



What's this?



Interacting with information

Information is conditional upon the product effectively reaching consumers. This is why **we should adjust our creativity to the use of new technologies.**

It is important to access potential clients through new means of communication, attracting them through unexplored channels. We turn **novelty into suggestions and surprise into the loyalty** source of a new client.

The media channel participates in the message, **generating positive brand emotions.**





Technology

Management & Control Software

Campaign information is updated daily
Summary operation by:

- Site
- Banner
- Week
- Month
- Country
- Time
- Target
- Others

Cutting-edge technology based on
Cloud Computing Architecture.

Many different segmentation criteria.

Parametrizable and modular solution.

Each client has individual access to the functionality required. There are solutions for each specific case, whether related to digital signs, video walls, leds, interactive kiosks or self-service.



Wifi Hot Spot

(60/80 mt. range from the terminal.)

- ACCESSPOINT;ZF-7962 InDOOR 802.11 N/A/8/G DUA-BAND.
- 2.4/5.8GHZ-to include internal all-direction antennae 2.4/5.8GHZ 360°.
- FLEXMAXTER SOFTWARE; licence for x Aps.
- FLEXMAXTER NETWORK MANAGEMENT.
- Sale of telecommunication services.
- Balancing of load and user data management redundancy.

Options

- Environmental improvement, dynamic noise measurement.
- Control of mobile fleets of public or private bodies.
- On-line information on bus timetables and routes.
- Software management and terminal control.
- Possibility of immediate action in the event of an incident.
- Telephone and on-site technical assistance, to complete the services.
- Call center.



Technical Characteristics

IP Ultra HD USB Camera

IP Compact Camera 2.0 Megapixels Day and Night with ICR Filter, infra-red sensitivity, MJPEG compression with 21 quality levels. Resolution of 1600x1200 pixels, New Sensor CMOS 1/2", Minimum light 0 Lux. 24fps@ 1600x1200, 32fps@1280x1024, Compatible with Apple QuickTime, Windows Media Player, VLC Player... Zoom and PTZ Digital, live and recorded,

8 simultaneous users, different ROIs (area of interest), image partly streamed, Movement detected in 64 areas. AE, AGC, BLC, Flicker control, Flip 1800, Moonlight'M mode, Resolution control, shine, saturation, gamma, contrast, tone. PiP (Picture in Picture); simultaneous viewing of full image and zoom area. Data transfer of up to 55Mbps, control of bit rate from 100Kbps to 10Mbps, adjustable bit rate for full view, multiple view and recording. Transmission protocol TFTP, HTTP and RTSP. Ethernet 100Base-T. Supplied by POE (Power Over Ethernet). Special Megapixel lens necessary. Size without a lens 76 (An) x 63.5 (Height) x 31.7 (Depth) mm, weight 164gr. Lens not included, Compatible with VMS, NVR and DVR Hybrid ExacqVision'M.

Fixed Megapixel Lens 1/1.18" with Manual Iris F1.8 and frame CS 4mm, with a manual zoom. View range of 101°. Model AV13XX, AV21XX, AV31XX and AV51XX.

Main Computer (Kit Assembly)

Mother Board Asus
Intel i5 Processor 2.5 GHZ HD 500Gb
Windows 7
G Force graphic card Network card 10/base 1000
4GB Ram
3 USB entries
WiFi internal access card
Bluetooth
HDMI
8-entry switch 10/1000

Primary power input

Uninterrupted Power Supply 900 watts
UPS remote control
Differential, rechargeable thermal magnet switches
Removable terminal boards

Configuration of report content Log storage in each interaction

A main unit configures any processes, peripherals or events to be monitored at each terminal. Lack of connectivity, condition of hard disks, critical programmes to be executed or lack of peripheral consumables. Configuration may allow the issue of e-mail or SMS alerts. A plan may be designed for this purpose, in order to georeference the terminals by merely clicking a mouse.

Planning configuration by daily/weekly segments

Alert levels (e-mail, SMS) may be defined for each monitored process or event. An alert is provided if an incident occurs at a terminal. Web consultation in order to check each terminal's current status.





Citizenship



Interactivity and input

All users interact in real time with the TOTEM-DOOH touch area, accessing any information they may require at the time, whilst the support system proactively suggests information on new services or specific campaigns of interest. In turn, TOTEM-DOOH gathers user information, providing significant data for subsequent exploitation.



Maximum message flexibility

TOTEM-DOOH allows messages to be configured and issued in real time in different formats (video, images, text, etc.), and is also ready for future formats. This means that information may be presented in a very versatile and dynamic way.

Process automation

TOTEM-DOOH's possibility of remote control means that maintenance is more efficient, reducing costs and time.

Maximum customization capacity

Total customization of information and its support allows us to implement TOTEM-DOOH in any location, making it more effective by addressing its information to the target public.

Differentiation

Before advertising is launched by radio/TV, mobile devices, PDAs or GPS devices, TOTEM-DOOHs represent a new medium through which a product or service may be presented, with a positive effect on citizens and consequent greater interest in the message advertised.



Interacting with information

TOTEMS - DOOH SMART CITIES



Control Unit

PROPERTIES

Modular system to control and regulate ventilator speed, supplied at 12 VOC.

The system allows:

- Awareness of any alarms triggered in the system
- Regulation of connected ventilator speed
- Activation of intrusion, burglary and window-breaking detectors
- Connection of up to two LED blocks with driver exits of 1 2V 11 5ª max. máx
- Detection of vandalism through an integrated accelerometer
- Activation of PC power
- Testing of network voltage drops
- Orderly shut-off and protection of components connected to the system, in the event of network voltage drops
- Orderly shut-off and protection of components linked to the system when network voltage is detected
- LAN communications
- Communications using the serial data transfer BUS
- BUS CAN communication of system modules

FUNCTIONAL DESCRIPTION

CONTROL OF INTERNAL TOTEM TEMPERATURE

Operation of the ventilation control system focuses on the possibility of two different adjustments: number of blocks and standby blocks. Adjustment in the number of blocks determines the number of blocks defined for each peripheral. Ventilator modules may control up to 3 ventilator blocks, i.e. the system allows the configuration of 1-3 ventilator blocks for each peripheral.

Adjustment in the number of standby blocks determines the number of blocks that will remain active when the minimum temperature is reached configured for the system. There may be 1, 2 or even 3 standby blocks. Standby block numbers are selected from the Central Module and involve both Expansive Modules. Standby operations are associated to 10 minute time-frames, which means that ventilator blocks take turns to start up/shut off.

TEMPERATURE

Minimum and maximum temperatures may be established in the system, triggering alarms if there is overheating or cooling.

All temperature sticks connected both to the Central Module and Expansive Modules may be viewed from the Central Module screen, and maximum and minimum temperatures may be selected for this stick.

SPEED

The Central Module allows ventilator spinning speed to be configured, as well as its link to associated temperature levels. Up to 8 different speeds may be configured for each block:

- Minimum speed threshold for the system
- Maximum working speed of active blocks in the event of a network voltage drop (220 Vac) ECO speed
- Different series and configurable levels from the Central Module, with respective associated temperatures

PROTECTION ROUTINES

The system is programmed to conduct an orderly protection and shut-off routine for components connected to the system (screen, PC and led strips), if a network voltage drop is detected. Likewise, an orderly start-up of components has been programmed if voltage returns to the network.

The timing of shut-off and start-up sequences, as for other parameters described, may be configured on the Central Module screen.

Control Unit



Control Unit

OUTLINE

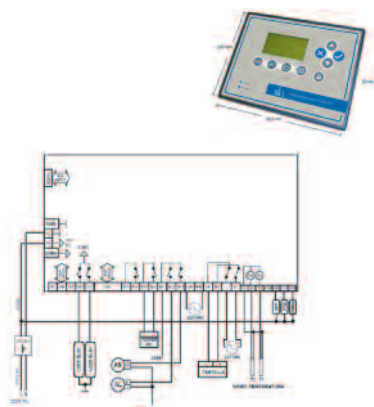
SECURITY COMPONENTS

The ventilation control system allows different security components to be incorporated.

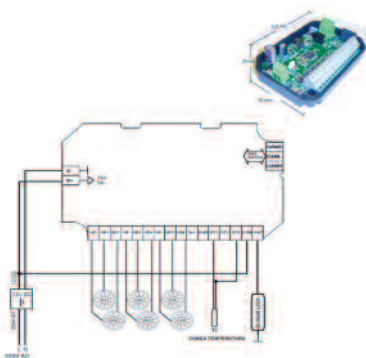
By connecting sensors against intrusion, burglary and window-breaking dangerous situations are avoided that could damage our Totem-Dooh. The system also includes an accelerometer to detect vandalism.

MODULE CONECTIONS

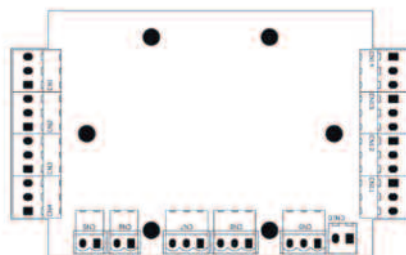
CENTRAL MODULE (DISPLAY)



EXPANSIVE MODULE 6 VENTILATORS



EXPANSIVE MODULE 8 VENTILATORS



PIN DESCRIPTION

V+	P1n positive supply	LD1	12V driver exit for 20 led block plate, 20 leds, 1.5A max.
V-	P1n negative supply	LD2	12V driver exit for 20 led block pate 1.5 A max.
VCANH CANL CANS	Negative ventilator supply comunicaciones CAN	LIN	Entry 220V AC Phase
RL1	Relay exitsonora. 8A max. sound alarm 8A max.	NIN	220 V AC entry: Neutral
RL2	Relay exit luminous alarm. 8A max.	ED1	PNP (12V) digital entry Presence detector
RLC	Common contact RL1 and RL2	ED2	PNP digital entry (12V) Open door detector.
RL3	Free relay exit for reserve voltage 8A max	ED3	PNP digital entry (12V). Blow detector (broken glass)
RC3	Common contact RL3	ED4	PNP digital entry (12V) Free
RL4	Free relay exit de tensión for reserve voltage. 8A	T1	NTC temperature stick for screen security
R4C	Common contact RL4	T2	Free NTC temperature stick
L	Phase entry for screen supply	TC	Common temperature sticks
N	Neutral entry for screen supply Bus de transmisión.	LAN	LAN Data transfer bus to LAN server
LP	NC relay exit to supply screen phase. 8A max.	RS232	Transfer bus of serial data
NP	NC relay exit for neutral supply to screen 8A max.		

Control Unit



Control Unit

CONNECTIONS

EXPANSIVE MODULE 6 VENTILATORS

V+ Pin positive supply	GND	Common negative terminal for IN1 entry
V- Pin negative supply	ST1	Entry of temperature 1 stick governing operation of ventilators connected to the module
VE- Negative ventilator supply shared by two ventilators	ST2	Entry of temperature 2 stick
VE1 Ventilator supply exit 1. 12V 1A max.	STC	Shared by temperature sticks
VE2 Ventilator supply exit 2. 12V 1A max.	COM	Shared relay terminal _ Ten- Max. Voltage 250 VAC/30 VDC
VE3 Ventilator supply exit 3. 12V 1A max.	OUT	Led strip linked to peripheral
VE4 Ventilator supply exit 1A max.	CANS	Screening of 4 12V communications wire
VE5 Ventilator supply exit 5 1 2V 1A max.	CANL	Low level (L) of CAN wire
VE6 Ventilator supply exit 6.12V 1A max.	CANH	High level (H) of CAN wire
IN1 Free digital voltage entry		

ADVANTAGES

The system's main advantages are described below:

Modular system consisting of a Central Module and two Expansive Modules

Possibility of distributed control

Alarm systems included due to burglary, intrusion, window-breaking and vandalism

Extendable system by integrating new specific functions

Interactivity with a PC connected to the Central Module

Triggering of alarms.

Speed control and regulation of connected ventilators

Configured to send activity data and alarms through LAN

EXPANSIVE MODULE 8 VENTILATORS

CN1 V1+: Exit ventilator 1A max. V1 -: Ventilator 1 mass 1A max. V1P: Pulse signal ventilator 1 1A max.	CN8 CANH : Ligne « H » CAN CANL : Ligne « L » CAN CANS : Écrantage CAN
CN2 V2+: Exit ventilator 2 1A max. V2-: Ventilator 2 mass iA max. V2P: Pulse signal ventilator 2 1A max.	CN9 LD1 Exit Driver 12V LED bloq.1,2A max. LD2: Exit Driver 12V LED bloq.2,2A max.. LOC: Negative led blocks 1 and 2
CN3 V3+: Exit ventilator 3 1A max. V3-: Ventilator 3 mass 1A max. V3P: Pulse signal ventilator 3 1A max.	CN10 OUT: Exit free relay Voltage 5A max. COM: Common relay 250 Vac/30V dc max.
CN4 V4+: Exit ventilator 4 1A max. V4-: Ventilator 4 mass iA max. V4P: Pulse signal ventilator 4 1A max.	CN11 V5+ : Exit ventilator 5. 1A max. V5- : Ventilator 5 mass. 1A max. V5P : Pulse signal ventilator 5. 1 A max.
CN5 Exit + engine driver (1A max.) Exit – engine driver (1A max.)	CN12 V6+: Exit ventilator 6. 1A max. V6-: Ventilator 6 mass. 1A max. V6P: Pulse signal ventilator 6. 1A max.
CN6 Positive 2V Source. Supply Negative. Source. Supply. Temperature stick (NTC)	CN13 V7+: Exit Ventilator 7 1A max. V7-: Ventilator 7 mass 1A max. V7P: Pulse signal ventilator 7 1A max.
CN7 Temperature stick 2 (NTC) Common temperature stick	CN14 V8+: Exit Ventilator 8 1A max. V8-: Ventilator 8 mass 1A max. VBP: Pulse signal ventilator 8 1A max.

Control Unit



Manufacturer
Data

**TOTEM- DOOH
Luxury Mediterranean Model**

IMAGEN ANDALUCÍA DE EXTERIOR, S.A.

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29018 MÁLAGA · SPAIN

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+34 952 20 43 55

PLANNING, LAYOUT AND DEVELOPMENT OF SERVICES,
RESOURCES AND EQUIPMENT FOR EXTERNAL ADVERTISING
IN URBAN SPACES.

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What are these?

Suite MediaDisplay.es

MediaDisplay Design - **MDD**

- Integral management of interactive multimedia content design for touch Totem-Dooohs and LEOS screens.
- Create and plan your own MDD content. It will be very easy to organise your content effectively and rapidly.
- MDD offers complete control over multimedia content by creating a series of interactive templates, with a huge variety of available modules.



The following **MDD** Modules are available:

MDD Button:

To design interactive buttons, with a possible icon.

MDD Photo:

To load static images.

MDD Video:

A tool to insert videos in various formats- mp4, flv, etc.

MDD Coupons:

To draw up a discount coupon table for clients.

MDD Container:

In order to interactively load any existing module.

MDD Carousel:

This connects MediaDisplay Design to MediaDisplay Advertising.

The module automatically interacts with the ad carousel programmed at the time.

This Module content is managed with MediaDisplay Advertising or MOA.

MDD Flash:

To insert in a template any object, flash, widgets, games, weather information, clocks, etc...

MDD Text:

To insert a title or text paragraph. It may later be entirely edited, changing the type, size, colour and flush.

MDD TextEffect:

To insert text with movement effects, scaling, transparency, colour, rotation.
This module may create a sequence of animated texts.





What are these?

MediaDisplay Design - **MDD**

MDD Web:

Module to load a web page. It may include any HTML content or web address.

MDD RSS:

Tool to include RSS news.

MDD News:

News are included from a MediaDisplay database. A list of RSS news may be imported for subsequent content editing.

MDD Code:

Module to generate bar codes, BIDI or QR

MDD Map:

Interactive or GIS map that automatically positions interactive supports according to location, providing detailed information.

MDD Ads:

Module for classified ads, connected to MediaDisplay Advertising MOA, classifying ads by profession or categories, e.g. hotels, shops, restaurants, services, etc...

MediaDisplay Advertising - **MDA**

Reproduction grids for videos and images, with animated text. Content management at request, with total control over when, how and where to show this content.

For client publicity, the MOA package includes the following options:

- Companies
- Clients
- Situations
- Sales Agents
- Client campaign or spot advertisements
- Classified ads:
All classified ads will be connected to MDD through the MDD Ads Module
- Support: Digital signage.
TOTEM DOOH
led screen.
- Ads distributed amongst the various screens
- Statistics and reports on campaign or ad viewing:
The carousel is connected to MDD through the MDD Carousel module

On-line application services & development

It includes a database (DB) connection in real time in order to distribute contents amongst the screens or kioscs from the main server, thereby ensuring a transfer between network data and content.

The Client software is in charge of downloading any advertising content available at all times.



What are these?

MediaDisplay Control System - **MDCS**

In charge of ensuring that the entire system is operating (hardware, software, network), immediately alerting the system maintenance manager of any incident.

- Intelligent control system.
- Ventilation-cooling unit.
- Temperature detector unit.
- Control system with door opening alarms and a vandalism-fighting system.
- Camera.
- Wifi.

The **MDM GIS** monitors in real time the current status of each screen, totem or LCD. Any alarms triggered are immediately notified by e-mail or SMS to the maintenance manager. The configuration parameters of the Intelligent Control Card are also configured by the MDM. Monitoring statistics of current support status.

MediaDisplay Maintenance Service - **MDMS**

Qualified staff for on-line support maintenance and repair.

MediaDisplay Advertising - **MDA**

From the main MDS panel, enter your user name and password to access the main menu.



MDA To include the following forms:



Companies

Employees

Clients

Sales Agents

Standard Screens

GIS Locations

Service Type



(Led) Screens or Totem-Doohs

Sections

Publication of Advertisements

Distribution

News

Classified Ads

Statistics



What are these?

Suite MediaDisplay Server





TOTEMS DOOH Partner Line.

Customized Partner Files for Intelligent Cities,
with corporate details. Pendrive cards/keys
to the system.

- Graphic design for salespersons (Partner)
Integration of Company Brand into
Totems-Dohh product.
Delivery of complete support Marketing
Pack for initial campaigns.

Services



Creativity and design

Spot Video Integration.

Touch screen design.

Grill design products.

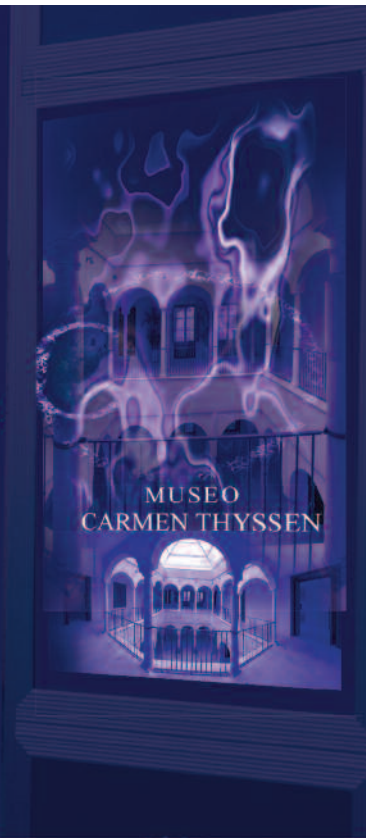
Smartweb creation.

Outback touch.

QR Smartfone connection.

dimensional codes

(bidi) or QR Codes



Intelligent City Support. (Smart City)

Design of informative screens and City Service.



Creation of customized keys for citizen
communication sections.





Support for your presence in TOTEMS - DOOH

Support for both Software application and management and the drafting, creation and design of multimedia components for your platform space.

- Graphic design for Partner salespersons.
- Multimedia design for touch screens.
- Web design, offers and products.
- Creation, edition and assembly of audiovisual.
- Customization of your own Totem-Dooh.
- Content maintenance and management.



Touch area



- Screen design.
- Incorporated logo or brand.
- Smart Landing, useful QR.
(SmartPhone-compatible page layout with product information and further details.)

ADVANCED.

- Animated drawing of attention.
(Creativity and animation of essential components)
- Double Smart Landing, more information and new offer (includes a video viewer and pdf catalogue for downloading)



Extras and supplements.

Video Spot Design.

Photographic sequences, music and animated texts, final video art.

Filming and video editing

Monthly maintenance

Content management and control.

City iconography

Customization of keys and graphic/multimedia components of the Intelligent City.





Views and Exhibition Design.



Request your design on our phone:



Customer
902 106 375

