

INFOSHEET | MAGICINFO ADD-ON



# YoYo: The interactive signage solution that works with MagicINFO



# Table of contents

Introduction	<u>3</u>
Trigger based signage	<u>4</u>
Combine YoYo with NFC	<u>6</u>
YoYo Nexmosphere sensors	<u>7</u>
Use webhooks and websockets	<u>10</u>
Control display settings	<u>11</u>
YoYo requirements	<u>12</u>
More information	<u>13</u>

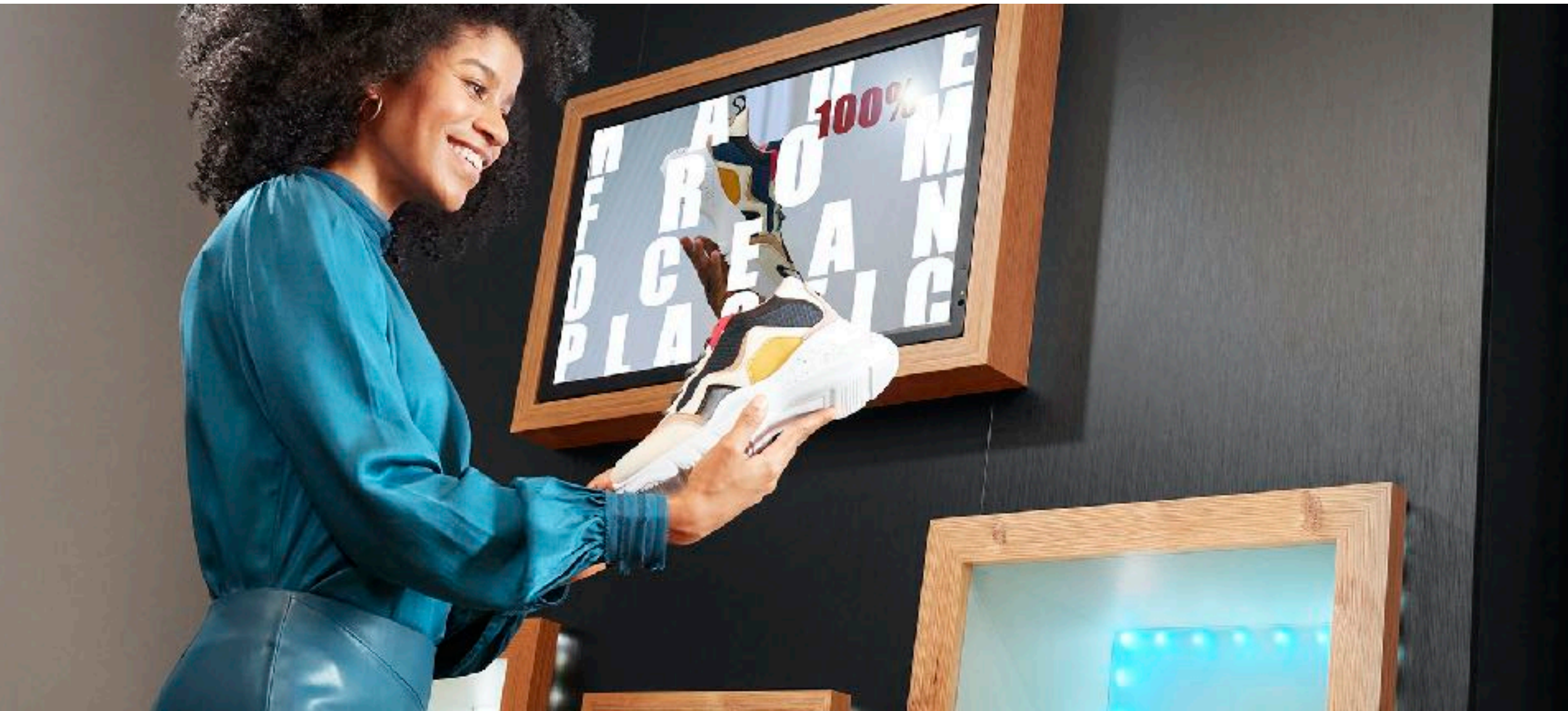


**LEVEL UP!**



# Growing need for interactive signage solutions

Create an outstanding experience using data, sensors and triggers



## Next step signage that grows engagement

Keeping your audience engaged with your business can be a challenge. A way to level up engagement is to add interactive signage to your media mix. It's just a step further than traditional signage: they are digital signs that your guests can manipulate according to their preference. Every customer can get relevant and additional information regarding products they fancy, thanks to the interactive displays.

## Connect to your audience

Creating a relationship with your audience is an important reason to choose for interactive signage solutions. You can use it to educate, inform and engage. All you need is a display and a software solution that does the trick. Are you using MagicINFO and looking for a higher level of engagement, a real connecting point of sale? Here's YoYo: this MagicINFO add-on that allows signage projects to increase customer interaction and experience.

**LEVEL UP!**



# Trigger based signage using MagicINFO and YoYo

Design ultimate lift-and-learn experiences and create connecting POS

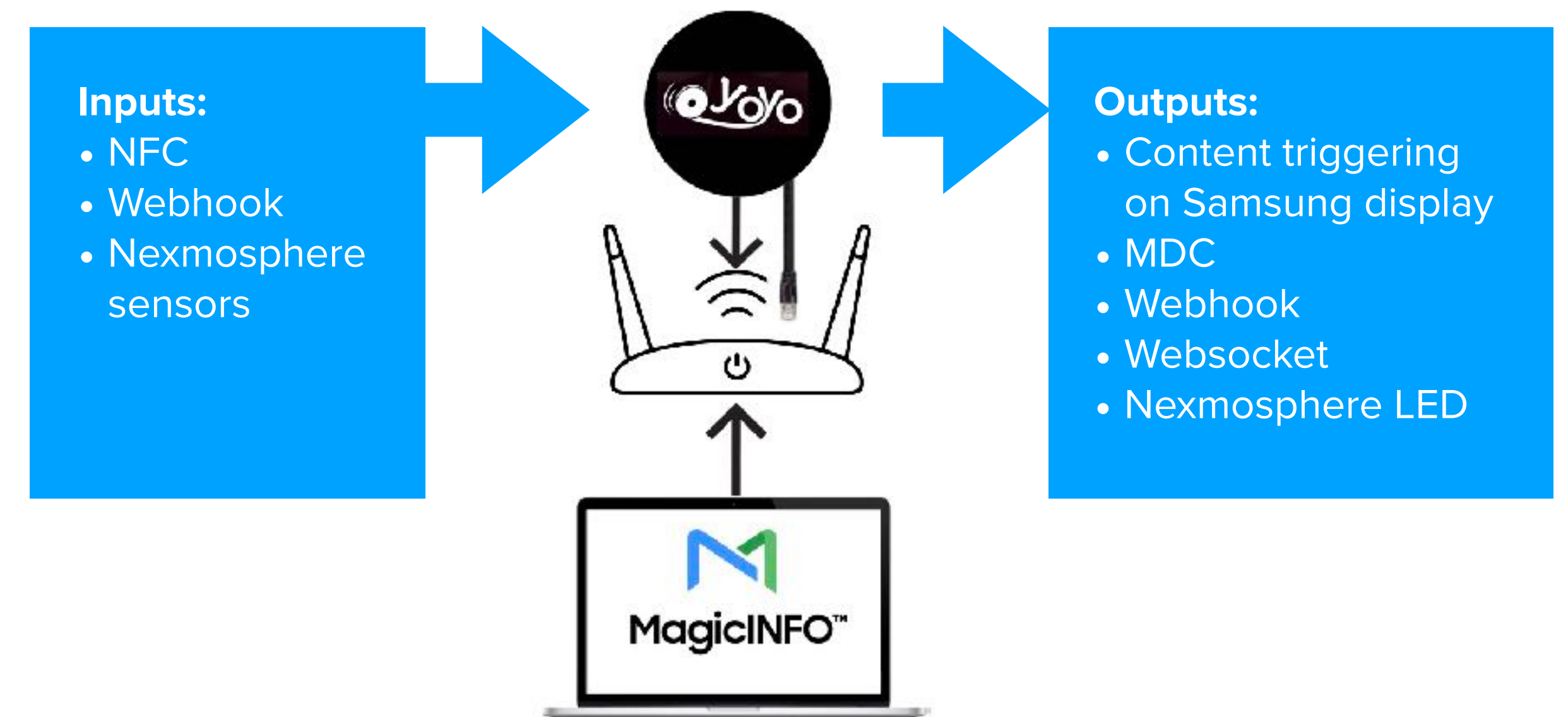
YoYo is a MagicINFO add-on that works seamlessly with this software in combination with Samsung smart signage displays. YoYo sends out a signal to MagicINFO that reacts to event triggers and sends content to one or multiple displays. The YoYo software is fed by the NFC-technology, Nexmosphere sensors or webhooks that work as triggers. The triggers are combined with content that is created in MagicINFO and then published to your display network.

## Make use of a variety of sensors

YoYo supports various triggers. One way to work with YoYo is by using NFC triggered content. Using NFC stickers, or tags, and place them on the NFC reader will trigger the right type of content. An other way is to connect Nexmosphere sensors such as sonar, touch buttons, physical buttons, air presence and distance sensors to YoYo. The combination of these sensors will now allow you to level up your customer experience!

## Multiple content types

You can trigger any type of content like images, videos and webpages to be published to your Samsung smart signage displays using sensors and triggers. Once the content is published to the displays the content is stored to play (with the exception of web content) for a steady content delivery.



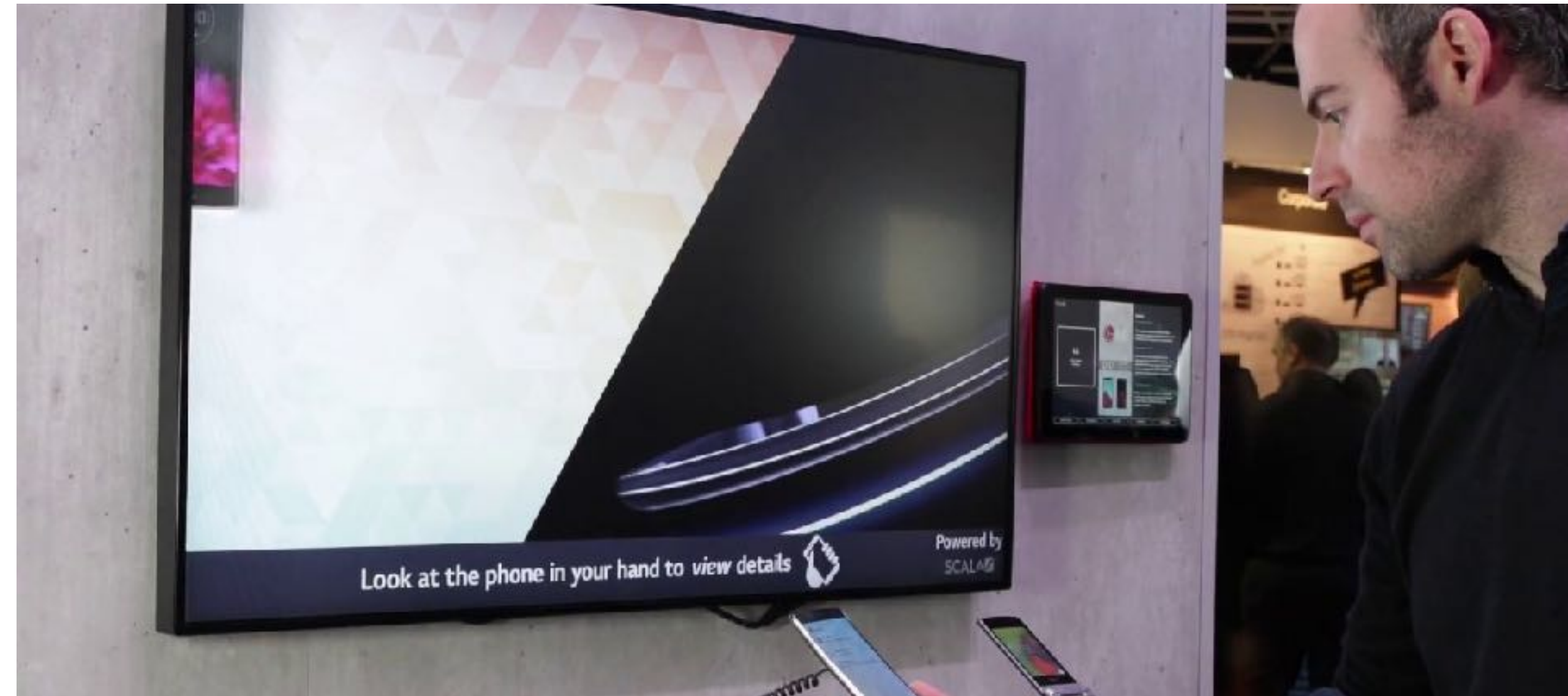
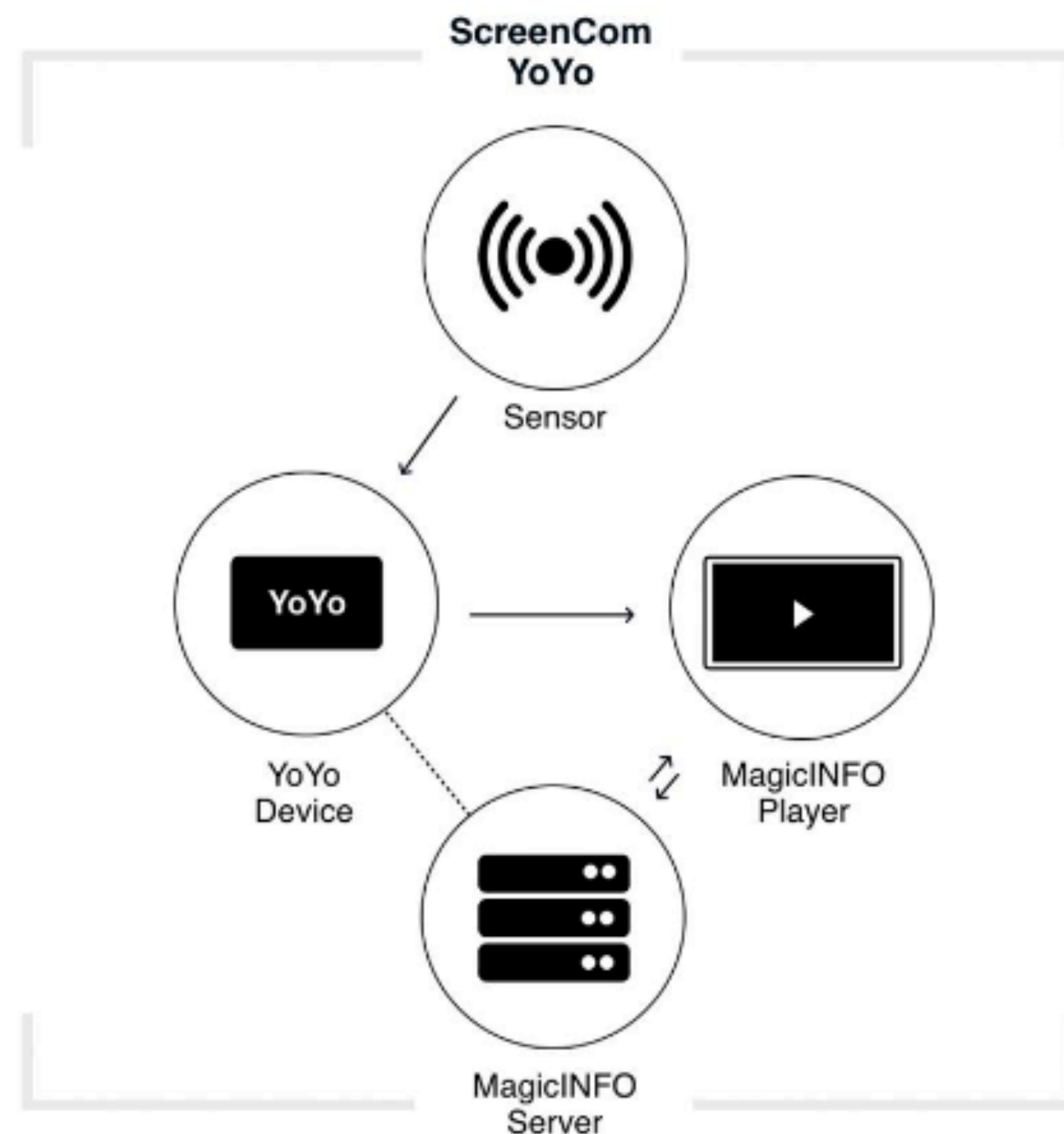
**LEVEL UP!**

# Trigger based signage using MagicINFO and YoYo

Design ultimate lift-and-learn experiences and create connecting POS

## Statistics for insights and optimizations

YoYo measures and tracks consumer engagement and campaign effectiveness. It collects reports and statistics from the triggers to see which triggers performs best, allowing you to optimize your content and campaigns. Every single trigger gets registered. It's up to you what you do with this key data!



**LEVEL UP!**



# Combine YoYo with NFC

## Lift-and-learn using smart technologies

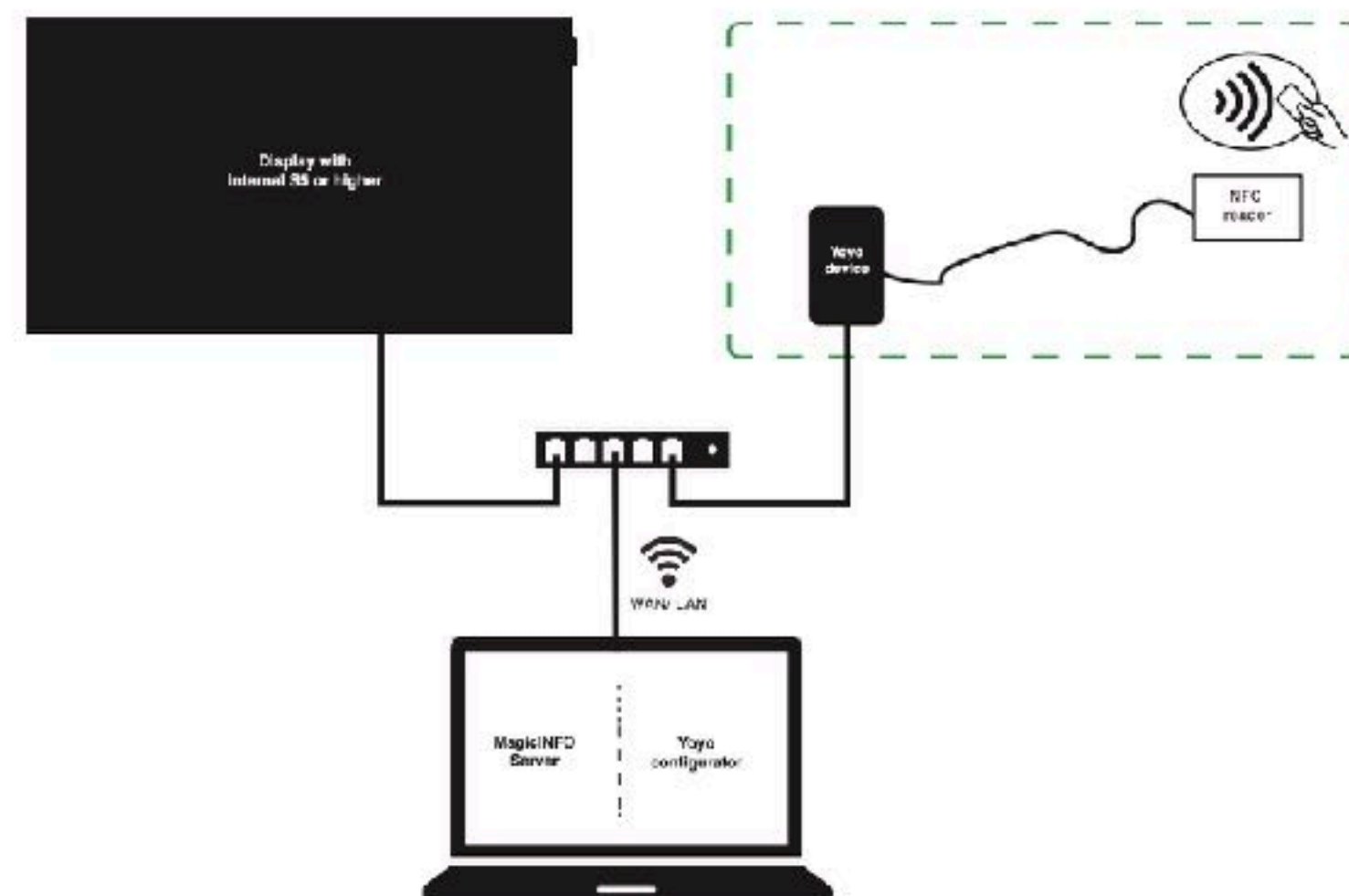
YoYo allows signage networks to react to customer interaction and display with dynamic content. Combining an NFC-reader, NFC-chip, the MagicINFO Player and YoYo software is the Lift & Learn solution, suitable for every industry.

### How does it work?

YoYo is created as a MagicINFO add-on and works perfectly with NFC technology. This way you use NFC stickers or tags and place them on the NFC reader. By making this connection, every time a product gets put on the NFC reader the content will change on the displays. It is also possible to reverse the process, where the content starts changing on the display when you lift the products up from the platform. The way this works is that there is a NFC reader under each product, which requires more NFC readers. But, you can connect up to 4 readers to 1 YoYo computer, so plenty of possibilities!

### Valuable insights

All incoming information from the NFC-technology is tracked and you can see how often a product gets picked up, the duration and the time. These insights are invaluable for marketing.



YOYO SETUP

YOYO DEVICE  
NFC READER

OWN SETUP

DISPLAY  
WAN/LAN



Ardbeg

LEVEL UP!



# YoYo and sensors

## Publish relevant messages to your audience

Transform any digital display into an engaging experience. The collection of sensors and controls provided by Nexmosphere offers the ability to create unique interactive journeys wherever digital signage is applied.

### How does it work?

Combine YoYo with triggers like physical buttons, touch buttons, presence and proximity sensors. These sensors send out a trigger to the YoYo computer and the YoYo computer sends out a signal to the MagicINFO displays. The displays react to these triggers and send specific content to the displays. Solutions like this allow you to publish your information spot on! Very useful in case you want to highlight products and/or services.





# YoYo and sensors

Publish relevant messages to your audience

## Supported Nexmosphere sensors

Thanks to the collaboration of the YoYo software in combination with the Nexmosphere sensors, a wide array of sensors can be used. Over 60 sensors from Nexmosphere can be added to your digital signage environment in order to enhance the customer experience and optimize the information supply.

- Air gesture control
- People tracking
- Wireless pick-up sensors
- Object detection
- Distance detection
- Environmental sensing
- Touch buttons
- Physical buttons
- Magnetic pick-up sensor

For the output it is possible to trigger Nexmosphere LED strips, to highlight products, visibility and increase the customer experience.





# Use webhooks & websockets

## Customized event triggering

YoYo supports the use of webhooks as inputs and outputs and websockets as output. Meaning you can either use web content as triggers or as published content.

### Webhooks

In YoYo webhooks can be used as inputs and outputs. Using a webhook as input will provide you with a unique URL within YoYo. Once this webhook is called, an event is triggered to the configured outputs. When the webhook is used as an output it will allow you to specify an URL that needs to be called when the event is being triggered. Webhooks can be used to connect YoYo to your own sensors or services, on-site or in the cloud.





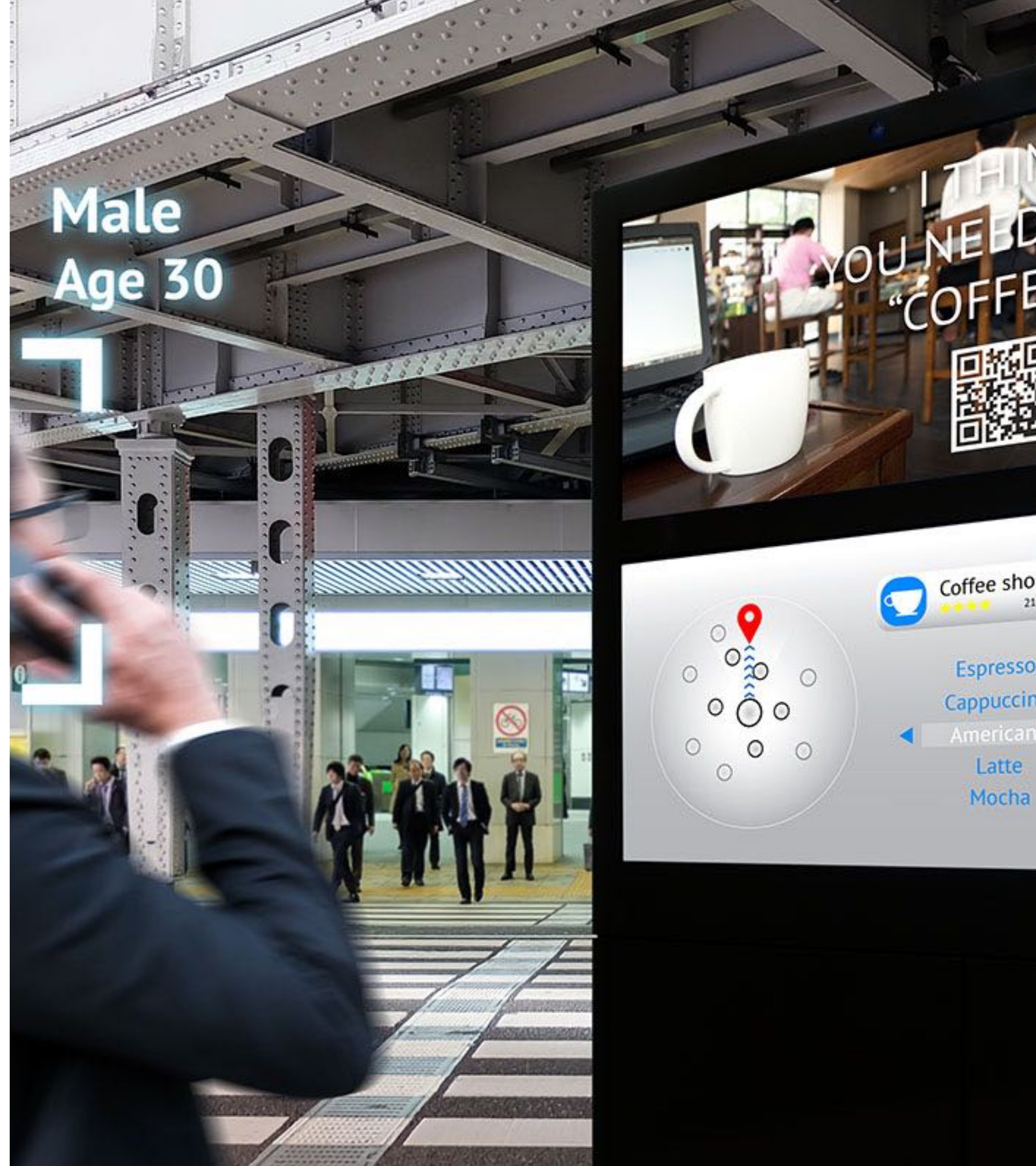
# Use webhooks & websockets

## Customized event triggering

### Websockets

The combination of YoYo and websockets allows users to add interaction within your local webpage or web-package with sensors. For example a touch application. By using websockets it is possible to load the section of a webpage for example, meaning that there's less data load.

Using webhooks and websockets often requires custom development.





# Control display settings

## Create experiences that triggers all senses

Mind blowing content, published at the right time, at the right spot is fantastic for engagement and building your brand. You can take it as far as you want. Another great feature of YoYo is the ability to combine images with sound and even other display settings.

### Using Multiple Display control

MDC stands for Multiple Display Control and is a great addition to the YoYo output family. With the MDC control you can make adjustments to the settings of your display. This way you can change the volume, channels, source and many other settings on the displays. It is a great addition which really brings the customer experience to a different level. You can combine the MDC with different sensors and triggers too.

### Imagine this

An example of the use of MDC is that with a Nexmosphere sensor as input (let's say wireless pick up button), you can trigger a video on the Samsung digital signage display and increase the volume up to 50%. By using another pick up button you can then trigger another video and change the volume to 100%.





# YoYo requirements

## Need-to-haves for using YoYo

In order to use YoYo in your digital signage environment, there are some requirements in order to make it work.

### Samsung hardware and MagicINFO player

Your Samsung Digital signage display has to have a S5 Premium player or higher. In case your display does not have a S5 player or newer, you can choose to opt for an external signage player box by Samsung and connect this to your display. This way you can make use of the YoYo solution, without having to purchase new displays. Please contact your hardware distributor for the external player that is compatible for your displays, please note that the external player has to be S5 or higher.

In addition to the players, it is also possible to use Windows computer as external players. The triggering also works on the Windows players where MagicINFO is installed at, this is called the MagicINFO I-player software which is free to download. The Windows computers as external players have higher RAM capacity than the displays and the external boxes, this makes the Windows computer execute the triggers quicker than anything else.



YoYo requirements	
Samsung Digital Signage Display with S5+ player or dedicated Windows computer as external player	✓
MagicINFO Premium cloud connection or Premium license	✓
YoYo has to be installed in same network as Samsung Display	✓
YoYo kit and subscription per device	✓

LEVEL UP!



# More information

Let's talk!

## Pricing YoYo

Pricing contains a YoYo hardware kit and a recurring subscription. The hardware kit is a one-time purchase. When you purchase YoYo, you get a YoYo device, NFC reader, 5 NFC stickers and a quick start guide to get you on track. The recurring subscription (yearly) is per YoYo kit. Because of the diversity of the solution, pricing is on request.

## Discuss your project

You can easily schedule an online meeting with one of our consultants using the button Schedule a meeting.

## MagicINFO

YoYo works as an add-on to MagicINFO and can only work with Premium. This can be a Premium cloud subscription from MagicInfo Services, or a Premium connection (license) on your local installation.

The YoYo computer has to be installed, via internet cable, in the same network as the Samsung Digital Signage Display.

**SCHEDULE A MEETING**

You can easily schedule an online meeting with one of our consultants using the button.

**LEVEL UP!**





# About MagicInfo Services by ScreenCom

A trusted partner from Samsung

MagicInfo Services is the all-in-one specialist for data-driven future ready digital signage solutions on the Samsung MagicINFO platform. We support enterprises and businesses that want to achieve more through effective communication by using the MagicINFO digital signage system.

We bring your MagicINFO system to the next level with high class cloud environment & device and data management with extensive monitoring and reporting capabilities. Realizing any signage concept and improve processes by creating new add-ons and utilities to maximize results.

With more than 10 years of experience in training, support, and consultancy we offer our solutions with the highest service & quality within 24hrs.



**LEVEL UP!**



# About

MagicInfo Services is the knowledge platform for Samsung digital signage software and official distributor of MagicINFO licenses and cloud solutions. With a team of MagicINFO experts the company supports every MagicINFO end-user with high quality support, consultancy and additional signage solutions.

MagicInfo Services a trademark of ScreenCom B.V. based in The Netherlands.

For more information about MagicInfo Services please visit [www.magicinfoservices.com](http://www.magicinfoservices.com)



## Address

Hoogveen 3-5  
9501 XK Stadskanaal  
The Netherlands

## Phone

+31 (0) 85 2736428

## E-mail

[info@screencom.eu](mailto:info@screencom.eu)

## Website

[www.screencom.eu](http://www.screencom.eu)

## MagicInfo Services

Powered by Screencom

