



# OneView Pro AI-Digital Signage

ITC Studio doo

Turns any TV, touchscreen, or display into a communication tool.

Software that transforms passive digital displays into active, customer-engagement platforms empowered by AI.

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# What's the problem?



Traditional static displays no longer suffice in engaging a sophisticated and tech-savvy audience, resulting in low engagement rates and missed communication opportunities



## Limited engagement

Conventional digital signage fails to interact with audiences, leading to passive viewing experiences and minimal impact on viewer behavior and decision-making.

## Static content

One-size-fits-all content cannot cater to diverse audience interests and preferences, reducing the relevance and effectiveness of the displayed information.

## Lack of personalization

Without real-time adaptation, content cannot respond to the immediate interests or behaviors of viewers, missing the opportunity to deliver targeted and impactful messages.

## Inefficient communication

Businesses struggle to convey their messages effectively, as static displays do not provide the interactivity and engagement necessary to capture audience attention in a cluttered digital environment.

# The impact

Who suffers because of it?

## Businesses and retailers

- ✔ Struggle to capture the attention of potential customers, resulting in lower engagement rates and reduced sales opportunities.
- ✔ Miss out on the chance to deliver targeted marketing, leading to less effective promotions and a lower return on investment for their advertising efforts.

## Consumers and audiences

- ✔ Experience information overload with little to no engagement, making it difficult for them to connect with content that might be relevant or beneficial.
- ✔ Miss out on personalized experiences that could enhance their interaction with brands, products, or services, leading to a lack of interest and disengagement.

## Advertisers and content creators

- ✔ Face challenges in measuring the effectiveness of their campaigns due to the passive nature of traditional signage, hindering their ability to optimize and improve content.
- ✔ Struggle to create impactful and memorable experiences, limiting their ability to influence viewer perceptions and actions.

## Venue owners

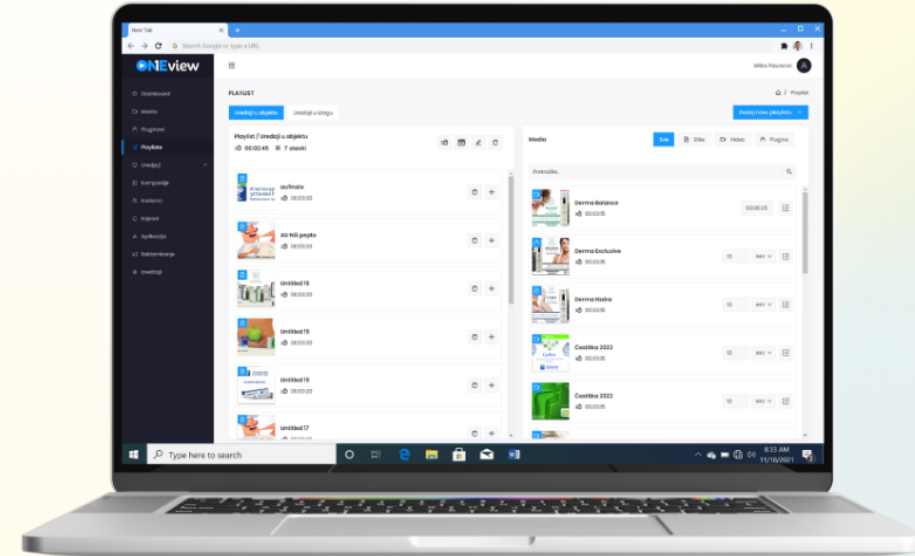
- ✔ Fail to fully leverage digital signage as a tool for enhancing visitor experience, potentially affecting overall satisfaction and repeat visits.
- ✔ Miss opportunities to provide valuable, location-specific information that could improve navigation, convenience, and overall user experience within the venue.

# Our solution



Digital signage designed to transform the way businesses engage with their audiences.

- ✓ **Interactive displays:** Transform passive screens into responsive surfaces, allowing users to engage directly with the content, just like they would with a smartphone or tablet.
- ✓ **Augmented reality:** Harness the power of AR to overlay digital information onto the physical world that captivate users and deepen engagement.
- ✓ **AI-powered content adaptation:** Employ artificial intelligence to dynamically adjust content based on real-time analytics and audience demographics, delivering personalized messages.
- ✓ **Beacon technology:** Utilize advanced beacon technology to send targeted information and notifications to users' smart devices based on their proximity to the display.



Oneview Pro elevates ordinary displays into interactive, intelligent communication tools, providing a personalized and dynamic user experience.

# How does OneView Pro work?



## STEP 1: Installation & Setup

Easily integrate with any TV, touchscreen, or digital display. Configure the system settings to align with specific business needs and audience profiles.

## STEP 2: Content creation & management

Utilize the intuitive content management system to create, upload, and schedule diverse types of engaging content.

## STEP 3: Audience Interaction

Viewers engage with the content through touchscreens, experiencing a dynamic and responsive interface.

## STEP 4: Real-Time Adaptation with AI

AI algorithms analyze viewer interactions and demographic data, adjusting content in real-time to suit audience preferences and behaviors.

## STEP 5: Beacon Technology Integration

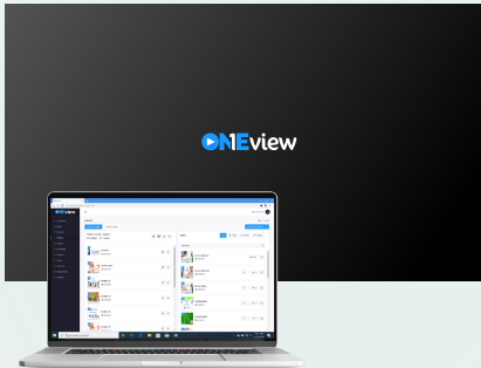
Displays act as beacons, sending targeted messages and information to nearby smart devices, enriching the user experience with relevant, location-based interactions.

## STEP 6: Analytics and optimization

Gather valuable insights from real-time analytics on viewer engagement and content performance.

## STEP 7: Continuous evolution

Oneview Pro's platform evolves with market trends and technological advancements, ensuring that digital signage remains at the forefront of innovation.



# Competitive advantage

Adaptable digital signage solution that not only meets the current needs of businesses but also anticipates future market developments



Enhanced customer engagement through **AI-driven content adaptation**, unlike traditional digital signage offers static, one-dimensional content



Access to **real-time analytics**, leading to **data-driven decision-making**, while existing solutions lack the capability to analyze audience interaction in a meaningful way



Increase ROI from displays by **delivering targeted messaging and interactions**, unlike conventional signage solutions that broadcast the same message to all viewers



**Future-proof technology** that evolves with **consumer trends and market demands**, while existing software solutions on the market do not follow fast changing environment

# A market opportunity

Global digital signage  
market size in **2023**

**\$18.7 billion**

Software registered the highest  
CAGR in the digital signage market

**CAGR of 6.9%**

Global digital signage  
market size in **2028**

**\$26.1 billion**

## Our sweet spot customers



Healthcare



Retail businesses



Real Estate  
agencies



Theatres and  
Cultural Centers



Workspaces



Hospitality venues



Sport & Fitness  
industry



Educational  
institutions

# Revenue & Competitors

Revenue model is designed to generate profit through a recurring subscription model, where clients are charged a monthly fee for each device using the Oneview Pro software.

Number of	Price per month/	Price per year/
1-5	€ 29,00	€ 348,00
6-10	€ 19,00	€ 228,00
11-30	€ 12,00	€ 144,00
31-50	€ 5,00	€ 60,00
Over 50	Tailor made offer	

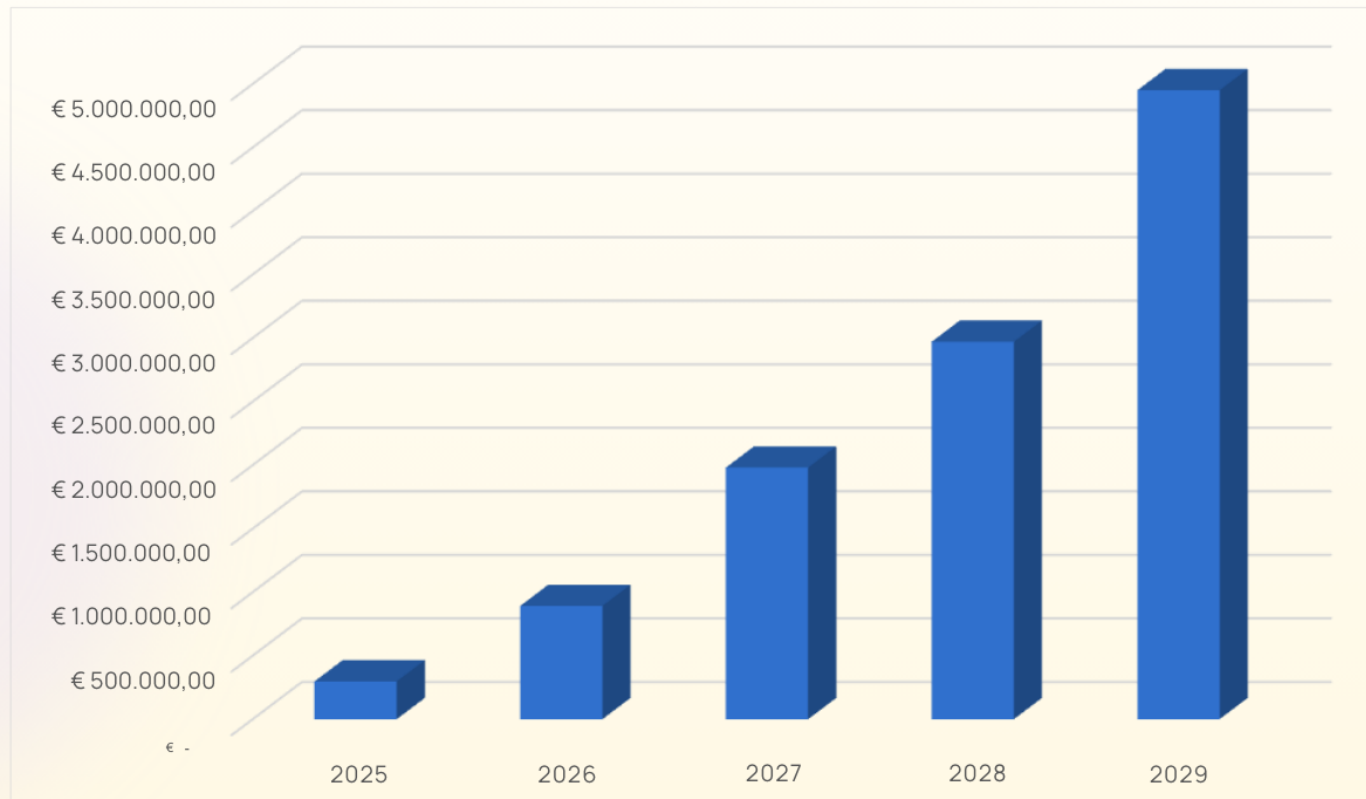
## Comparative analysis of competition

	OptiSigns	ScreenCloud	EasyScreen	Yodeck	OneView Pro
Multi display management	✓	✓	✓	✓	✓
Digital kiosk management/Interaction	✓		✓		✓
IOT/Remote features	✓	✓	✓	✓	✓
Interaction/personalisation		✓		✓	✓
Augmented reality/Beacon/Voice technology	✓		✓		✓
AI-powered content adaptation					✓



# Revenue forecast

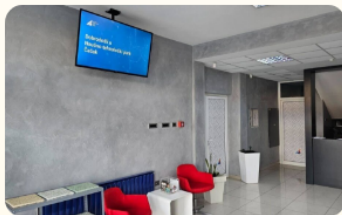
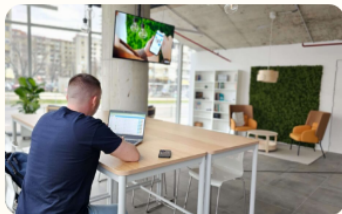
Revenue forecast for next 5 years



In 2023, our client base has expanded significantly, including major players such as **Samsung, Hisense, Vox, Tesla**, sport retail **Sport vision**, and several pharmaceutical institutions like **Apotekarska ustanova Nis, Benu, and Dr. Max**. In addition our partnership companies are **Mol, Science Technology Park Nis, Trayal Tires, Euromedik, MediGroup hospitals**.

# Milestones

- ✓ MVP already on the market
- ✓ 500+ units under management
- ✓ Initial risks mitigated



## Q3/2024

1000+ displays under direct management

## Q3/2024

Proven concept of new technology on wide range of devices

## Q1/2025

AI driven product ready for the market

## Q4/2026

10K devices under management that brings **900K** in revenue