



The iSIGN SAM solution combines digital signage and extensive real time mobile device messaging to quickly notify users of a security event and provide them with timely information to support their safely exiting an area.

SAM provides users with the information that they desperately need in a time of crisis and thereby reduces risk to public space administrators including municipalities, campuses, shopping centers, military bases, airports, office buildings, etc. Multiple communication channels ensure users will always get the info that they need. These include digital signage and mobile messaging that incorporates SMS text, email, social media posts, text-to-speech through landline calls, and mobile web over Wi-Fi.

To ensure that users are connected to SAM and to monetize SAM installs, use it for advertising, promotion or even user loyalty support. Then, when needed, proven SAM messaging channels can engage and direct users to a safe and secure location.

**SECURITY ALERT MESSAGING**

# Benefits

- **Easy.** The SAM solution is a ready to use solution without the need for expensive development. SAM is not a tool; it is a built and tested messaging solution.
- **Comprehensive.** Engage with everyone in all public space locations using digital signage and mobile device screens. Get user's attention regardless of whether they are looking up or down at their device screen.
- **Effective.** Route users to safety using content such as static graphics, animations and videos.
- **Heroic.** Track Wi-Fi connected or Bluetooth discoverable device users' presence in real time when they are near Smart Antenna devices or when their position is triangulated using a SAM app. Show rescuers the proximity of these users to support faster rescue.
- **Fast.** In a matter of seconds reach out to an unlimited number of users over multiple communication paths.
- **Extensible.** Add messaging support to your existing app.



- **Cost-Effective.** Leverage SAM's communication support for advertising, promotion or even full support for user loyalty. Revenue from these activities turns SAM into a revenue positive solution.
- **Flexible.** Provide users with the ability to filter promotional content to ensure that they are happy, engaged and much more likely to use SAM frequently.
- **Economical.** Alert messaging installations have proven to slash insurance premiums by decreasing the risk of patron harm.
- **Reliable.** Engage SAM users before an event occurs by providing them with beneficial messaging every day. Then, feel confident that SAM messages will reach users if an event should occur.
- **Branding.** Simply rebrand existing SAM components including web content, app, and social media accounts to promote to patrons your proactive approach to handling emergencies.
- **Measurable.** Track SAM engagement via mobile message view & app screen view statistics.

# Features

- Digital signage integration supports display of emergency, advertising and promo content on an unlimited number of screens. The integrated signage platform supports both indoor and outdoor signage installs.
- Support for display of dynamic content such as news and weather is also available.
- Rich messaging options are available from a variety of supported all-weather field devices. In each case, users will be able to opt-in or out of messaging.
- Smart Antenna devices reach out to mobile phones directly as open Wi-Fi access points with captive web portal for automatic display of web content within a mobile phone browser. No app install is required for Smart Antenna messaging to mobile devices using Wi-Fi.
- SAM digital signage platforms also broadcast Apple iBeacon and Google Eddystone beacons (simultaneously). These beacons can signal installed iPhone, Android or Windows Mobile apps to display specific screens (with emergency, advertising or promo content) or they can work with or without app install. The iPhone resident Wallet app can display content when signalled by an iBeacon and Android devices can display web content or launch an app for content display when signalled by an Eddystone beacon.
- The SAM server can send out SMS text messaging to users that have opted in and provided their mobile phone number.
- The SAM Server can also send out emails to users that have provided their address and opted in.



## More Features

- SAM messages can be tweeted or added to a Facebook account feed to notify patrons using social media.
- SAM messaging can be coupled with in-home, cloud connected LED lighting to flash red in case of an emergency. This is critical for municipal installations where citizens may not have their mobile phones in coverage or turned on during an emergency event. This is also critical to support messaging to the hearing impaired.
- All SAM messaging is controlled by operators from a centralized cloud-based dashboard. The SAM dashboard supports setup of synchronized immediate emergency messages as well as schedulable content for advertising and promotions. In addition to content control, the SAM dashboard supports monitoring of all field devices to ensure that the SAM system is always running with 100 percent messaging capability. The SAM dashboard also supports filtering and reporting of user engagement statistics.



## Next Steps

- Witness a SAM demo. Contact Push Digital Media for a walkthrough of SAM functionality including SAM subscription and getting SAM messages on your mobile device.
- Plan SAM deployment. Consider locations for digital signage within your facility, what branding you would like on SAM elements and what SAM features to use.
- Deploy SAM within your facility.
- Commercialize SAM by selling advertising messaging to subscribers that have opted-in.
- Contact your insurance provider and benefit from SAM's ability to mitigate patron risk.

