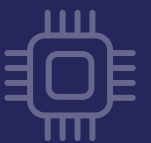


WHY THEY REMEMBER YOU.

It's all about content.





FLOWR - TOUCHPOINT MARKETING

Customers are actively looking for information when visiting your location. They need it to move around and make decisions. Touchpoint marketing allows companies and organisations to take their visitors by the hand by interacting with them through video, images, text. Communicating with customers through content allows you to create connections with visitors that convert into business goals.

Flowr helps hotels, hospitals, stores, universities, institutions, and venues across Europe to get their message out. Communicating with your audience and sharing engaging content is essential to building relationships with them. The best place to connect with them is the place they look for it most: on premise. Flowr offers you the tools to build the most effective communication strategy based around content and your location.



TRENDS & LARGEST SECTORS

Benelux

Retail
Corporate
DooH

In a survey, industry professionals, mentioned these as the most influential trends of the coming years.

82% interactive contact (touch points)
81% large format (70 inch)

France

Retail
Corporate
Banking

78% third party software that integrates with their cms
65% very bright screens to combat sunny weather
73% omnichannel content
68% 4k content
58% video walls

DACH

Retail
Corporate
Banking

58% large format solutions (70 inch)
57% solutions to adjust the cms
30% increase in Android media players

Last year saw a lot of new additional technologies in the field of digital signage, such as: virtual reality, augmented reality, and beacons.

Invidis Yearbook 2016-2017

FEATURES

Flowr is fully customisable. It was made to fit like a glove, grow with your organisation, and adapt itself to new technologies.



CLOUD TECHNOLOGY

Depending on the needs of the project, Flowr can function in the cloud or be implemented on location.



LANDSCAPE & PORTRAIT MODE

Content can be shown on both horizontal and vertical screens.



MEDIA ASSET MANAGEMENT

Manage all media and content in one central location. Connect multiple media and content databases to make it accessible for all authorized users.



MULTI-TENANT

Several users can simultaneously access, add, update, and share content.



PLAYERLESS SOLUTION

All screens can display content through Flowr, without needing a third-party media player.



INSTALLATION & SUPPORT

Flowr's turnkey solution is easily implemented. Our proof of play and display, combined with standby support, guarantees a successful installation of your commercial tv solution.



EASY TO USE

Flowr's easy-to-use and intuitive interface allows you to take full control of your commercial tv communication strategy.



CONTENT CREATION

Create and share branded content. Flowr gives you the tools to build a communication strategy that engages with its audience members.



CONTENT SCHEDULING

Share and schedule content for one, a few, or all screens. Connect with your audience by using different types of content at different times and places.



IMAGES AND VIDEO

Share images and videos in a wide variety of file formats on all or a selection of screens.



3D IMAGES AND VR

Flowr is compatible with an extensive list of file formats. This includes advanced forms of media like 3D images and virtual reality.



SCALABLE

Flowr is infinitely scalable. This allows the solution to grow with the people it is serving. No matter how many screens, Flowr can handle it.

IOT INTEGRATION

Flowr monitors its own performance to guarantee peak performance. Through an IoT integration it knows when the content is displayed or offline. By measuring the Proof of Play (meaning the content is shared) or Proof of Display (meaning the display is functioning) it enables you to monitor all the different screens from a distance.



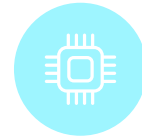
PROOF OF PLAY

Monitoring Flowr's performance.



PROOF OF DISPLAY

Monitoring screen performance.



IOT

Everything made possible by the Flowr microchip.

HOW CONTENT CREATES CONNECTIONS

Advertising aims to inform, convince, present, increase awareness, or attract new people. All of these have in common that they create opportunities to interact and that these lead to a connection. Companies and organisations do this through a wide variety of channels. Including onsite in your store, company, office, or institution.

With every successful interaction the connection a customer has with you strengthens. The most powerful way to interact with them is through content. This way you create shared experiences, something to bond over. This results in brand loyalty, a higher customer lifetime value, and much more.

Touchpoint marketing is a crucial pillar in any omnichannel communication or marketing strategy: onsite is where communication has the biggest impact. Flowr understands that companies need to be agile and be in full control of their marketing at all times. That is why we created a centralised, easy-to-use tool that allows you to do just that.

EFFECTIVENESS

Onsite is where your communication efforts are the most effective. People are looking for your information and want to act up on it.

CUSTOMER JOURNEY

Guide people along the customer journey. Offer new products, advertise deals, or show them how to get the most out of their new purchases.

STRONG CONNECTIONS

Build relationships with your audience by creating shared experiences. Offer them more through clear, motivating communication.

OMNICHANNEL STRATEGY

Other marketing channels brought customers to your location, now they need help making the right decisions.

"Customers are constantly in touch with companies. These conversations happen on multiple screens and a lot of different locations. Flowr turns all of this into connections by offering users the right information and content when they appreciate it most."

Antonio Di Natale, CEO.



www.flowr.media

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