

## Digital signage statistics



**%400**

Capture Views



**%47**

Brand Awareness



**%24**

Increase in Footfall



**%83**

Recall Rate



**%33**

Additional Sales



**%19**

Unplanned Purchase

## About KoçSistem

Established in 1945 as a subsidiary to Koç Group, KoçSistem is the oldest leading information technology company in Turkey. For 75 years, KoçSistem has been upholding technology to deliver its services to business community, offer unique technology solutions and thus add competitive edge and efficiency to its customers, with its vision, business practices and value attached to its stakeholders. Acting on its vision to lead, KoçSistem has been pioneering the sector by creating value for our country.

Assuming a central role in digital transformation of corporations, KoçSistem offers a broad selection of products and services incorporating Internet of Things, Big Data & Analytics, Security, Enterprise Cloud, Enterprise Mobility and Business Solutions, Digital Workforce RPA. While undertaking digital transformation of its customers, KoçSistem also encourages them to readily embrace the real technology and capture the opportunities brought about by technology.

With proactive products and services tailored for sector specific needs, KoçSistem ensures top to bottom digital transformation of the entire value chain of clients from supply chain to customer experience in a broad range of industries including banking, telecom, retail, energy, durable goods, automotive, public, insurance and many others. KoçSistem drives the future of industries with innovative solutions and pioneering technologies.

While delivering reliable and integrated solutions in line with the needs, demands and expectations of its customers, KoçSistem also develops strong strategic partnerships with the world's largest technology manufacturers.

Leveraging on R&D projects as a stepping stone to the global markets, KoçSistem also establishes sustainable relations with world's most prominent technology centers. The R&D and Innovation Center, number one in the software sector in Turkey, carries out projects to bring competitive advantage to its customers and contributes to development of our country with its team of engineers creating solutions for the needs of the future.

Fostering a market-oriented product management approach to create value for its customers, building on its strategic perspective that sheds light on the future, along with its R&D and innovation power aiming to shape the technology, KoçSistem is always ready for new transformations!

# pixageone

*The Easiest Way to Manage Your Screens*



For Request Form, scan the QR code with your mobile device.



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**KoçSistem**  
DISCOVER THE FUTURE

# pixageone

Pixage One is a digital signage solution that enables you to quickly turn your displays into a digital platform without additional installation costs

## What are the benefits?



### Deployment in seconds

- ▶ There is no need to perform a site survey
- ▶ You can save the time and money you would have to spend on installation



### Always be in control

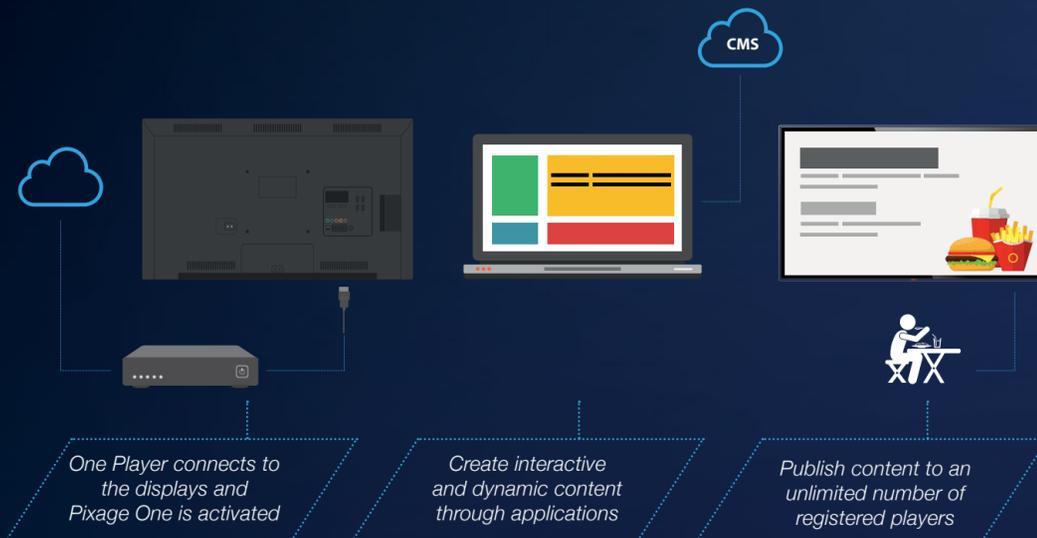
- ▶ You can manage your content via tablets and smartphones
- ▶ It's easy, fast and cost effective



### Application market

- ▶ For outstanding content, simply choose the app that suits you
- ▶ Get periodic content with updated apps

## Publish content in three steps



## Apps



### Weather forecast

- ▶ Inform customers with daily weather forecasts
- ▶ Get customers' attention with information that addresses their needs

### Traffic news

- ▶ Provide information on local traffic
- ▶ Share travel time to your designated locations (Airports, City Centers, etc.)



### Promotion

- ▶ Promote your products with eye-catching images
- ▶ Inform your customers about the features of your product

### Twitter/Instagram

- ▶ Publish social media post in your displays
- ▶ Add visual effects to your campaigns



### Emergency messages

- ▶ Inform your visitors and customers at the times of crisis
- ▶ Create alert screens for emergency situations

### Instant campaign

- ▶ Increase your sales with instant campaigns
- ▶ Increase campaign engagement rate with countdown



### Menu board

- ▶ Boost your sales with attractive designs
- ▶ Keep your menu up to date with templates designed for special occasions

### Survey

- ▶ Create your survey page by choosing one of our ready-to-use designs
- ▶ Instantly view the results of your survey and transform customer feedback into action



## Areas of usage



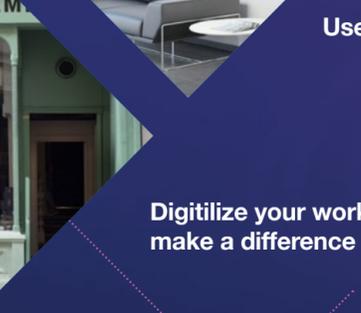
Interact with your customers



Reduce the perceived waiting time with entertaining content



Promote your products, gain extra revenue



Use your displays effectively



Show your customers the comments you received, improve brand image