



PINA Interactive Video Terminals

Company presentation



Video



Banners



Navigation



Sound



Touch Screen



Web



Maps



Zoom



Actions

About

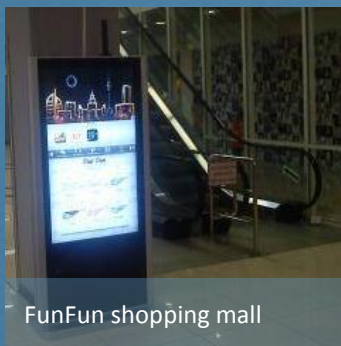
Founded in 2011

PINA is an multiregional operator of Digital Signage Advertising.

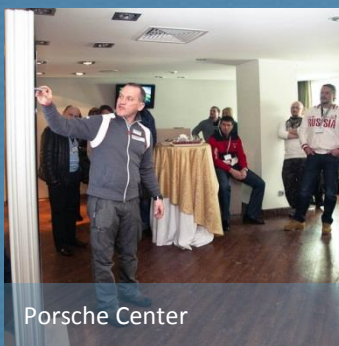
The terminals are installed in the largest shopping malls, office buildings and auto dealerships of Ekaterinburg, Nizhny Tagil, Omsk, Novosibirsk, Chelyabinsk, Perm and Ufa.

Fields of activity

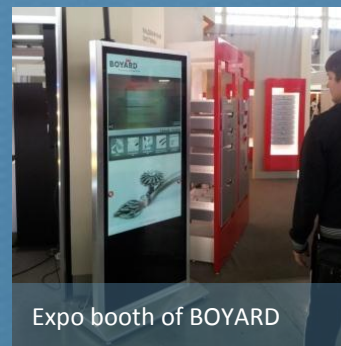
- Installation and maintenance of terminals in public places – shopping malls and entertainment centers, office buildings, auto dealerships.
- Placement of various sorts of advertising and information materials at the existing interactive video terminals
- Lending video terminals and designing special and customized software for using at presentations, exhibitions, BTL-events, conferences, etc.
- Production of interactive sensor video terminals
- Designing software and content for video terminals, including centralized content control system



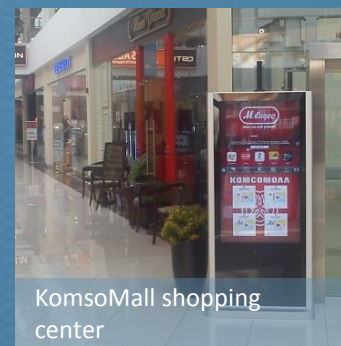
FunFun shopping mall



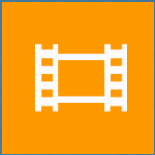
Porsche Center



Expo booth of BOYARD



KomsoMall shopping center



Digital Signage

Digital Signage

Technology for displaying information from digital sources (displays, projection systems, etc.) installed in public places with centralized control via Internet.



Advantages

Comparing with the traditional indoor advertising:

- Perfect timing of a message due to simple and prompt change of content
- Diversity of message formats – interactive flash banners and videos, sound and the like
- Adaptability of a message to time, environment and audience
- Interactivity of the contact with the user via sensor screen
- Option to show additional information necessary to the user – details of products, services or contact information



PINA Video Terminals

Video Terminal

Interactive hardware and software complex intended for displaying advertising and information materials, that is equipped with a navigation and search system



Features

- Sensor 55" LCD
- Full HD 1920x1080p resolution
- Viewing angle 178/178
- Stereo sound, 2x20W
- Microsoft Windows Embedded
- Power consumption 120 W
- Dimensions 1000x2000x90mm
- Weight 100 kg
- Motion sensor
- Wireless access

Touch screen

Touch control mode and block design of content arrangement allow users to immediately grasp the structure of content and get to the necessary information in no time. It is also convenient for visual perception.



Advertising opportunities



Videos

Additional information

Time
Date
Weather

Banners

Contacts &
Map

Store
Logo

Logo on
the map



Highlighting the PROMO field for displaying advertising banners
Scalable map and showing directions to the destination object chosen
Sound hints and easy shifting among objects and floors

Presentations and Exhibitions



How do you present a new car performance if test drive is impossible?

- Locate PINA interactive video terminal for the time of presentation, show dynamic videos and provide your guests with the opportunity to configure the desired model by themselves.



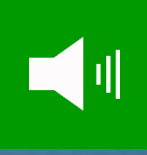
How do you display the whole range of your products to your exhibition booth visitors when your team is not enough?

- Locate PINA interactive video terminal at your expo booth and display image and documentary videos about your company and your products. Demonstrate the whole width of your product line to your expo booth visitors.



You suddenly need a paint board during a conference?

- Launch the paint board application at the interactive video terminal, and enjoy the sensor features it provides!



Navigation



Navigation

- Sensor map showing all of the spaces on each floor
- One touch zoom in and out of a floor map
- Floor-by-floor navigation, returning to the main menu
- Highlighting objects with a color when touched
- Dynamic directions to the destination object chosen, supported by a sound hint



Advertising and information

- Displaying informational and advertisement messages by administrations of shopping malls or office buildings
- Displaying time, date and the weather forecast
- Variety of message communicating forms – from static banners to dynamic videos

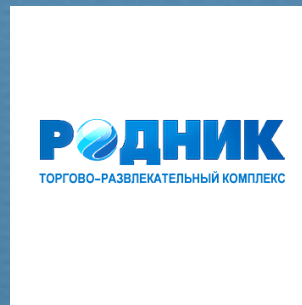
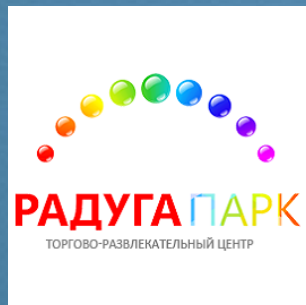
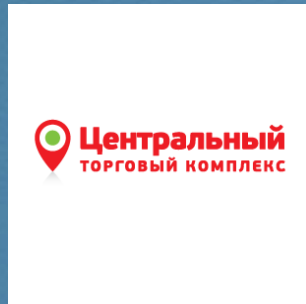
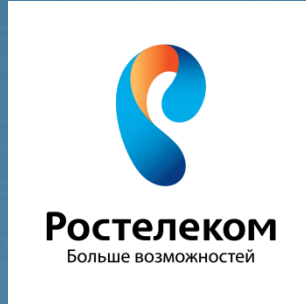


Search

- Searching a store/ office in the category of by alphabet or on the floor map
- Switching to the necessary floor map upon choosing the needed store/office
- Highlighting the chosen object and dynamic directions to it supported by a sound hint



Customers & Partners



Contacts



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