



# AdCast - Intelligent Media Management

MotionLED Technology leads the way in designing and manufacturing ultra-thin outdoor advertising screens for use within the transit industry. Our custom built media management platform, AdCast enables our clients to deliver powerful, intelligent content control and screen performance management.

AdCast operates in real-time to deliver comprehensive campaign and network management.

## INTELLIGENT ACTIVATION

Upload content in seconds and create dynamic campaigns using geo-location, day-parting, thermo, velocity and ambient triggers

## REPORTING AND ANALYTICS

Integrated online campaign management, with proof of play, heat maps and per second reporting

## NETWORK MANAGEMENT

Inbuilt remote screen diagnostics and fault reporting to manage screen performance

AdCast for you.....

## CREATE CONTROL.....

AdCast provides central control for all client campaigns using an intuitive interface and is fully scalable for multiple users

## BE FLEXIBLE.....

Through years of development, AdCast provides a wide range of tools to deliver greater scope to deliver hyper-local digital outdoor campaigns

## INTEGRATION OPTIONS.....

Our API's enable the inclusion of dynamic external data-feeds offering a huge range of possibilities for intelligent product and place based campaign messaging; the ultimate in near and now marketing

## FUTURE PROOF.....

AdCast is a cloud based interactive SaaS based platform, capable of managing a wide range of digital media devices. It is fully scalable to manage many thousands of devices concurrently

## ACCURACY....

AdCast provides real-time monitoring and performance reporting down to a per screen level offering pinpoint campaign management

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