# ADTRAXION

# Break

## Local content control of individual displays

### Main benefits

> **Live interruption**

> **User-friendly**

> **Freely design**

> **Live announcements**

> **Multi layer programming**

> **Click & Go operation**

The Adtraxion Break optional software module is designed to allow local interruption of an active schedule. With a touch of a button live announcements can be made, play-out sequences can be manually started, tickertapes can be customized, and so on.

This software module enables interactivity, and makes is possible to actively control your digital signage.

# Adtraxion Break

## Trigger individual Players

When connected in a LAN and playing our centrally managed content, local Players can be triggered individually in order to play out dedicated content for a certain location.

## Multi Layer programming

Within a single Adtraxion Break module multiple trigger events can be easily programmed. Using the multi layer utility prevents mixing up of triggers and gives more flexibility.

## Click and Go operation

The Adtraxion Break module can easily be installed in the Adtraxion System. The creation of a break lay-out is simple. No programming experience is required.

## Free interface design

You can create your own graphic interfaces to match your house style. Graphics, pictures can be easily imported. Buttons can be freely placed in any size and position. Graphics can be assigned to a button to create intuitive operation.

## Easily change lay-outs

Simply by choosing the edit mode gives you the possibility to change the lay-out of the interface by dragging individual items to an other position or add and remove items.

## Operational and edit modes

The Adtraxion Break software can run in separate operational and edit modes in order to prevent accidental changes.

## Customer usage

### Well-informed customers

Customers often want to obtain more information on a product they have just seen. Most of the time they will be looking for staff to answer their questions. One company decided this could be far more efficient and less time consuming for its staff.

This company has introduced interactive digital signage, using the Adtraxion Break. They have created their own remote control, which enables visitors to choose between a variety of playlists. Visitors can obtain more information on products, services, events and warranties. By simply choosing the appropriate playlist with their fingertips. As a result a digital display will be showing information that really suit their needs.

Without the necessity of any advanced computer knowledge, visitors can easily control the digital signage. This allows any kind of visitor to look for relevant information himself, and increases the customer engagement.

Summarized, the company has implemented a very successful interactive communication channel. It has proven to be effective while taking less human resources.

### Increased safety

During calamities faultless transfer of information is crucial. Given the importance everybody has to be alerted at the right time, and in the right place. With the Adtraxion Break companies achieve maximum effectiveness in times of trouble.

A Dutch company has increased their efficiency to act and alert their employees during calamities. From once central location they are able to share a warning message throughout the entire premises. Employees are aware of the calamity at once!

They have the opportunity to not only tell their employees what is going on, but also showing them. With clear and striking signs the messages are fast, unambiguous and simultaneous. Also they have added details about evacuation instructions, to be completely sure everybody will be safe and sound.

## Ordering information

| ADX0402 | Adtraxion Break |
|---------|-----------------|

**ADTRAXION**
*a w a r e n e s s   o n   t h e   s p o t*

**www.adtraxion.com**