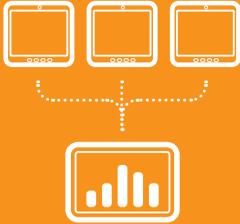Is your information in the right formation?

Dynamic signs and displays inform us, guide us, they entertain and even sell to us.

Data is rapidly processed into information to keep us informed in real time.

Digital wayfinders help us navigate airports, hospitals, shopping centres and entertainment venues.

Devices in workplaces allow us to monitor operational networks, remind us about occupational health and safety and update and control production schedules.
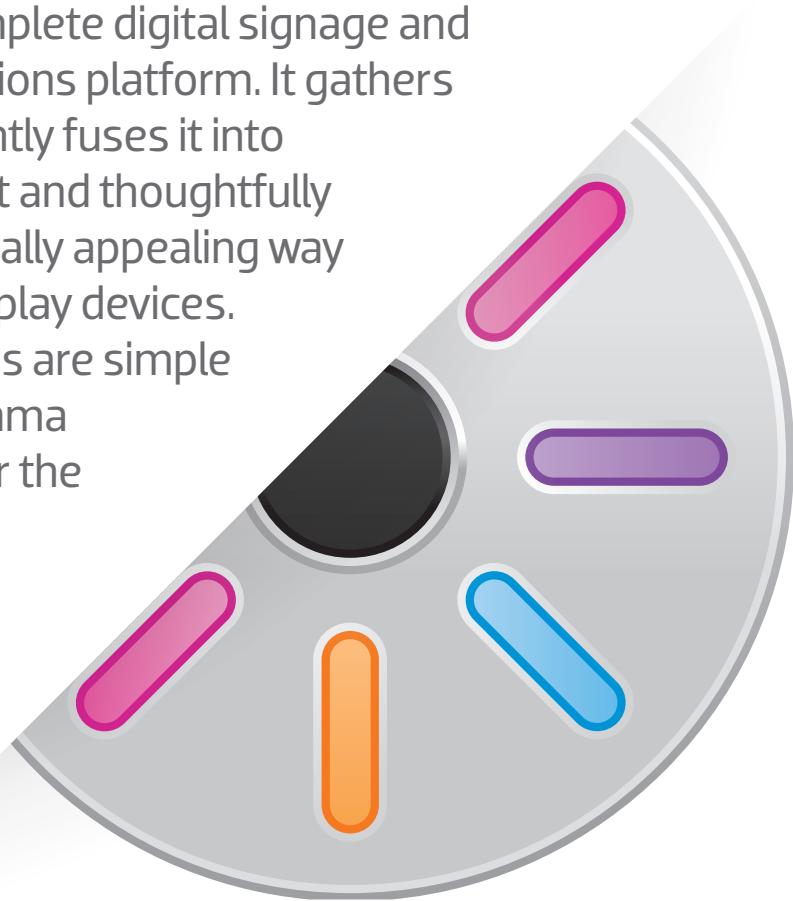
The internet and wireless communication has extended the reach of digital signage and visual communications to desktop and handheld computers, tablets and smartphones.

If you want to make better use of your digital information to improve audience engagement and operational efficiency, then there is a Panorama solution for you.

Panorama

Panorama is a complete digital signage and visual communications platform. It gathers your data, intelligently fuses it into meaningful content and thoughtfully presents it in a visually appealing way across multiple display devices. Whether your needs are simple or complex, Panorama can help you deliver the right content and information at the right time in all the right places.

What is Panorama?

Panorama is a digital signage and visual communications solution for presenting dynamic and interactive content to a wide array of display devices, digital displays, kiosks, PCs and mobile devices.

Combining software, hardware, networking, integration and design elements, Panorama offers a complete and scalable solution to suit your current and future visual communication needs.

Information » in » formation

Panorama provides a single platform to intelligently manage data from a range of sources to place content and information into the 'right formation' to best suit the audience, location and environment.

Fusion

Panorama integrates with your data sources and digital assets to help you store, filter, interrogate and shape these inputs into sorted packages of information.
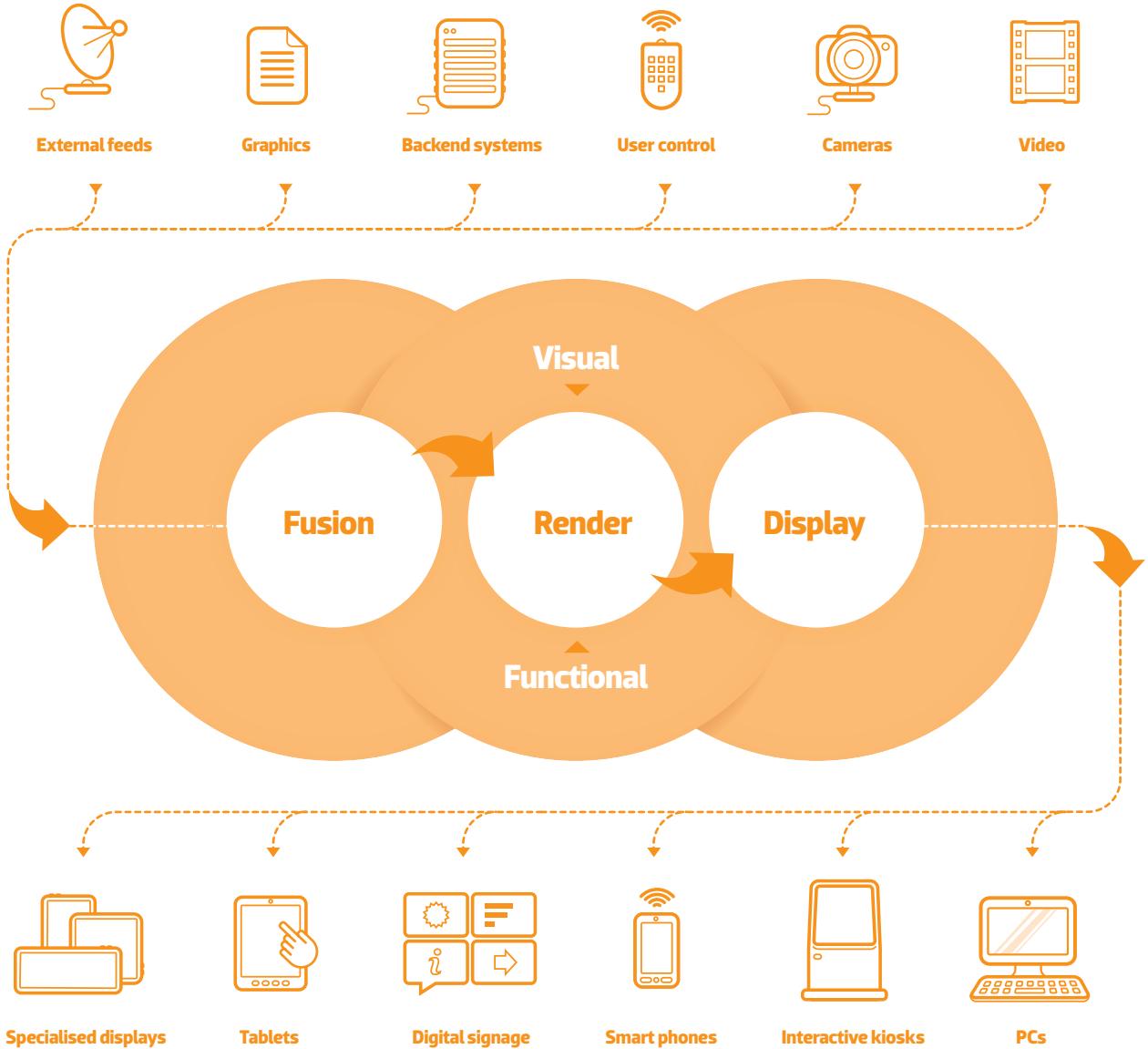
Render

Information and rich media is cleverly combined into a coherent visual representation. This is the stage where thoughtful design gives 'life' to your message and makes a connection with your audience.

Display

Panorama centrally manages a network of output devices, presenting content that is optimised for each type of display.

Inputs

External feeds   Graphics   Backend systems   User control   Cameras   Video

Visual

Fusion   **Render**   **Display**

Functional

Specialised displays   Tablets   Digital signage   Smart phones   Interactive kiosks   PCs

Outputs

Many ways to use Panorama

Digital signage is not just about guiding the masses in high traffic environments such as stations and airports; this is only one type of information display application. Key decision makers also need high value and complex information to be effectively presented, in real time, where it is needed most.

Whether you need to display operational information, support control room decision making, broadcast promotional videos, display real-time schedules or simply direct people, Panorama can help you make the most of your information to keep your audiences safe, informed, up-to-date and entertained.

There are very few constraints on the content you can display, however two key factors influence what and how you communicate:
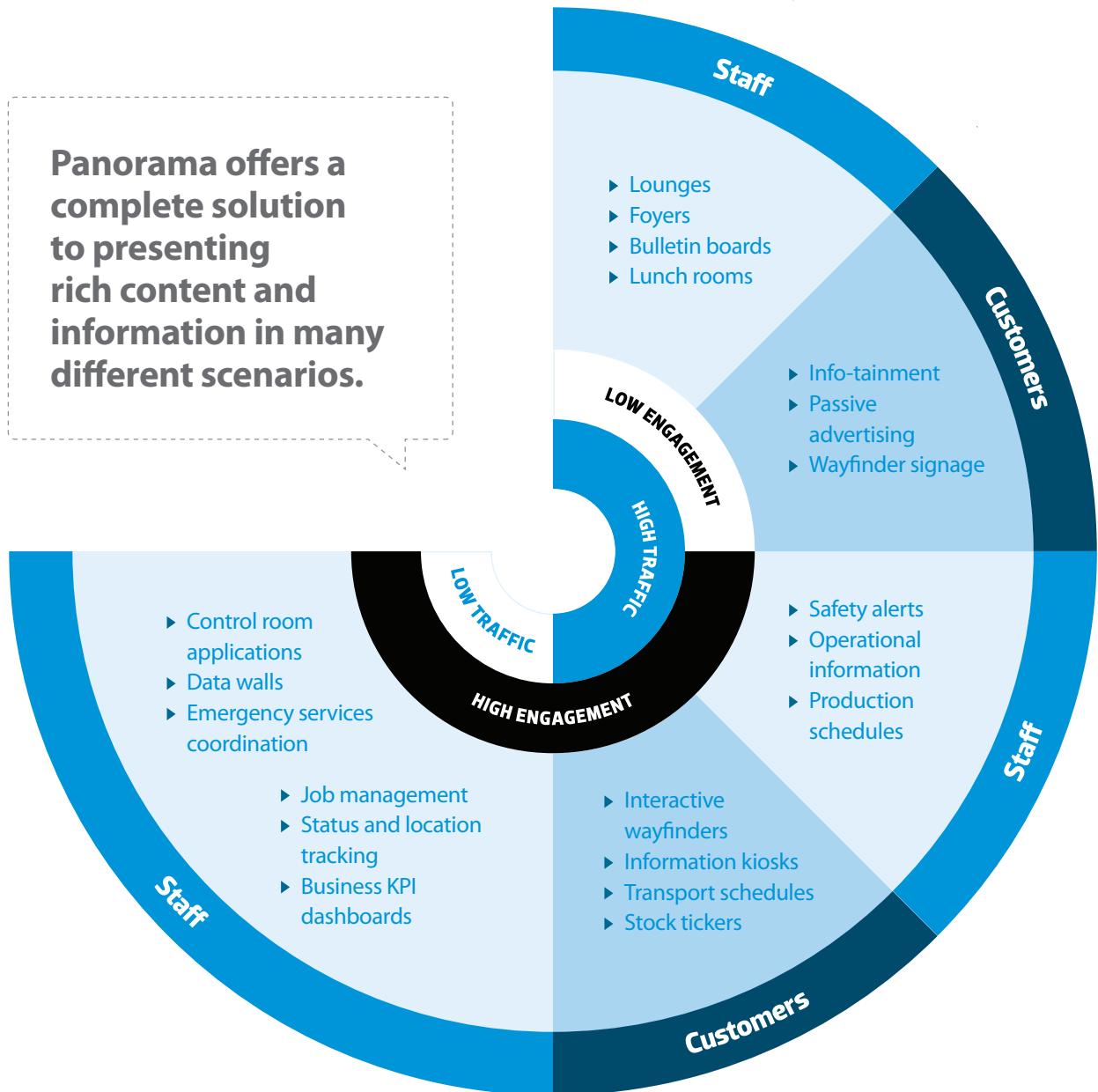
1 Traffic

The number of people viewing a display at a given location at a particular time.

2 Engagement

The importance and attention given to that display.

Panorama offers a complete solution to presenting rich content and information in many different scenarios.

LOW ENGAGEMENT

HIGH TRAFFIC

LOW TRAFFIC

HIGH ENGAGEMENT

Staff
- Lounges
- Foyers
- Bulletin boards
- Lunch rooms

Customers
- Info-tainment
- Passive advertising
- Wayfinder signage

Staff
- Safety alerts
- Operational information
- Production schedules

Staff
- Control room applications
- Data walls
- Emergency services coordination
- Job management
- Status and location tracking
- Business KPI dashboards

Customers
- Interactive wayfinders
- Information kiosks
- Transport schedules
- Stock tickers

Examples

A Panorama solution can be designed to meet your needs in many different situations. The following scenarios are just a few examples of what a Panorama solution can do, illustrating the platform's versatility.

Provide real-time operational information displays in production and logistics environments, where large and diverse audiences need to be updated regularly.

Present digital assets in a gallery, museum or exhibition context.

Direct people within a large venue, such as a sporting or entertainment complex, with digital wayfinder signage.

Inform and entertain customers in a service environment such as a waiting room or guest lounge area.

Deliver consistent workplace safety messages, organisational information and videos to multiple worksites.
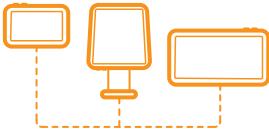

Provide interactive control room displays to support the scheduling and monitoring of operational workflows or production processes.

Provide self-service information featuring local attractions, hospitality and accommodation in visitor information centres.

Operate in-store digital signage in a retail context. Centrally manage the content, ensuring consistent information and messages are being presented.

Create a specialised advertising network that can be adopted across a wide range of environments and outlets.

Present eye-catching, area-specific sales and marketing content, such as showcasing properties for sale for a network of real estate agencies.

No matter what your needs, Panorama is a versatile platform that can be used in a wide range of scenarios.

Benefits

Increase audience engagement

Heighten impact with eye-catching dynamic information and rich media content.

Enhance the visual experience with sophisticated effects such as time coordinated animation across multiple displays.

Versatile

Benefit from a single platform that can address a diverse range of needs.

Flexible

Present customised, dynamic content in different locations according to context.

Scalable and extensible

Add new functionality, content and displays as required.

Efficient management and control

Use Panorama's web-based dashboard to manage, deliver and monitor content and individual displays.

Extend your reach

Target multiple touchpoints including dynamic signs, PCs, tablets, smartphones, interactive kiosks, and other specialised display technologies.

Easily integrated technology

Enjoy a high positive impact on your business with a low impact on your existing infrastructure.

Panorama offers straight forward integration of your data sources in a single control and delivery system.

Better operational efficiency

Increase your operational efficiency by publishing timely and accurate information where and when it is needed.

A single customer experience

Promote your organisational values and image consistently across multiple audiences and locations.

About Valence

Panorama is an information display and digital signage solution from Valence Consulting. We have over 25 years continuous experience in the design of fully integrated visual communication solutions. We take a holistic approach to understanding and fulfilling your communication needs. Our expertise covers information management, technology, digital media and visual design.

We welcome the opportunity to work with you to deliver an innovative Panorama solution that is the right fit for your needs.

Talk to us
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enquiry@valence.com.au

Visit us
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valence

Panorama

Delivering the right information,
at the right time, in all the right places.