APPEARANCE MATTERS!

We provide you with the solution

WALLBOARD DISPLAY

Contents

1. About us

MSD Ltd is a software developer company, located in Hungary, Veszprém. We focus on Digital Signage platform development our product named wallboard.info.

Contact:

YouTube: https://www.youtube.com/channel/UCpACZjCJlssMlej7SvtBpMA

Facebook: https://www.facebook.com/wallboard.info/

LinkedIn: https://www.linkedin.com/company/4844977/

Management:

Robert Simon – CTO

rsimon@myshopdisplay.com
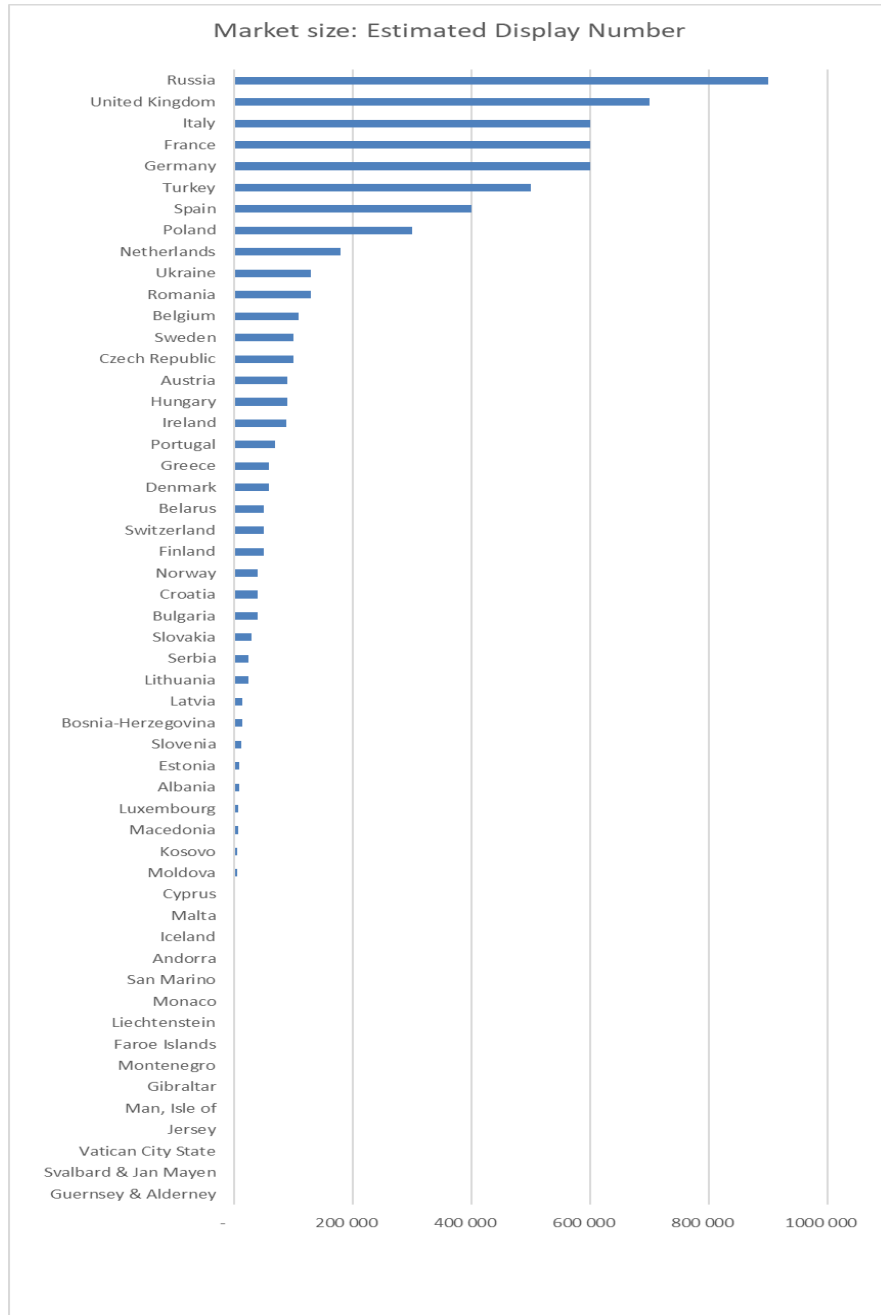

Szabolcs Lénárt – BDO

slenart@myshopdisplay.com

Team:

2. The industry in Hungary

The company belongs to ICT sector. No other Hungarian Digital Signage software developer company. Size of Digital Signage industry In Europe.

Market size: Estimated Display Number

Country	
Russia	
United Kingdom	
Italy	
France	
Germany	
Turkey	
Spain	
Poland	
Netherlands	
Ukraine	
Romania	
Belgium	
Sweden	
Czech Republic	
Austria	
Hungary	
Ireland	
Portugal	
Greece	
Denmark	
Belarus	
Switzerland	
Finland	
Norway	
Croatia	
Bulgaria	
Slovakia	
Serbia	
Lithuania	
Latvia	
Bosnia-Herzegovina	
Slovenia	
Estonia	
Albania	
Luxembourg	
Macedonia	
Kosovo	
Moldova	
Cyprus	
Malta	
Iceland	
Andorra	
San Marino	
Monaco	
Liechtenstein	
Faroe Islands	
Montenegro	
Gibraltar	
Man, Isle of	
Jersey	
Vatican City State	
Svalbard & Jan Mayen	
Guernsey & Alderney	

3. Products & Services

The wallboard.info digital signage platform is able to control and manage any number of far screens.

The WALLBOARD DISPLAY system consists of three basic components working together:

- Content Editor: The end user designs the content on the graphic user interface, the editor.wallboard. When creating the editor we focused on three things: simplicity, effectiveness, and fast operation. It is as easy to use as Microsoft Power Point. Based on our experience, we can say that with basic IT skills 1 or 2 hours of training is enough to master the use of it.
- Server: The server is responsible for storing the ready-made contents in loops and playlists. It stores and synchronize these loops with the player. When creating the loops it is possible to integrate the information coming from sensors (for example if there are products on the shelves, when the customers take a product off the shelf, the screen can show product-specific information – for example a short video – with the help of implemented sensors). It helps to create more efficient targeting and makes the customer experience memorable.
- Player: The player sends the contents to the screens and stores the playlists, loops and other logics needed to edit the previously determined contents. It communicates with the server, but if the connection is lost it will play the preset contents on the screens.

Maximum production capacity

As we are a software developer company, we can provide unlimited number of licenses.

Average production capacity utilization currently

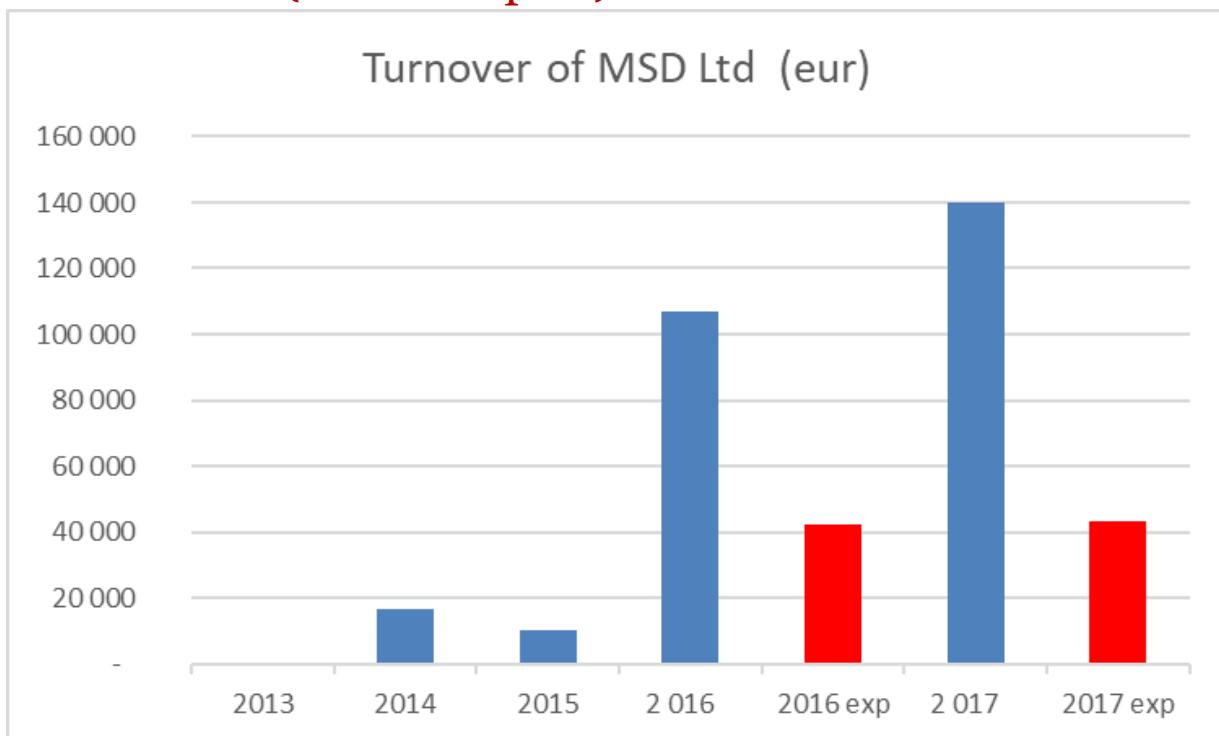Currently an average fleet contains 10-500 screens depending on the solution provider.

Company organizational chart

Simon Robert   CTO

Lénárt Szabolcs   CEO

Barczi Laura   Sales Assistant

Turnover (local & export)

Turnover of MSD Ltd (eur)

4. Advantages vs competition:

Content editor interface, functionality

- The best content editor interface on the market
- Videofile adding (Live stream)
- Simple animation of graphic elements,
- Application of any number of layers

Interactivity, integrated sensors, content creation without programming

- Touchscreen integration,
- IoT (Internet of Things) sensors (for example: smartdevices, push-buttons, switches, cameras, sensors, etc.)
- Open for API developer partners Data link, real-time data binding
- Connection to external data source, on XML base to any other expert system
- Connection to news channel on the internet, RSS

Possibility of white labeling

- The complete system can be whitelabeled, under the reseller brand.

5. Channels of operation

Basically We sell Licenses only for our solution providers. (no direct sales)

In special cases We sell unique development or special add-on's, for request.

We are looking for solution providers, resellers.

Process of contracting:

- Contacting with potential solution providers,
- Hold a technical demo (on-line) for solution providers,
- Internal test period in the solution providers and evaluate WALLBOARD DISPLAY,
- Call for contracting,

- Request a local sales plan from solution providers,
- Make an agreement on the numbers of local sales plan,
- Contract negotiation & signing,
- Cooperation period,

Number of customers (export)

Local solution providers: 10 solution providers in Hungary. (sector specialized) International solution providers: 17 contracted solution provider, 48 test phase.
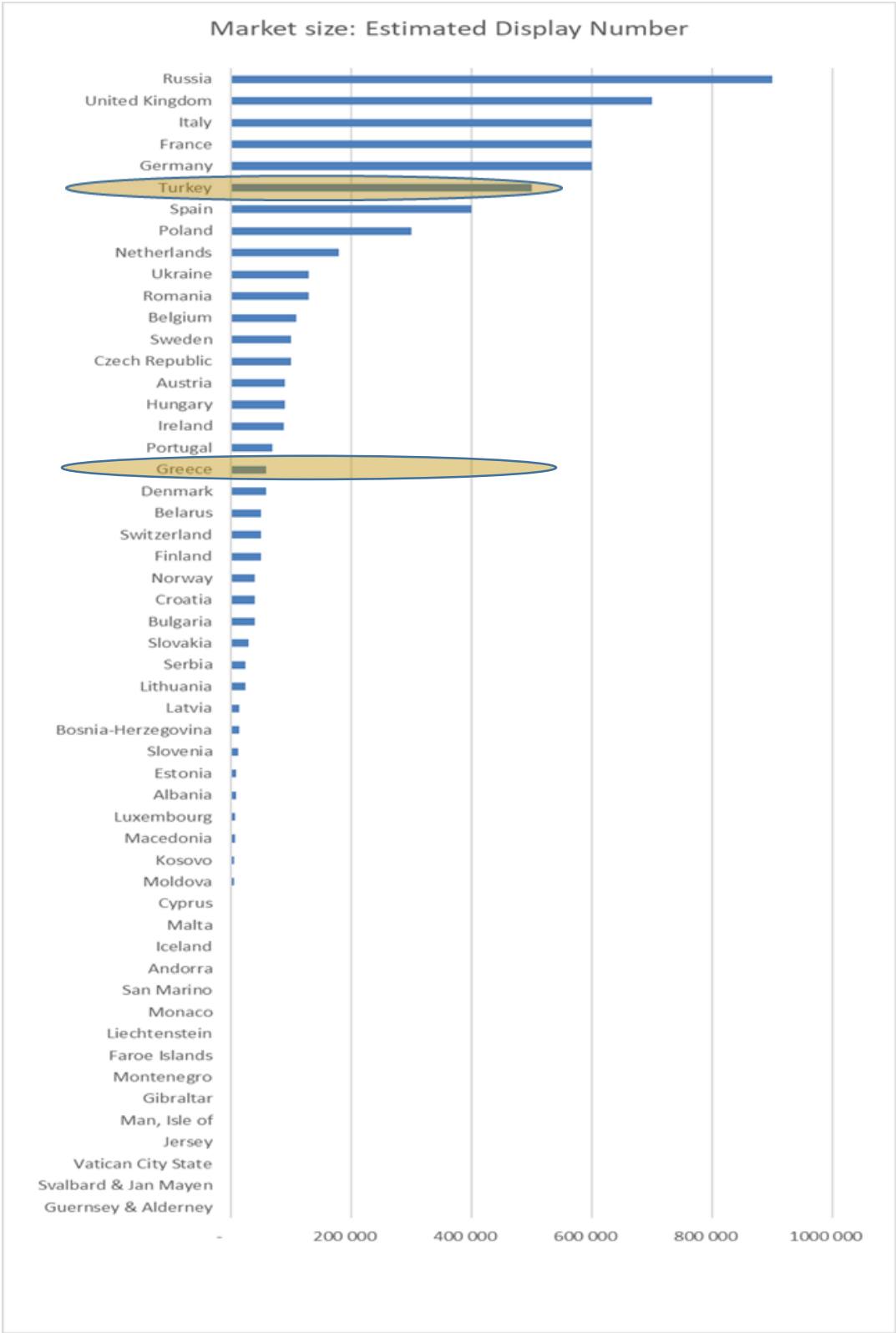
Top customers:

- Haladás stadion   http://haladas.hu/kezdolap
- Príma pék   https://www.primapek.hu/
- OTP Travel   http://www.otptravel.hu/
- BEFLEX   http://www.beflex.hu/en/home
- Imagenet   https://www.imagenetconsulting.com/
- AISS   http://aisstechnologies.com/

6. Foreign markets where we are currently active

REGISTERED RESELLER'S WORLDWIDE (STEP3-5)

ITSmart
Larch
Solutions
Russia

CSING
USA

Imagenet
USA

Fito Ltd
Hong Kong

CWC
Honduras

Truknox
Technologies
India

Alphavogue
effects Nigeria

Hydromedia
New Zealand

OpenCity
Chile

Amped digital
Australia

Greek market: Greek and Turkey market overall 560.000,- DS screens.

Market size: Estimated Display Number

7. Analytical product range:

Wallboard .info	Wallboard .server	Wallboard .unlimited	Wallboard .labeling
Cloud-based, SaaS system, End user licence sale, Licence fees pro rata temporis, Monthly, yearly, 2-year, 3-year	On-premise server licence sale And on-premise end user licences sale + monitoring fee	Reseller subsystems by country, for hardware-, display-, and mediaplayer-manufacturers Special OEM contract Upfront, special price	For electrical retailers Downgraded functionality, on-premise end-user licences sale, + monitoring charge
SP, Upgrade	SP		SP, Upgrade
Monthly, yearly fee	Lifetime licence fee + monitoring fee	Upfront, special pricing,	Fleet price, pro rata temporis

Minimum production runs:
We have no minimum runs number.

8. Sales terms and conditions

Price: The full agreement of the price is based on our pricelist, and EULA and provision of the solution provider contract.

Rules on use of licenses and other provisions in WALLBOARD DISPLAY EULA (End User License Agreement) document are recorded. All prices in euros and include the price of license based on the quotation, except duties and taxes.

Delivery deadline: Delivery deadline in terms of licenses is the 3rd day after receiving the written order or the date stated in the order.

Paying conditions: The invoice of license will be delivered with 10 days payment period.

Installation and training: We make the installation and training online.

Manuals: Every software manuals and description in English language can be downloaded from https://wallboard.info/en/knowledge-base/. (in some cases in other languages as well)

Guarantee: In case of wallboard.info, MSD Ltd provides full guarantee until the validation day of the license. In case of other products 2 years after the day of installation, without the order of the maintenance agreement. The order of maintenance extend the guarantee above by the period of the maintenance.

Solution provider can get:

20% discount after the sales force in case of wallboard.info.

30% discount after sales force in case of other wallboard products.

After the solution provider discounts We can use a quantity rabat: (use is for stand-alone order quantity) o up to 100 licenses 10% o up to 1000 licenses 20% o up to 10000 license 30%

Price list:

wallboard.info

Monthly subscription fee   13   Euro / device / Month
Yearly subscription fee   130 Euro / device / Year

Licenses an On premise / deployed server (for customer or solution provider, reseller)

Server license   3900 Euro / Server
Monthly subscription fee   13 Euro / device / Month
Yearly subscription fee   130 Euro / device / Year
Lifetime license   200 Euro / device