

BARIX AUDIO SIGNAGE

Solution

- Stream low latency audio wirelessly, direct to listeners' ears
- Audio Signage app playback triggered by QR code or dynamic channel list
- Stream audio in sync with video content
- Multi channel, multi user

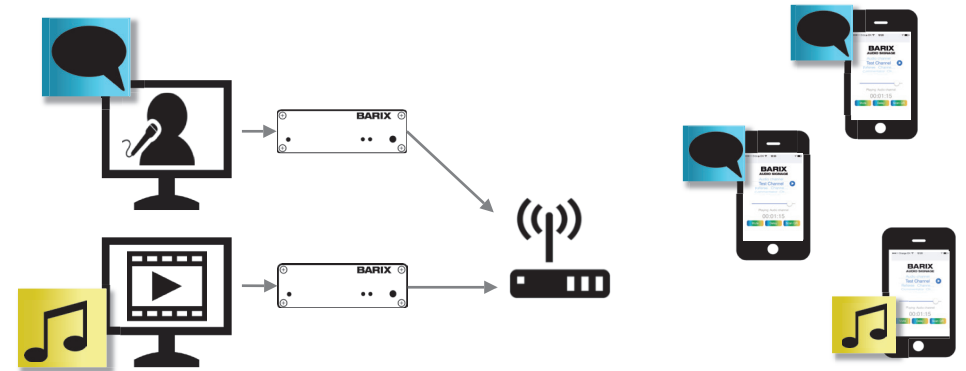
Added Value

- Give screens a voice
- Multisensory engagement with customers
- Multi-channel playout for many languages

Benefits

- Inform and entertain your customers
- Captivate and upsell your audience
- Extend customer journey / increase visit duration
- Preserve in-store atmosphere, whilst enjoying benefits of Digital Signage Audio

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How it works

Audio from a Digital Signage or other analog player is fed into the Barix Instreamer, which encodes it with low latency and puts it onto the Wi-Fi network via an access point.

Using the Audio Signage app on their smartphone, the user selects the audio channel to listen to, either by scanning a QR code displayed alongside the screen, or by selecting from an automatically created list of available channels. The audio begins playing on the customer's smartphone, enabling the customer to hear the video's audio, without disturbing anyone else.

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