

Nexshop Proof-Of-Play for Real Time Content Monitoring

Digital Out-of-Home advertisers want accurate proof their ads are being shown in real time, so they can buy with confidence. Digital signage operators want a reliable, cost-effective content monitoring solution that gives them a single view across all their displays. Samsung SDS Nexshop Proof-of-Play (PoP) solves both needs with a turnkey solution to monitor an entire digital network 24x7. With Advanced Sensor Controls and real-time display as well as content monitoring functions, advertisers and sign operators can feel confident the correct content is displaying at the right place, at right time on the right device.

Reliable Reporting

Go beyond using playback reports based on raw play logs to provide advertisers with the proof of display they want. Content Management Systems (CMS) and Media Players are showing scheduled content only, and are not capable to report physical proof of the ad played.

With Nexshop PoP, every ad is assigned a unique watermark which ensures playback content can be easily and accurately identified, and real-time reports provide immediate feedback on ad display performance.

Simplified Management

Easily integrate and monitor various, geographically dispersed displays. Our technology supports both PC connected and standalone signage, as well as can scale to monitor up to one million displays. Additionally, real-time monitoring of display health prevents service level agreement violations.

Cost-Effective Delivery

Be up and running quickly with a plug-and-play solution that requires no additional hardware or web cameras and easily integrates with a network operating center through Open API's. Additionally, based on cloud based architecture, Nexshop PoP is undeniably DOOH' industry unique solution that validates content delivery on physical display panels and monitors the status of operations;

ABOUT SAMSUNG SDS AMERICA, INC.

Samsung SDS America (SDSA) is the U.S. subsidiary of Samsung SDS, a \$7B global software solutions and IT services company. SDSA helps companies optimize their productivity, make smarter business decisions, and improve their competitive positions in a hyper-connected economy using our enterprise software solutions for mobility, security and advanced analytics.

CONTACT

To learn more about this solution visit www.samsungsdsa.com or email us at bd.sdsa@samsung.com