
Xibö

DIGITAL SIGNAGE



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STATIC MEDIA IS GOING NOWHERE.

With traditional print media becoming **outdated** and **ever-growing competition** from online retailers, how do you capture digitally savvy, device-reliant customers?

Businesses are increasingly looking for **innovative** and **fresh** ways of not only reaching their target audiences, but enthralling them.

WHO WE ARE

Xibö



That's where
we come in...

WHO WE ARE



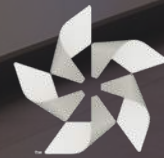
We are Xibö.

We power **digital signage networks** worldwide through our open-source, web-based **content management system**, available with a choice of Android, Windows, webOS, Tizen and Linux players.

We provide **low-cost, high-performance solutions** for businesses of any size, across all industries.



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WHY USE DIGITAL SIGNAGE?

Recent studies show:

8/10

Customers entered a store because of a digital sign

83%

The recall rate of digital signage

68%

Customers state they could be influenced to buy featured product(s) by digital signage

96%

Students who said that video increases the learning experience

25%

Higher employee productivity due to strong internal communications

35%

Difference in perceived wait time in surgeries

71%

Felt advertising on digital billboards stood out more than online ads

86%

Customers would pay more for better customer service, which digital signage offers

4/5

People will watch a video, compared to 1/5 who will fully read content marketing

WHAT WE DO

Grab and **hold the attention** of your **target audience** with **eye-catching and engaging displays** that say more than a single static image ever could.

Our Xibo content management system offers the freedom to **select, schedule** and **synchronise** your digital display creative to captivate modern, tech-savvy consumers where it matters most.

Xibö

WHO IS XIBO FOR

Our data centres in the UK, US, Singapore and Australia have a global reach, meaning **Xibo** is available **wherever you are**. Choose from a **cloud-based or self-hosted solution** to grow and enhance your business.

Let diners know **what's on the menu, promote sales to passing shoppers, or reduce perceived wait times** for appointments. Whatever your needs, Xibo will deliver your message in a cost-efficient, effective way.



Xibo CMS features:

- **Drag and drop** layout designer
- **Widgets** for easy integration with third party content
 - **Calendar** for advance scheduling
 - **Push messaging** (XMR) for immediate actions
- **Native signage player applications** with HTML capabilities

KEY FEATURES

ENGAGE

Create dynamic experiences that demand attention with our **Layout Designer** and powerful **Widgets**

SCHEDULE

Timing is everything. Choose who sees your content and when with our easy **Calendar Scheduler**

CONTROL

Check **proof of play** and view **diagnostic reports** straight from your web browser for ultimate control

PLAYERS

Enjoy the stability of players **natively developed** for the platform, as well as the flexibility of **HTML functionality**

SUPPORT

Whether you choose our commercial support option or opt for Open Source, we are always here to **provide advice and solutions**

COMMITMENT

We're **committed to Open Source**, with users benefiting from our unique, collaborative and ever-evolving platform

We're an **open source company** ...and proud of it.

For users, open source equates to **speed, agility** and **innovation**.

With **community-reviewed software**, Xibo is **evolving** at an **accelerated rate**; powering an open source digital signage **revolution** for a new age of marketing and communications.

NEXT STEPS

- 1 Choose **Xibo** as your **CONTENT MANAGEMENT SYSTEM**
- 2 Decide which **HOSTING SOLUTION** meets your needs – cloud-based or self-hosted
- 3 Select from a choice of **PLAYERS**
- 4 **Install & configure** to **reach** more customers and **grow** your business

You can choose from **monthly** or **annual** payments on Xibo licenses and hosting. Or pay a one-off fee for **perpetual licenses**. Get in touch to discuss bespoke solutions or visit xibo.org.uk to find out more about the products we offer.

The Xibo logo is located in the top right corner of the slide. It features the word "Xibo" in a white, sans-serif font, with two small circles above the 'o'. The background of the slide is a photograph of a cinema entrance at night, with a red carpet and a checkered floor. The cinema's name "CENT CINE" is visible in large, illuminated letters on the right side of the entrance. The overall color scheme is dominated by red and black.

WHAT OUR CUSTOMERS SAY

Xibö

By including Xibo, we have a unique mobile advertising platform - a marketing first on the streets and pavements of London!

Veluba

*Eco-Taxi Service
London*

We are very proud of this solution, Thank you so much Xibo!

***Donatello
Trisolino***
Webmaster

Xibo is a practical and dependable cornerstone of our network.


James Arnold
*Network Manager
Longhill High School*

Get in touch today to find out for yourself how **Xibo** can help...

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