico, Uruguay, and Venezuela.

Solution

- ✓ DEX Manager integrated with McDonald's internal systems.
- ✓ Real-time updates of prices and availability.
- ✓ Flexible content segmentation by market and restaurant.
- ✓ Visual standardization aligned with global brand guidelines.



Problem

- ! Need to update menus and campaigns quickly and efficiently.
- ! Limitations in adding new products in real time.
- ! Difficulty unifying visual content across different stores.



Solution

- ✓ Dynamic digital signage implemented in selected stores.
- ✓ Remote and segmented updates for products and promotions.
- ✓ Integration with seasonal marketing strategies.

Result

- ▶ Global alignment between product and communication.
- ▶ Greater visual impact in stores and exterior windows.
- ▶ More efficient and agile operation.



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Lucciano's

Problem

- Need to modernize the shopping experience with a more technological and premium aesthetic.
- Traditional signage not aligned with the brand's premium image.
- Manual menu and price updates depending on store or season.



Solution

- ✓ High-quality digital displays integrated throughout the stores.
- ✓ Dynamic menus managed from a single DEX back-office.
- ✓ Automated updates based on store location, schedule, or weather conditions.

Result

- More refined and modern brand image.
- Greater agility in updating prices and products.
- Better-informed customers and a more attractive shopping experience.



Problem

- ! Manual signage lacking dynamism and flexibility.
- ! Difficulty highlighting seasonal promotions or new launches.
- ! Need to attract pedestrian traffic in high-traffic areas.



Result

- ▶ Increased customer attraction thanks to digital visibility.
- ▶ Greater awareness of seasonal promotions and campaigns.
- ▶ Modern image aligned with the brand's visual renewal.

Solution

- ✓ Large-format LED displays installed in outdoor areas.
- ✓ Dynamic and programmable visuals to boost promotional visibility.
- ✓ Content management adapted to each store's profile and customer type.



CHININ

Problem

- ! Difficulty displaying a wide variety of flavors and products.
- ! Manual updates on boards or traditional signage.
- ! Inconsistent brand image across locations.



Solution

- ✓ Digital signage strategically placed throughout the store.
- ✓ Menus and flavors easily updated through a central interface.
- ✓ Visually appealing design aligned with brand identity.

Result

- Clearer and more attractive presentation of product offerings.
- Unified brand image across all branches.
- Reduced operational time and fewer communication errors.



FUNDIDO

Problem

- ❗ Static image not representative of the gourmet concept.
- ❗ Difficulty updating menus and events in real time.
- ❗ Need to strengthen branding at the physical point of sale.



Solution

- ✓ Vertical digital displays installed in-store.
- ✓ Visual content reflecting the brand's young and creative identity.
- ✓ Menu and promotion management through DEX Manager.

Result

- Enhanced brand identity at the point of sale.
- Stronger customer connection with the gastronomic proposal.
- Full flexibility to update messages by day or hour.



Coca-Cola

Problem

- ! Need to generate engagement with younger audiences in an original way.
- ! Lack of brand activations involving direct interaction at the physical point.
- ! Limited impact in sampling campaigns or high-traffic events.



Result

- ▶ High spontaneous participation from audiences in promotional spaces.
- ▶ Greater virality of the campaign on social media.
- ▶ Reinforcement of emotional and playful brand values linked to Coca-Cola.

Solution

- ✓ Development of a photo device that detects smiles and dispenses products.
- ✓ Integration of AI vision to activate the machine through real gestures.
- ✓ Gamified experience design aligned with the brand's identity.



Problem

- ! Need to deliver a memorable experience at fairs and exhibitions.
- ! Static presentation of products limited audience engagement.
- ! Audience not fully connected with the vehicles' key differentiating features.

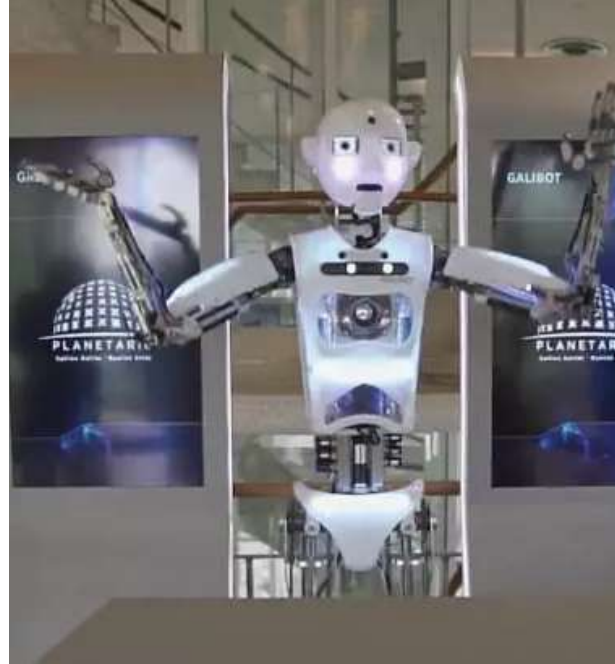


Result

- ▶ Increased dwell time at the exhibition stand.
- ▶ Direct interaction with the product's value proposition.
- ▶ Strong differentiation from other exhibition spaces.

Solution

- ✓ Installation of interactive screens to explore models, features, and configurations.
- ✓ Immersive audiovisual content controlled by the user.
- ✓ Digital scenography adaptable to different events.



Problem

- ! Need to renew communication resources and enhance the visitor experience.
- ! Limited interaction with the audience during exhibitions.
- ! Lack of visual tools to support scientific content.



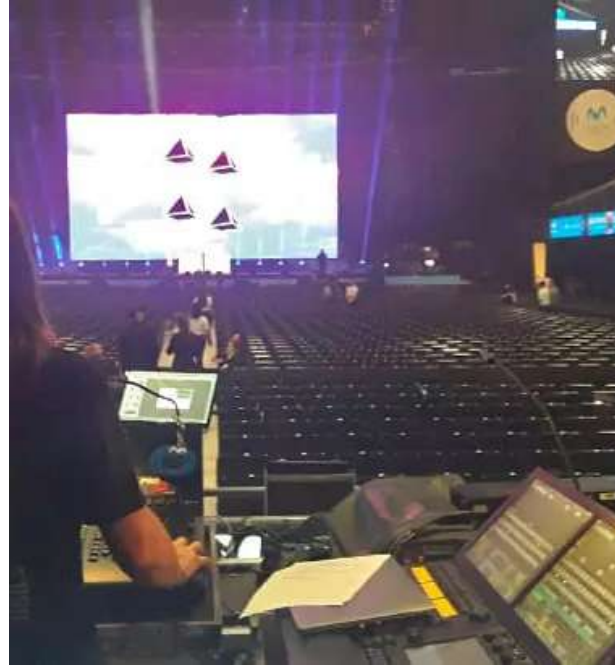
Solution

- ✓ Development of interactive modules and educational touchscreens.
- ✓ Design of immersive visual experiences to complement talks and tours.
- ✓ Educational and engaging interface for children, teens, and adults.

Result

- ▶ Greater active participation from visitors during exhibitions.
- ▶ Improved understanding of astronomical content.
- ▶ Modernized space with technology aligned with its scientific mission.

OUTDOOR



(| M movistar arena |)

Problem

- ! Need to update signage systems in real time for large audience flows.
- ! Static visual communication disconnected from live venue activity.
- ! Lack of centralized tools to coordinate screens by event or area.



Result

- ▶ Efficient coordination of visual communication throughout the entire venue.
- ▶ Greater informational and promotional impact at every audience touchpoint.
- ▶ Flexibility to adapt content to each show or activity in real time.

Solution

- ✓ Implementation of dynamic digital signage controlled through DEX Manager.
- ✓ Segmented content management by sectors, access points, and commercial areas.
- ✓ Integration with event schedules to automate messages by time slot.



Problem

- ! High rotation of campaigns and offers without an agile, scalable visual solution.
- ! Fragmented communication across commercial, gastronomic, and entertainment areas.
- ! Need to improve the visitor experience throughout the entire venue.



Solution

- ✓ Centralized digital signage system to manage all sectors from a single tool.
- ✓ Message segmentation by location and audience profile (fashion, dining, entertainment).
- ✓ Automation of visual campaigns according to calendar or visitor type.

Result

- ▶ More consistent and effective communication throughout the complex.
- ▶ Greater autonomy for operators in managing visual content.
- ▶ Increased engagement through dynamic promotions and localized content in each area.



Auditorio Nacional

Problem

- ! Outdated and unattractive signage for today's cultural experience.
- ! Limitations in segmenting content by schedule, hall, or audience type.
- ! Difficulties in centralizing visual management from a single system.



Result

- ▶ Renewed image of the venue — more modern and aligned with the value of art and culture.
- ▶ Reduced operational times and human errors in visual communication.
- ▶ Smoother, more informed visitor experience from entry to seat.

Solution

- ✓ Full digitalization of signage across entrances and common areas.
- ✓ Screen scheduling by show type or attendee profile.
- ✓ Single platform for real-time content control and updates.

Thank you



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