

COMPREHENSIVE DIGITAL SIGNAGE SOLUTIONS



HORSEFIELD eMOTION is a complete solution in creation, production, management and displaying of content (commercials, information etc.) on screens at any location, using HD technology.

HORSEFIELD eMOTION means emotions in HD.

WHAT IS DIGITAL SIGNAGE?

DIGITAL SIGNAGE is a marketing tool, benefiting from the newest solutions, that combine professional IT and video technologies.

Hence, in place of standard billboards we employ digital displays showing image that is not only dynamic but can also be replaced with another one in a split of a second. The heart of the system lies in the central management of the content displayed in various locations, regardless of the screen being in the room next door or in a remote sales point hundreds of kilometers away.

WHO ARE OUR CLIENTS?

- people responsible for marketing communication in retail chains or distribution networks
- people responsible for intermedia projects realisation
- companies requiring on-line visualisation tools: railways, stock exchange, ski lifts, car dealers etc.

emotion projector

content central management system

emotion server

IT service: content distribution (movies, presentations) to remote locations

emotion displays

display devices and Internet gates system



WHAT CAN WE DO FOR YOU?

- propose a strategy of using DIGITAL SIGNAGE in your company to increase its marketing competitiveness
- design and produce program frameworks, movies, animations
- integrate the system with any data base
- create content generating software tailored to your business (for example: current sales results visualisation, product promotion)
- deliver and install equipment (screens – eMOTION DISPLAYS)
- implement content management software
- maintain Your DIGITAL SIGNAGE network (eMOTION GRID SERVICE)

WHAT TOOLS DO WE USE?

Any material is created in our own HORSEFIELD INTERMEDIA studio.

We use modern production tools based on Apple® hardware and software.

For displaying the content we use only professional, intended for intensive operation, LG® monitors.

Transmission of the content may be based on wireless solutions, which makes the system completely independent of IT infrastructures in individual locations.

WHY WORK WITH US?

- we provide comprehensive solution in communication and implementation strategy
- we employ flexible solutions in accordance with the rule *everyone is unique*
- we install DIGITAL SIGNAGE systems all over Poland and beyond
- we create the highest quality HD images



and trade shows direct marketing tools telemarketing mailing interactive marketing tools websites internet shops website content **DIGITAL** name brand
energy product positioning customer segmentation brand equity corporate culture behaviour brand architecture vision and mission pro
nity rebranding category extension revitalizing tired brands brand portfolio implementation strategy differentiation distinction perception maps marketing
rainstorm perception future creation identity quality value design plan thought mind image impression comprehension task context exposition style re
methods naming flexibility feedback personification focus **LCD** mass communication tools press advertising inserted advertising materials broc
visual materials tv advertising tv spots commercials radio advertising cinema movie advertising website tools of sales promotion brand an
es lotteries discount coupons loyalty programs public relation tools press information packs annual reports brand magazines social communication ou
ws direct marketing tools telemarketing mailing interactive marketing tools websites internet shops website content management data base integrati
sage visualisation symbol personality recognizable quality trust power strength energy product positioning customer segmentation brand equity corporati
claim pod points of difference pop points of parity for frame of reference brand identity rebranding category extension revitalizing tired brands br
dit reach **PLAYER** concept idea step ahead step forward brainstorm perception future creation identity quality value design plan thought
vention vision key-visual marketing strategy heuristic methods naming **EMOTION** flexibility feedback personification fo
advertising billboards exposition at the point of sale multimedia audiovisual materials tv advertising tv spots commercials ra
ging samples and expositors displays and other pos materials trade expositions competitions games lotteries discount coupons loyalty programs pu
rings personal sale tools partnership marketing programs motivational programs trades and trade shows direct marketing tools telemarketing mailing i

HORSEFIELD INTERMEDIA STUDIO

ul. Kobylepole 8, 61-304 Poznań
tel. +48 61 650 46 46, fax +48 61 650 46 47
e-mail: intermedia@horsefield.pl
www.horsefield.pl/intermedia