

DIGITAL SIGNAGE

at Linney

Bringing your brand to life with digital signage





We design, develop, deploy and deliver
end-to-end **DIGITAL SIGNAGE** solutions to
make the most of **IN-STORE INTERACTIONS.**



It's how we do it
that makes us
different...



Software



Software

Our **MYSCREENS** software is the **FOUNDATION**
of our digital signage network for renowned
BRANDS across the world



CMS Highlights

Our proprietary state-of-the-art MyScreen software is built to transform how you interact with your audience, and empowers you to curate and deliver powerful visual experiences.

It's fully cloud-native allowing it to scale effortlessly and it's API-first structure and continuous integration pipeline offers unlimited growth possibilities.

It is hardware agnostic and compatible with Tizen (Samsung), WebOS (LG) and Windows.



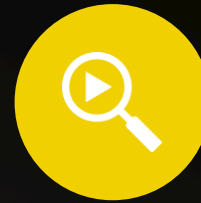
Multi-day part automated scheduling



Remote monitoring, reporting and support



Local level control



Proof of play



Linked to Epos and stock control systems



API Enabled



Weather reactive & trigger-based content



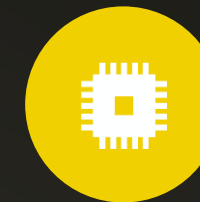
Dynamic Pricing



Contingency reactive content



Multi-screen synchronization



SoC enabled



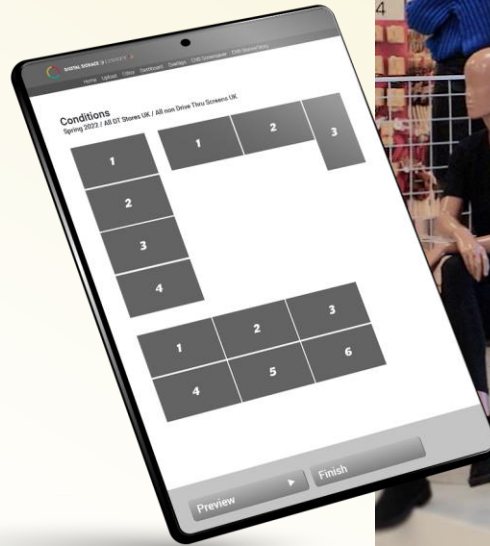
Cloud Native



Content Synchronisation

Content synchronisation in digital signage ensures content is displayed seamlessly and consistently, across one or more screens.

It coordinates timing, sequencing and delivery to provide a cohesive viewer experience – especially in setups with multiple displays or video walls.

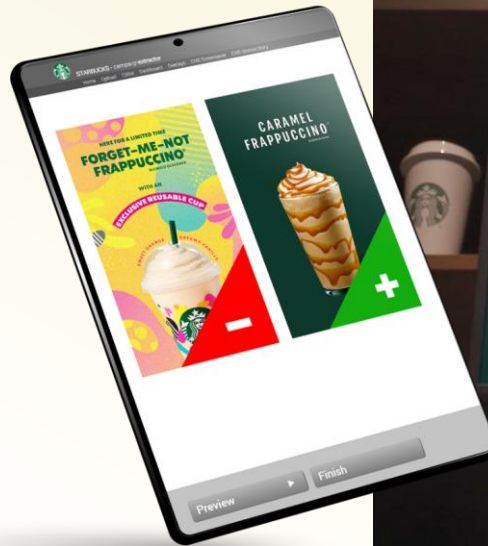


Contingency

The contingency system allows for reactivity on site when faced with unforeseen circumstances.

Pre-loading alternative assets into the system allows for content to be changed at the last minute due to stock shortages or product unavailability.

This can be managed at a local level, so onsite staff can be agile and ensure the content on screen is relevant throughout the day.



Editable Templates

Editable menu templates are pre-designed, customisable layouts that allow businesses to create and update them easily.

These templates enable users to modify text, images, prices and item descriptions without specific technical expertise, ensuring menus remain up to date, with minimal effort.

Designed for flexibility, editable templates cater to various industries such as restaurants, cafes and bars, offering options to highlight promotions, daily specials and seasonal items. Changes can be made remotely and in real-time, allowing businesses to respond quickly to inventory changes, market trends and customer preferences.

By combining professional design with ease of use, editable menu templates help businesses enhance their visual appeal, improve customer experience and streamline operations.

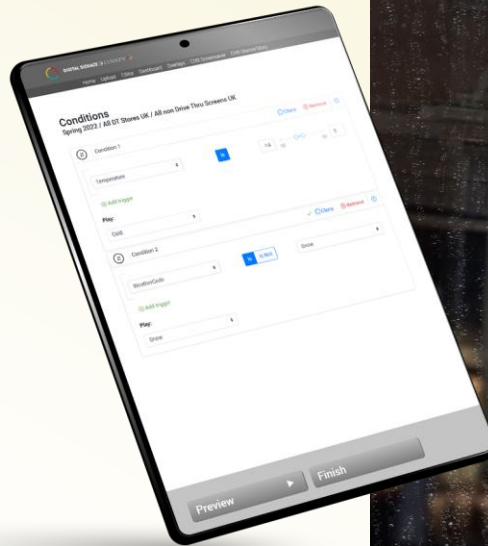


Trigger-based content

Trigger-based content in digital signage dynamically responds to specific events or conditions to display relevant messages and visuals.

These triggers are based on factors such as motion detection, time of day, weather conditions, audience demographics, or external data sources such as social media or sales systems.

Trigger-based content enhances interactivity, personalises customer experience and maximises the impact of digital signage by aligning it closely with real-time events and audience needs.



Hardware

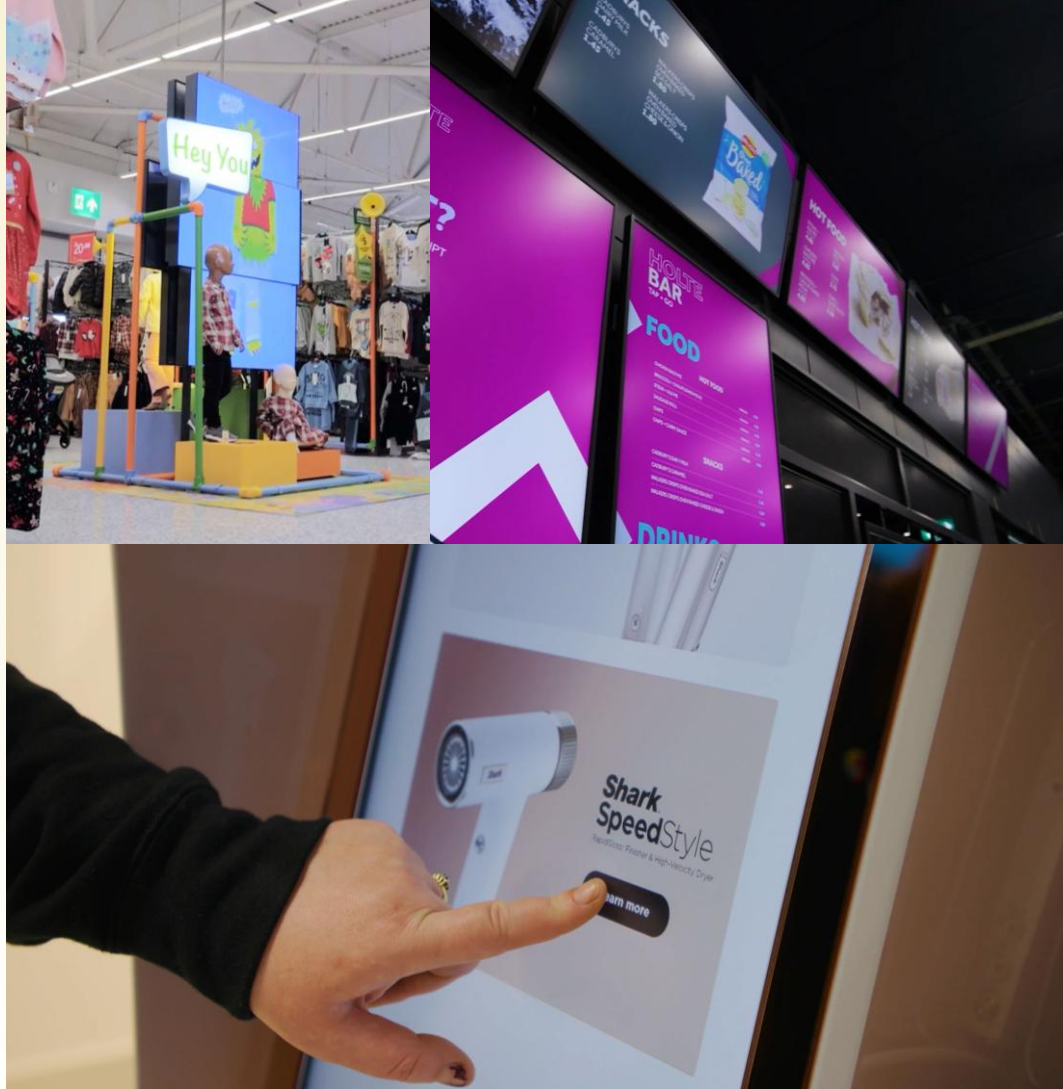


Overview

We are experts in the latest digital signage technologies, attending exhibitions such as Integrated Systems Europe (ISE), Digital Signage Expo (DSE) and the Retail Technology Show to stay ahead of the curve and ensure the solutions we provide are best in class, fit for purpose and at the forefront of technological innovation.

We offer a range of hardware solutions including, but not limited to:

- Digital menu boards
- Window screens
- Interactive video walls
- Sensors
- Cameras & analytics
- Media players
- Outdoor
- LED
- Digital Shelf Edge
- 4G Connectivity



Specify & Install

We offer comprehensive digital signage installation services, ensuring a seamless transition from concept to deployment.

Our expert team manages every aspect of the installation process, including site assessment, hardware setup and system integration. Linney focuses on precision and efficiency, ensuring that displays, media players and mounting solutions are installed securely and operate flawlessly.

With a commitment to delivering tailored solutions, we ensure that each installation aligns with the client's specific goals, environment and branding requirements, providing a reliable foundation for impactful digital communication.



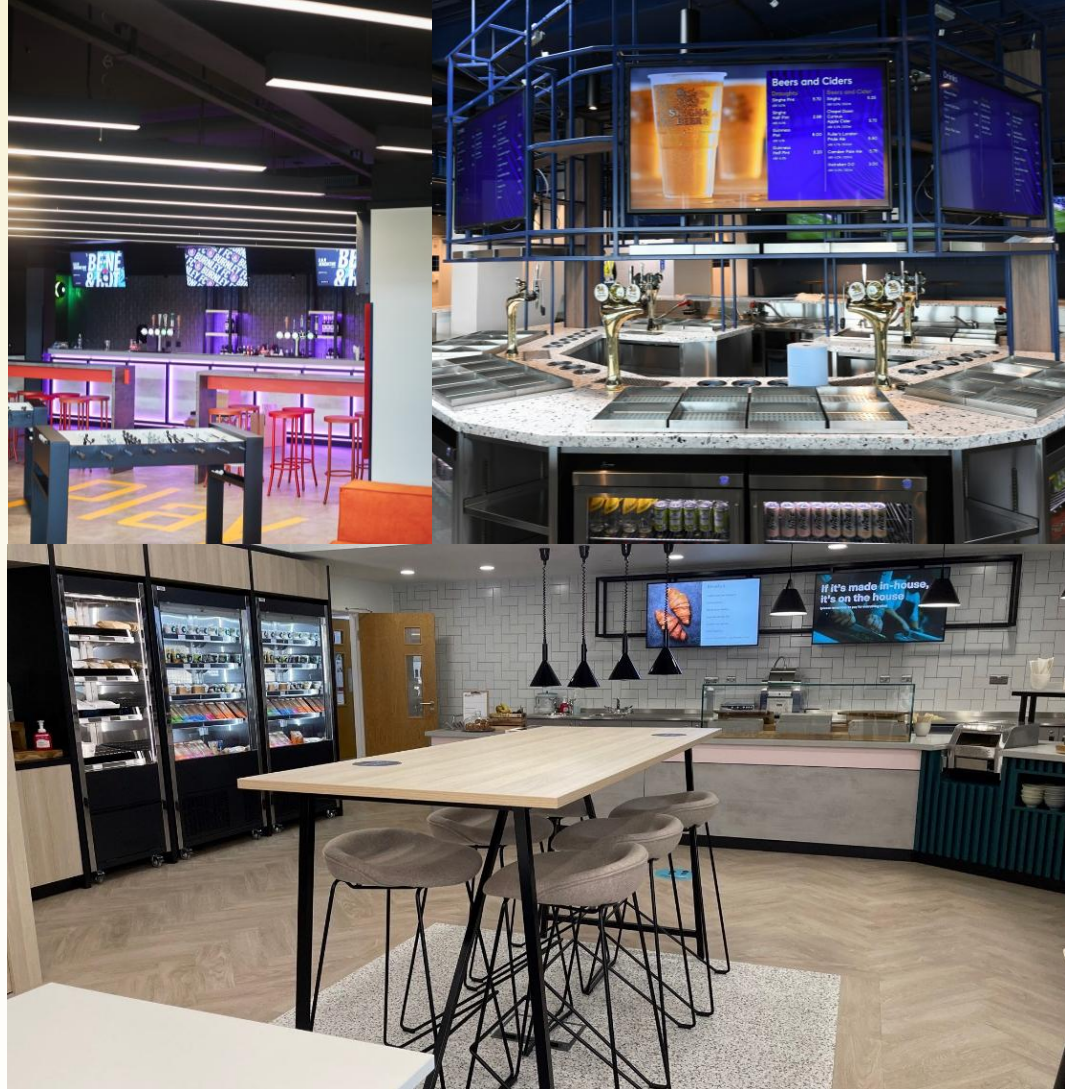
LCD

We have a broad choice of LCD screens, ranging from 13" all the way through to 98".

Depending on location, our team will make recommendations based on best practice in each space. Each estimate is unique, much like your catering spaces.

We are partnered with Samsung, to provide you with SOC solutions, meaning all you need is the screen, bracket, a power socket and network connection*.

**Sites are responsible for installing power and data based on Linney's recommendations and network specification.*



Service & Support

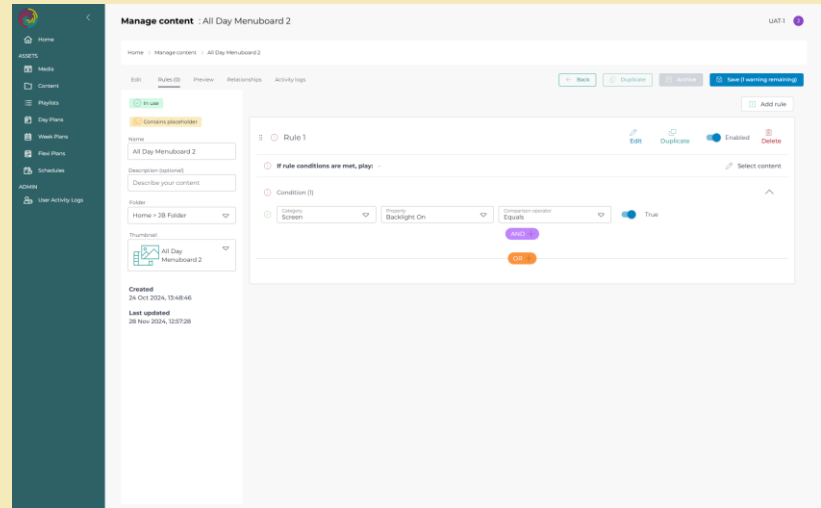
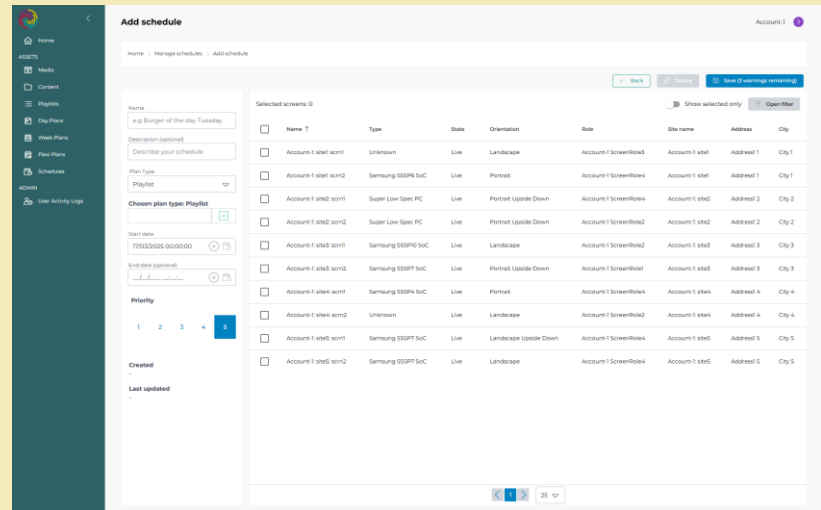


Scheduling

Our content management and scheduling team is an extension of your business.

This dedicated group of experts will ensure your campaigns are planned and executed according to your needs, supporting you with content wireframes, resource management and system administration.

Our content campaign management team will also support you through the content creation process, liaising with our scheduling team to get content uploaded, published and scheduled to ensure the right content is on the right screen, at the right time.



Support

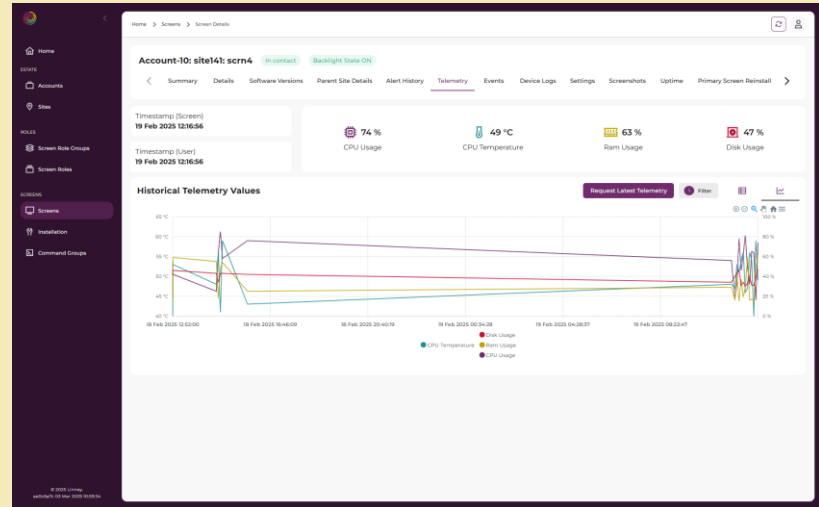
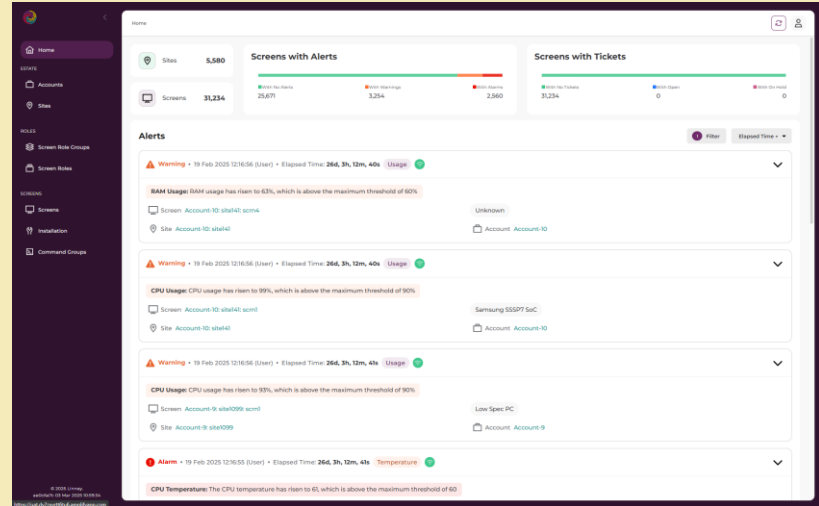
Once your screens are in place, we monitor the network remotely to assess how the hardware and software are performing.

Our Screens Support Center (SSC) monitors our device management system (DMS) which proactively alerts us to any problems. In the event of an issue, a ticket is raised triggering a full support system and process.

Attempts will be made to resolve the issue remotely through our DMS or through direct contact with the site. If the ticket cannot be resolved remotely then the ticket will be escalated to the engineer support team to send an engineer to site.

Our SSC team are available from 8:00am to 5.30pm Monday to Sunday*.

*GMT time zone.



Our Process



Digital Screens Install Guidelines

