

iZen Global VISION Software

iZen Vision is a digital multimedia content presentation system capable of showing virtually any form of content (HTML, jpeg, gif, png, avi, mpeg, and so on). To help you transform your business AMC Convergent IT offers a full suite of reliable, powerful, sophisticated and scalable managed services. iZen Global VISION is a multimedia design and delivery system for your “brick & mortar” and “web-stores”. Using a simple browser access Enterprise information from anywhere there is an Internet connection.

Home Site Map Sales Customers Products Vision Company History Suggestions Edit / View

The ability to separate your business from the crowd has become a critical business requirement. Marketing tools that you're your “voice” out there are an essential requirement in this highly competitive market place. A major way of doing this is to interact with the potential customer targeting your products.

Vision

Is a tool enabling the user to design their own simple or complex templates, upload images and create or modify MENU boards and SPECIALS lists & Banners using virtually any digital multimedia means. Users can get professional advertising & marketing people to design their state-of-the-art marketing campaigns and automatically deploy it using Vision.

The content, by configuration, can be streamed from a central portal or downloaded and run from a local store based server which could be one of the POS terminals or a single or number of large format monitors connected to create a multimedia wall in the store or elsewhere.

Vision can be run on non-POS computers with the number of independent streams determined by the number of plugs (heads) the video card has. Create a media wall or a single large format screen or use the POS customer display.

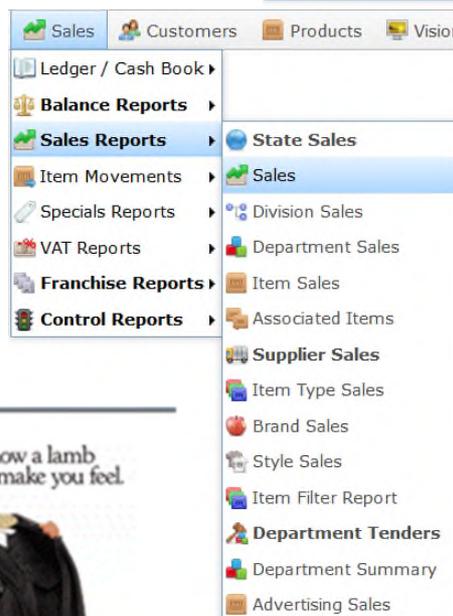
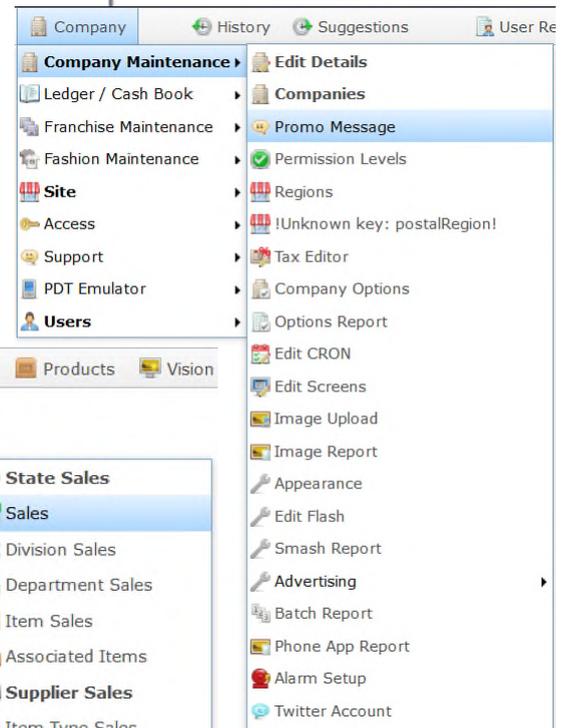
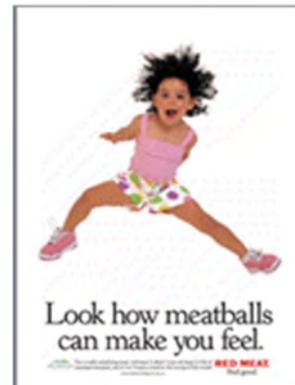
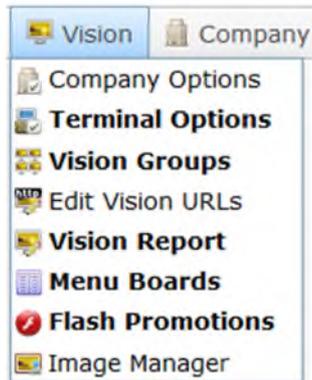
Application Choices

Vision integrates seamlessly with the other iZen Global Portal products (Loyalty, Marketing, POS & Retail Reporting) providing a single powerful enterprise wide engine delivering an unsurpassed retail management capability to your business driving your marketing & promotion ideas. Target specific customer demographics with Vision.

Vision is controlled from a web based portal environment part of the iZen Global Portal ASP Enterprise Retail Management System.

The “How”

Marketing/Advertising multimedia are set



up in groups. Groupings can be used to create in advance specific styles of shows for upcoming *Specials* or *Promotions* or *Branding* or *Holidays* or *Events*. The show group once created can be activated at will. The group can be set to run based on time of month, day of week, specific day of the week and also have a start & a stop time.

Vision marketing is delivered to stores over the Internet. Redundancy is a priority. If the internet disappears the Vision digital marketing continues to operate without blank screens.

Select from a wide range of multimedia display formats use any for which the codec is available on your equipment. Display the marketing to POS customer displays or large format monitor screens (even combine a number of monitors for even more impact).

Databases

Upload your marketing images, banners & promotions, specials and general marketing to a secure robust hosted environment (ORACLE) from which to deliver your marketing plans. Store your images & multimedia for re-use.

Updating

Marketing plans can be scheduled in advance for specific days or periods including times of the day to promote various products or services or events. You can add a special event, e.g. St Patrick's Day to you standard daily marketing script for just the day. At the end of that day the specific event marketing is automatically removed from the standard script. Set them up in advance and forget them. The campaign will be automatically run and if appropriate stopped on the set up days or period.

Third Party Advertising and Marketing Professionals (in-house or external)

can create content and directly upload it to the iZen Portal for running in either one store, a group of stores or all stores in your enterprise.

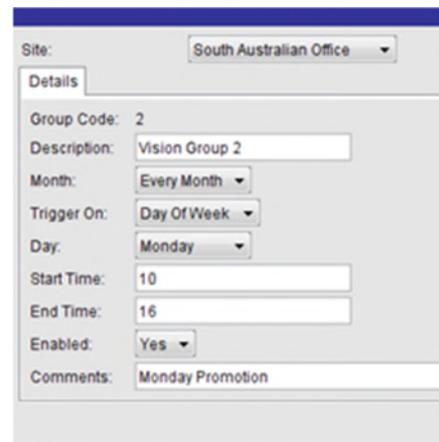
Cost Effective

A highly cost-effective marketing / Advertising delivery vehicle.

Site(s) & Head Office

The multimedia is held in a RDBMS (Oracle), distributed to the selected sites (or all sites) as required from the Head Office & run on the nominated store POS terminal(s) or displayed to the required displays and monitors for the specified periods of time.

Loss of Internet – is not a problem the marketing / advertising is held on site and run from there, being refreshed when the Internet becomes available and there are updates or controls to be implemented.



Report Options		Vision Groups Report					
Description	Time	Day	Start Time (hour)	End Time (hour)	Comments	Enabled	
Group 1	Day of Week	Every Month	Every Day	0.00	24.00	Base Group	✓
Special Add	Day of Week	Mar	17	11.00	22.00	Special Add	✓
Monday Promotion	Day of Week	Monday	10.00	16.00	Monday Promotion	✓	