



Tech solutions for visual communication

V.02

POWERED BY

Dex *C-CONTROL*



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 | |

#7
Customer
Worldwide

SAMSUNG
PRIORITY ★
CHANNEL PARTNER

#1 in RM
Licenses

SAMSUNG
RM Agent



Partner
Program



Azure
Compatible



First Certified
Company



SAMSUNG

ESTÉE LAUDER

SMIRNOFF

Mondelez
International



TOM FORD



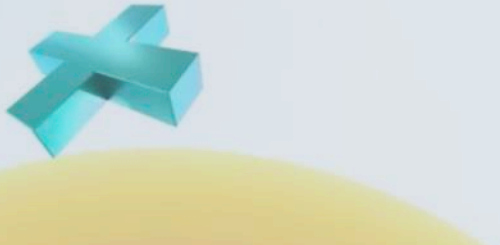
Kentucky
FRIED CHICKEN
1942



Lucciano's



Chinin



**Fortune 500 companies already trust SIA
to lead the change.**



**We transform restaurant operations
into digital solutions**

**From drive-thru to pickup, we optimize time, orders, and
visual communication with intelligent solutions designed
for the pace of quick-service restaurants.**

Outdoor communication

Traffic attraction and acquisition

Results

- ▶ Increased foot traffic to the store.
- ▶ Dynamic storefronts updated in real time.
- ▶ Consistent brand image across the entire network.



Hardware

- High-brightness **outdoor LED displays**.
- **Professional-grade** window displays.
- **Ambient light sensors** for automatic brightness adjustment.



Solution

Audiovisual infrastructure managed through **DEX Manager** that turns your storefront into a dynamic digital channel to broadcast campaigns, promotions, and branded content across your entire store network.

Digital Menu boards

Optimization of decision time

Results

- ▶ Increased conversion at decision time
- ▶ Real-time updating of prices and promos
- ▶ Visual consistency across the network.



Hardware

- Professional 4K high brightness signage displays
- Integrated SoC or DEX Player 24/7
- Connectivity with POS systems for price updates



Solution

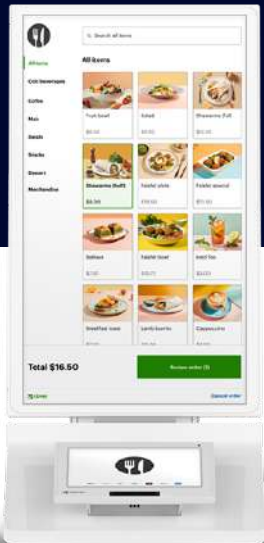
Digital menu boards infrastructure managed from DEX Manager, synchronized with business systems. Allows to update prices, promotions and availability in real time in all the restaurants of the network.

Self-Checkout and Self-Service Kiosks

Fast payment and a self-guided experience

Results

- ▶ Fewer lines at checkout.
- ▶ Faster payment process.
- ▶ Greater operational efficiency in store.



Hardware

- Interactive self-service kiosks.
- Large-format touchscreens.
- Integrated payment terminals (PIN pad / contactless).
- Product scanners for self-checkout.



Solution

Self-service system managed through DEX SelfOrder, allowing customers to scan products and complete their purchase independently, fully integrated with POS and inventory systems.



In-Store Retail Media

Monetize foot traffic at the point of sale

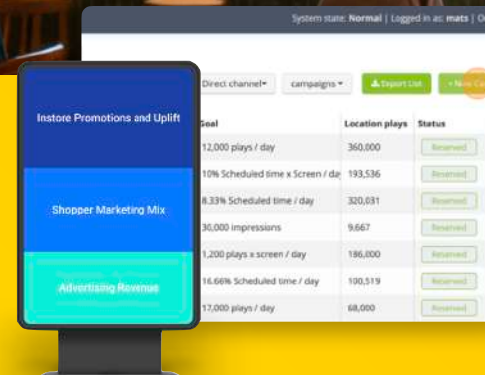
Results

- ▶ New revenue stream from in-store advertising space.
- ▶ Increased engagement with brand and supplier campaigns.
- ▶ Real-time performance tracking of every campaign.



Hardware

- Professional signage displays for showroom and waiting areas.
- Displays integrated into kiosks.
- DEX Players connected to DEX RetailMedia.



Solution

In-store Retail Media infrastructure managed through DEX RetailMedia, turning store screens into digital ad inventory for brand or supplier campaigns.

In-Store Analytics

Customer behavior intelligence

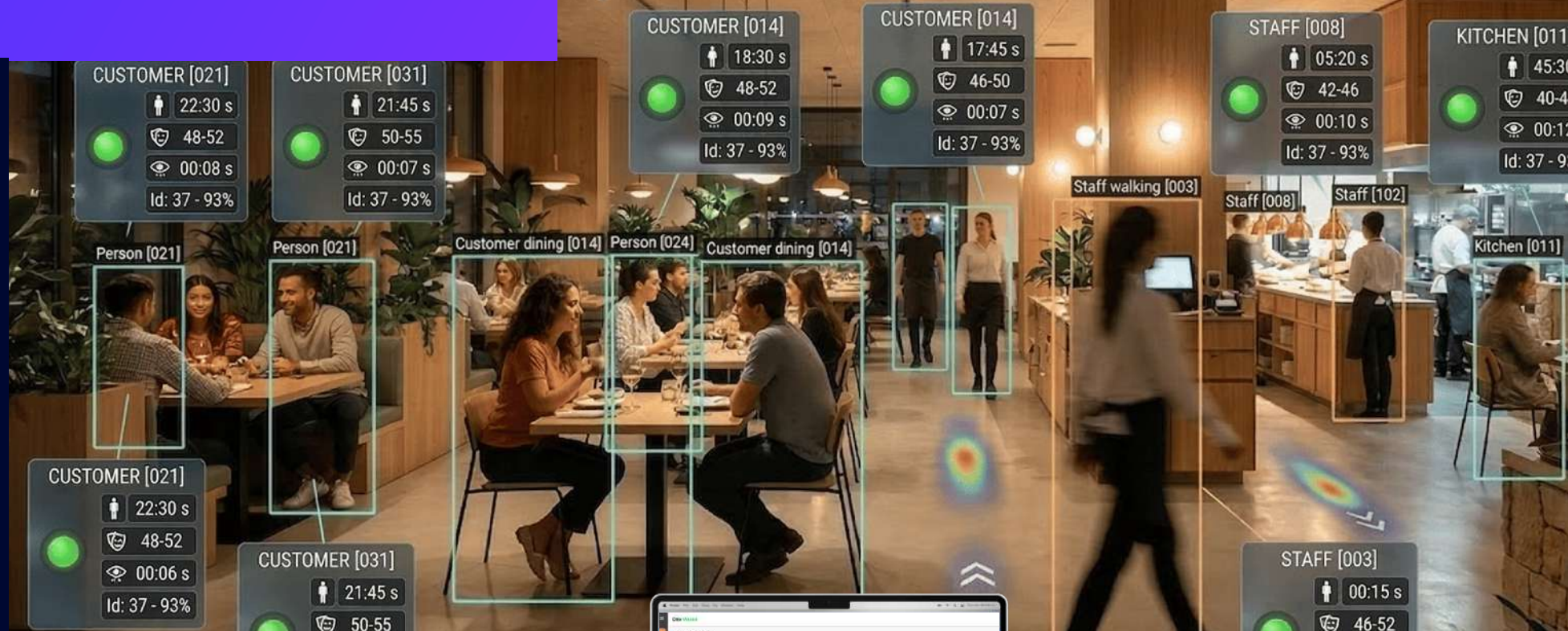
Results

- ▶ Real understanding of customer behavior.
- ▶ Optimization of campaigns, content, and layouts.
- ▶ Data-driven operational decisions.



Hardware

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



Solution

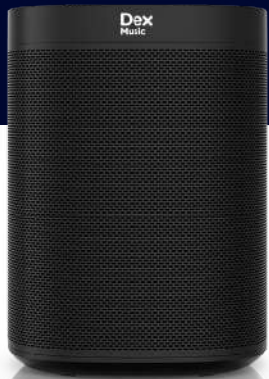
Analytics system powered by DEX Vision and based on computer vision, enabling measurement of foot traffic, attention, and customer behavior inside the store using existing cameras.

Audio and Music Atmosphere

In-store background music and dynamic ad spots at the point of sale

Results

- ▶ Greater customer engagement.
- ▶ Stronger brand identity.
- ▶ A more memorable experience.
- ▶ Consistent atmosphere across the entire network.



Hardware

- Professional installation speakers (ceiling or wall-mounted).
- Amplifier or audio matrix for zoned distribution.
- Music player / media player connected to DEX Music.



Solution

System managed through DEX Music that combines background music tailored by time of day with the creation and broadcast of dynamic ad spots, including AI-generated voiceovers for in-store promotions and announcements.



Realtime OPS Center

POWERED BY
C-CONTROL

Control center for centralized monitoring of the entire restaurants network

Results

- ▶ Centralized monitoring of all business KPIs.
- ▶ Real-time visibility into sales, stock, audiences, promotions, security, and dwell times.
- ▶ Direct correlation between campaign effectiveness and sales tickets.
- ▶ Integrated access to security cameras across all locations.
- ▶ Integration with Power BI and other corporate data sources.
- ▶ Faster decision-making thanks to a single, consolidated view.

Hardware

- Large-format professional displays for video walls.
- Multi-monitor control workstations.
- C-Control server for centralized management and processing.
- Network infrastructure for real-time data capture.



Solution

Control center (ROC – Realtime Operation Center) managed through C-Control and integrated with DEX Suite, bringing all restaurant business information into a single space: sales by location, dine-in, takeaway and delivery orders, service times, kitchen productivity, food waste, inventory, promotional campaigns, and security. Headquarters can monitor the performance of every restaurant in the network in real time, with the flexibility to integrate any data source the customer needs.

Realtime OPS Center

Use cases born from the convergence of platforms into a single ecosystem.

POWERED BY
C-CONTROL

How is my network doing right now?

DASHBOARD **EXECUTIVE OVERVIEW**

- Live consolidated view of the entire store network.
- Store ranking by revenue, traffic, and conversion (online-offline).
- Comparison by region, format, and time slot.
- Integration with Power BI and corporate data sources.
- Critical alerts that automatically escalate to HQ.

For: CEO, General Manager, Regional Management, Expansion

Am I making money?

DASHBOARD **BUSINESS PERFORMANCE**

- Live revenue and sales performance vs. targets.
- Sales-per-hour ratio vs. actual store foot traffic.
- Direct conversion rate from digital campaign → checkout ticket.
- Average ticket evolution segmented by time slot.

For: Sales Director, Country Manager, CFO

Is everything running smoothly?

DASHBOARD **OPERATIONS CONTROL**

- Overall uptime of the screen and kiosk network.
- Playlist compliance: what should play, plays.
- MTTR for hardware incidents and IoT alerts.
- VMS (camera) alerts, occupancy, and 24/7 security control.
- Shift and staff alignment against real traffic peaks.

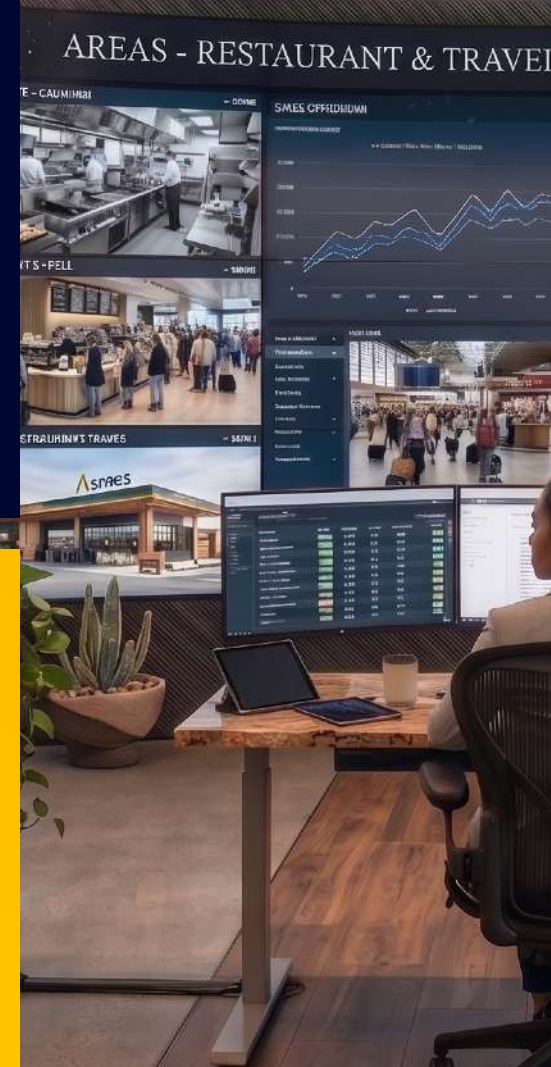
For: Operations Director, Store Manager, Loss Prevention

How are my customers reacting?

DASHBOARD **CUSTOMER INTELLIGENCE**

- Anonymous demographic profiling in real time.
- Heat maps and dwell time by zone.
- Tracking of actual play counts per campaign.
- In-store digital engagement (kiosks, surveys).
- Wait time vs. customer abandonment analytics.

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

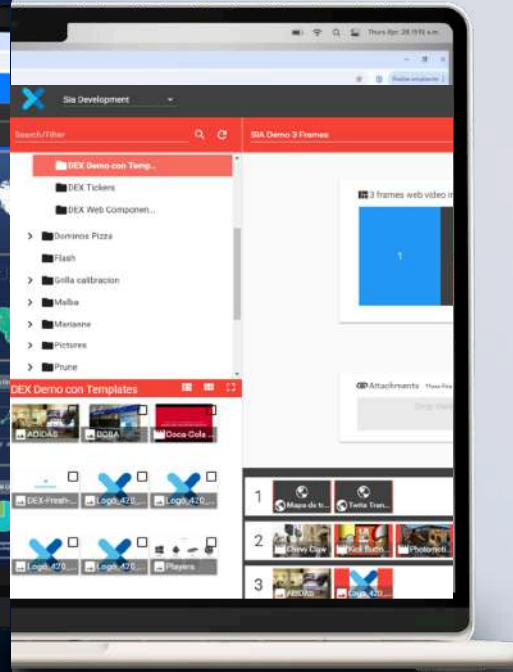
**To control what's
displayed and how it's
interacted with**

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.

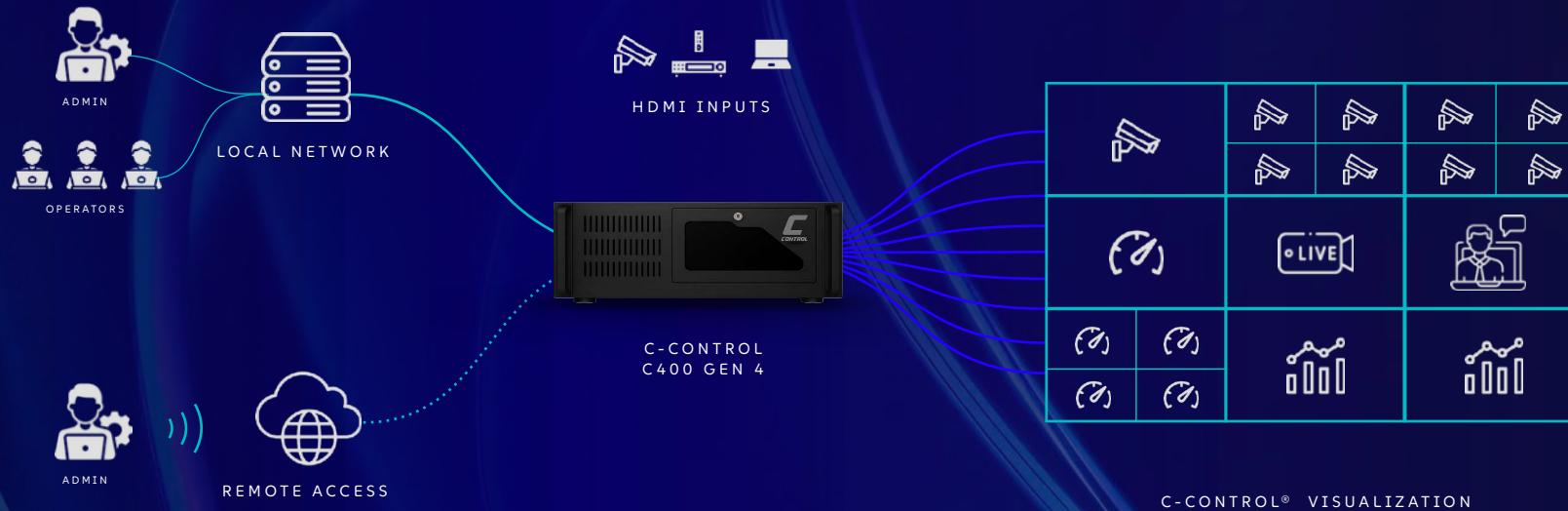
What you can do with C-CONTROL®

- ✓ 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

iivama

 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**

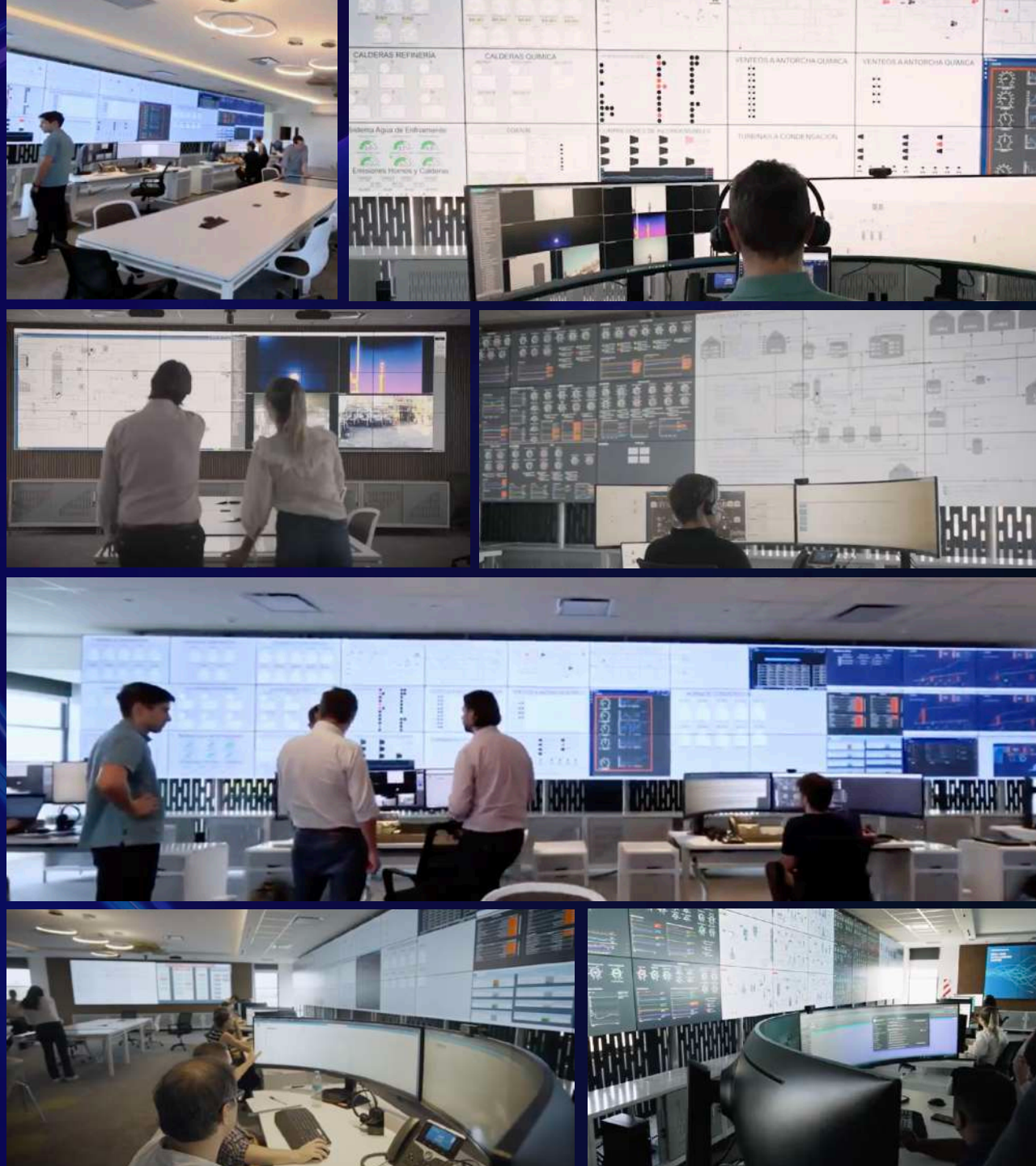


Real-Time Operational Intelligence Center

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





Walmart

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

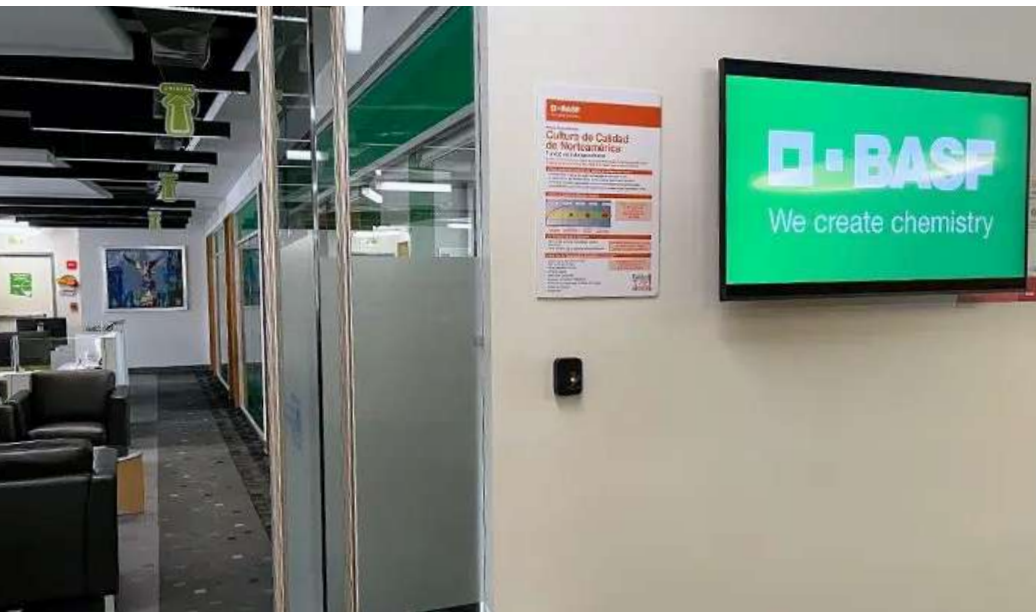
- ! Need to make user navigation easier in complex and dynamic buildings.
- ! Manual management of distributed visual information.
- ! Limited user autonomy to interact with the environment.

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.



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.

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

- ! 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.

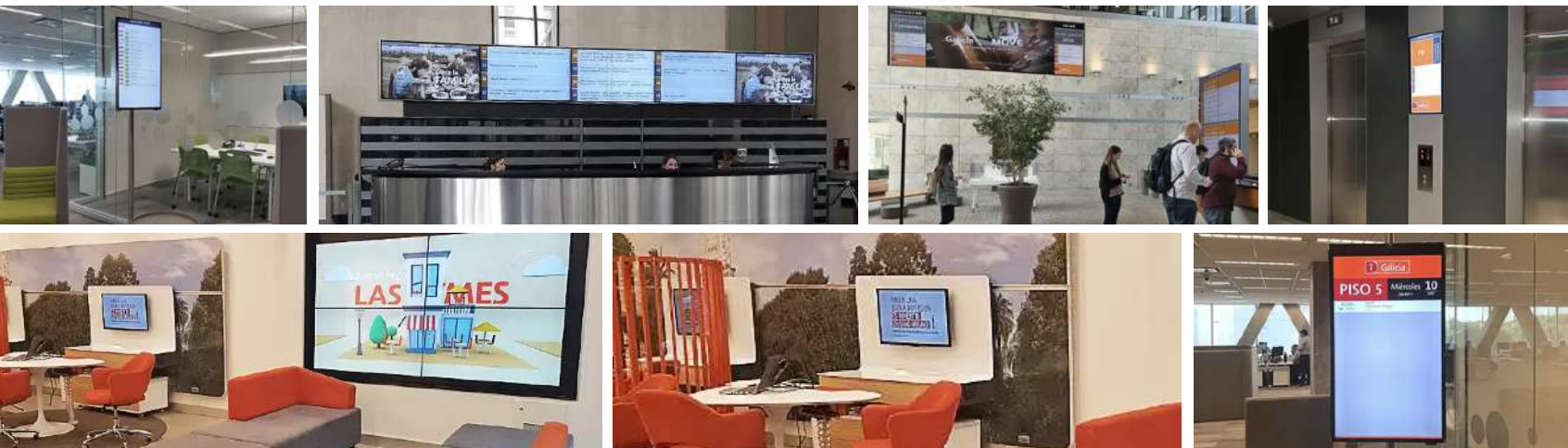
Result

- ▶ 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.



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.

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.



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.

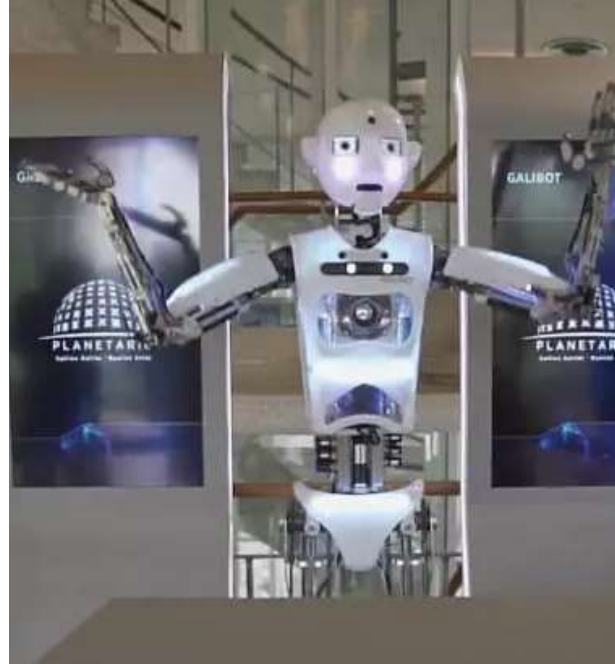


Result

- ▶ 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.



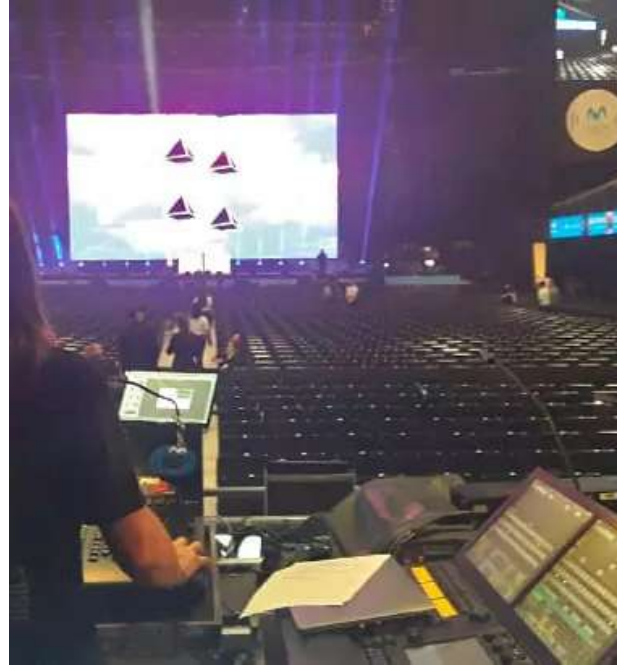
Result

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

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.

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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