

Panasonic's NMstage: Get the Message

Panasonic's NMstage solution is ideally suited to organisations that need to deliver instructions, directions, or announcements to their public, quickly and reliably.

NMstage is a digital signage tool that gives you the opportunity to display real-time content (such as news; stock information; weather conditions; special offers; emergency messages), as and when required.

The Ideal Solution

In ample, busy environments (such as airports, stadiums, arenas and universities) it can sometimes prove difficult to quickly and effectively deliver a message or instructions directly to your audience (e.g. directions to a room; change of lecture time). Organisations want to be able to target customers at the touch of a button and reach them instantaneously.

The advanced software content of NMstage realises this demand and is not only useful as a means of directional/ instructional signage, but also as a valuable marketing tool and thus a means of revenue. Promotions and special offers can be devised, communicated and received immediately, enabling businesses to capitalise on opportunities as and when they occur. It also allows manufacturers to target their end user directly.

Finer Details

A sophisticated software programme, NM Stage can be teamed with a range of Panasonic's advanced display devices, to ensure your message is delivered through some of the most stylish and advanced equipment on the market. Panasonic offers 37", 42", 50" and 65" HD/SD single and multiple plasma displays; LCD displays; vertical and horizontal interactive kiosks, as well as projection systems.

NMstage utilises the latest content technology; there are few limitations to what you can display, so be as creative as you want! Your message can be delivered in high definition or standard definition video, as well as Flash, JPEG, HTML, Powerpoint and Windows Media Player. Additionally, all programs supported by Internet Explorer are also supported by NMstage.

Panasonic's digital signage solution enables you to conveniently manage all of your content and schedule it out exactly when needed, allowing you to programme and manage content down to the second. NMstage also enables you to choose whether you manage and distribute the same content on a number of displays or, alternatively, schedule each display at a time.

Panasonic's NMstage is both convenient and practical, allowing you to monitor your signage system remotely. The player and display devices can be independently controlled and viewed from a network operations centre, from where corrective action can also be taken, as needed, by the systems operator.

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<http://www.panasonic.co.jp/pss/products/en/nmstage/>

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