

# Our Capabilities

A successful **digital signage program** requires a combination of software, technology, content, analytics and strategy. NEOCAST® supports a variety of devices, sensors and display technology to help you create an integrated marketing platform to drive digital experiences that engage your audience in-store and on-premise.



Media Players

Select from a family of certified media players designed to meet the current and future needs of the digital signage market.

We offer single, dual and quad channel hardware configurations to meet your network objectives.

Signage

Build a digital signage network around reliable and future-proofed hardware.



LINQ Tablets

Select from a family of commercial tablets that combine powerful performance with a slim form factor to deliver interactive digital experiences.

We offer 11.6", 15.6", 18.5", 21.5", 32", 43" and 55" displays.

Interactive

Deploy transactional and informational self-service kiosks.

Create sleek visual and interactive experiences.

Embed within fixtures, and incorporate scanners, card readers and other peripherals.



LINQ Shelf Edge

Select from a family of shelf edge displays that deliver powerful, in-aisle shopping experiences with eye-catching clarity.

We offer 23" and 47" displays.

Promotions

Deliver in-aisle shopping experiences.

Promote products and provide pricing at the point of purchase.

Embed within fixtures to create unique customer experiences across environments.



Platform

NEOCAST® is a cloud based platform that offers a suite of streamlined tools for device management, content management, scheduling, distribution and administration.

We power digital signage.

Delivery

Establish your network on a reliable, cloud based architecture.

Receive software updates seamlessly.

Streamline the operations of your network.



Sensors

Integrate with sensor technology to capture data-driven insights and gain intelligence to better understand customer behavior and patterns across your stores and locations.

Analytics

Gain insights and make data-driven decisions.

Inform your content strategies.

Track physical assets.

Measure foot traffic.



Displays

Incorporate a variety of display sizes and configurations to create unique visual experiences.

Power large format, header, end cap, video walls, as well as freezer and cooler display technology with NEOCAST®.

Experiences

Create unique visual experiences for your customers by incorporating compelling display configurations in your environment.

Integrate signage with point of purchase displays, merchandisers, end caps or vending solutions.



Content Acceleration

Install a caching solution to optimize digital signage experiences by guaranteeing reliable and timely delivery of content to your media players, tablets and shelf edge displays.

Operations

Maximize your bandwidth consumption.

Optimize content delivery when multiple devices are installed at a single location.

OFFERING

OFFERING

VALUE

VALUE

## SENSORS

Integrate sensor technology to gather data and gain insights on shopper behavior and improve marketing efforts.

## LINQ SHELF EDGE

Incorporate sleek visuals along shelf edges and within fixtures to deliver eye-catching experiences.

Standardize on a single platform.  
**NEOCAST®**

## DISPLAY TECHNOLOGY

Incorporate large format and speciality displays to drive compelling digital experiences that attract attention.

## MEDIA PLAYERS

Build a digital signage network around reliable and future-proofed hardware.

## CLOUD BASED ARCHITECTURE

Manage your devices, content, schedules and presentations using a reliable and easy to use software platform.



## CONTENT ACCELERATION

Optimize content delivery when multiple devices are installed at a single location.

## LINQ TABLETS

Incorporate self-service kiosks for transactional or informational experiences for your visitors.

learn more at [realdigitalmedia.com](https://realdigitalmedia.com)  
contact us at [info@realdigitalmedia.com](mailto:info@realdigitalmedia.com)

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