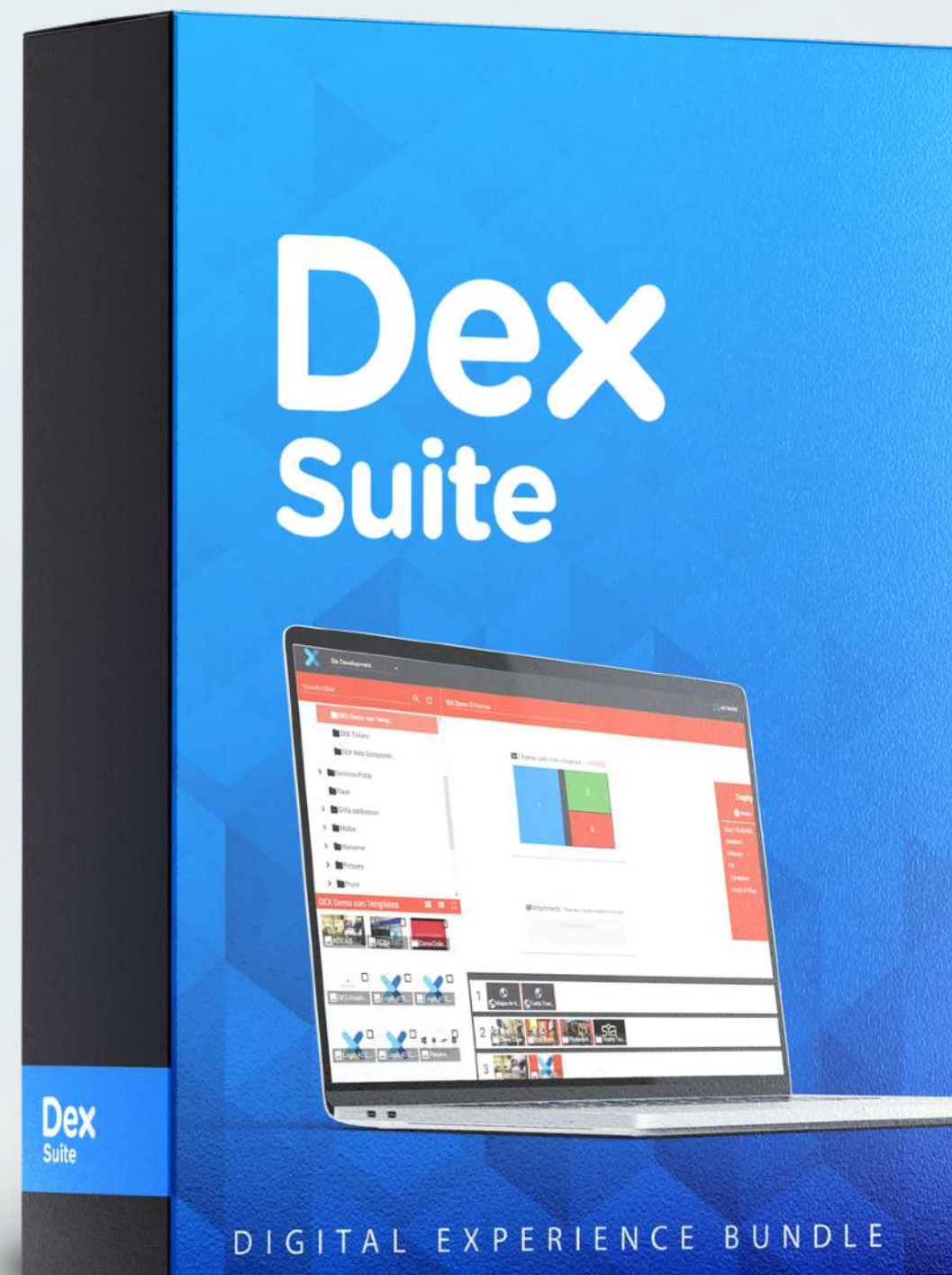


Dex

Smart Control of Digital Experiences

FINANCE v 1.0



Dex Suite

Where digital experiences are created

The end-to-end solution for transforming spaces into experiences.
It connects content, screens, data, audiences and operations, all from a single software.



SIMPLIFY

Your entire digital ecosystem in a single platform.



AUTOMATE

Activates content, music and campaigns without manual intervention.



MONETIZE

Convierte tus pantallas en un nuevo canal de ingresos.



CONNECT

Turn your screens into a new revenue channel.



SCALE

From a store to a global network, without complexity.

Dex Suite

Everything you need for
your digital strategy,
in a single ecosystem.

L A Y E R 1

L A Y E R 2



PLATFORM

Dex Manager

Platform to manage content, devices and programming.

Dex Studio

Visual tool for creating dynamic and customizable content.



CONTENT

Dex RetailMedia

Monetization of digital signage through direct and programmatic advertising campaigns.

Dex Music

Personalized ambient music integrated into the in-store experience.

Dex SelfOrder

Visualization and direct transaction system.



INTELLIGENCE

Dex Vision

In-store analytics and intelligent content activation through computer vision and artificial intelligence.

Dex IoT

Integration of sensors and devices for interactive data-driven experiences.

Dex Flow

Intelligent queue and customer flow management.



SERVICES

Dex Media

Specialized agency and consulting service for Digital Signage:

- ▶ Content strategy
- ▶ Customer journey planning
- ▶ Experience design
- ▶ Creative and technical advice

Dex Managed Services

Real-time delegated operations:

- ▶ Content publishing
- ▶ Continuous scheduling
- ▶ Continuous support and maintenance
- ▶ 24/7 operational peace of mind



RECEPTION

Dex Studio + Dex Manager

Welcome screens with customizable real-time content based on the day, time slot, or special events. Improves the customer experience from the very first point of contact.

MUSIC STREAM

Dex Vision + Dex Music

Analyzes occupancy, customer flow, and dwell time while integrating ambient sound adapted to the environment. Delivers a more comfortable experience that aligns with the company's branding.

QUEUE MANAGEMENT

Dex Manager + Dex Flow

Centralized creation and management of dynamic content to communicate services, institutional messages, or alerts. Strengthens brand identity and delivers useful information from outside the branch.

STOREFRONT

Dex Manager + Dex Studio

Centralized creation and management of dynamic content to communicate services, institutional messages, or alerts. Strengthens brand identity and delivers useful information from outside the branch.

ATMS Y KIOSCOS

Dex SelfOrder

Allows customers to perform basic operations autonomously (inquiries, payments, transfers). Integrated sensors trigger screens and relevant content based on presence.

WAITING AREA

Dex Vision + Dex Music

Detects occupancy and customer behavior in real time, combined with soft ambient music that enhances the waiting experience and reduces perceived wait time.



Dex Studio

- ✓ Designs and manages dynamic visual content for façades and outdoor screens using **Dex Studio**.
- ✓ Creates institutional, informational, or promotional messages adapted to the time of day.

Dex Manager

- ✓ Centralizes all scheduling and screen management through **Dex Manager**, ensuring visual consistency.
- ✓ Updates campaigns or alerts in real time across local branches or at the corporate level using **Dex Manager**.

Result

- ✓ Both tools work together to reinforce brand identity and convey trust.
- ✓ Deliver key information to the public from outside the branch, improving the bank's visibility.



Dex Studio

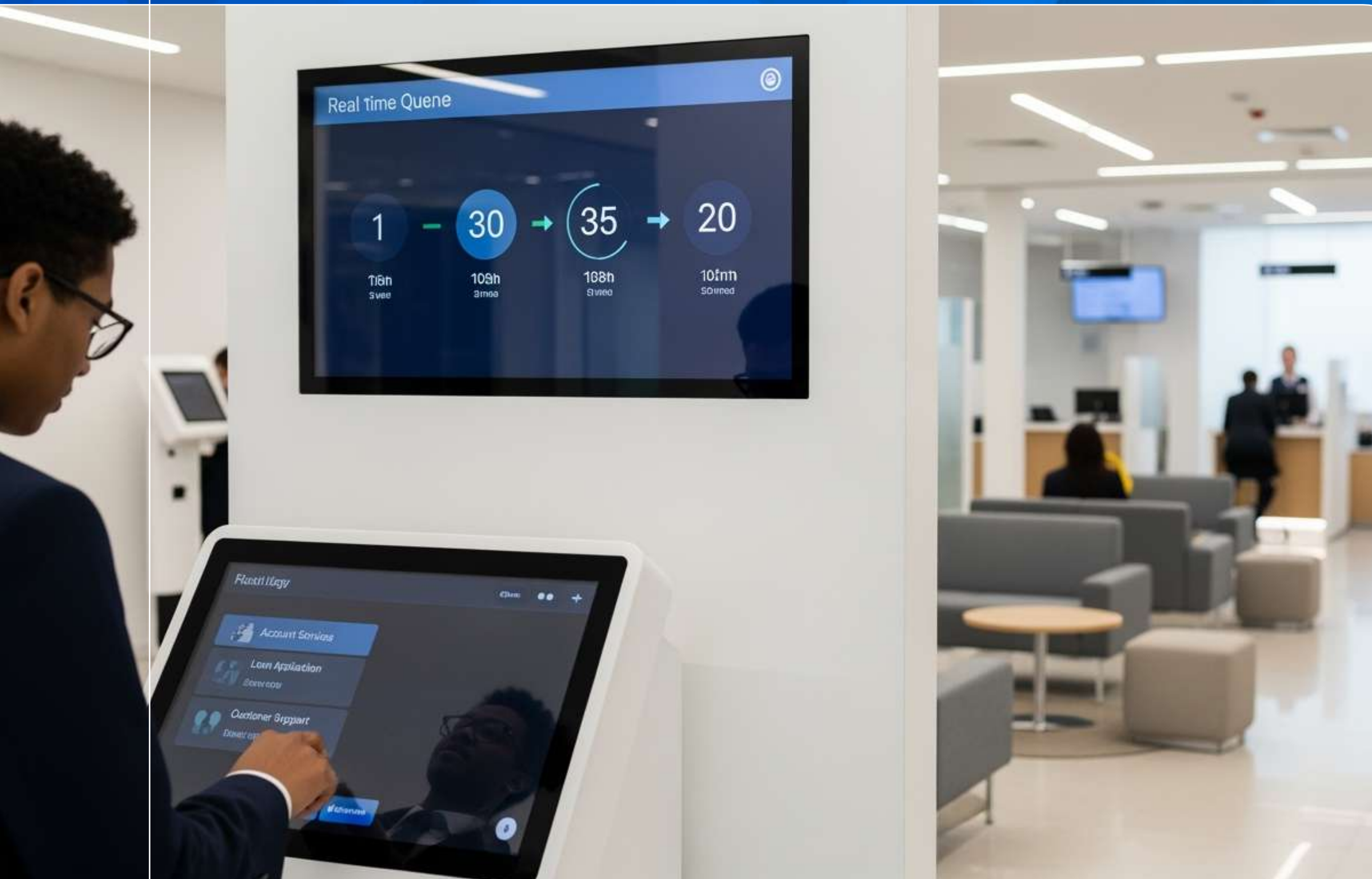
- ✓ Creates personalized welcome screens adapted to specific events or individual customers using Dex Studio.
- ✓ Schedules greetings, appointments, or reminders in real time based on the time of day or daily agenda.

Dex Manager

- ✓ From **Dex Manager**, remotely controls the screens in the reception and waiting areas.
- ✓ Updates institutional or corporate information across the entire network within seconds.

Result

- ✓ The integration of both platforms enhances the customer experience from the very first point of contact.
- ✓ Provides a modern and professional image to the reception environment.



Dex Studio

- ✓ Organizes customer service across counters, desks, or attention rooms using **Dex Flow**.
- ✓ Muestra en pantalla el número de turno, el puesto asignado y los tiempos estimados de espera.
- ✓ Helps distribute customers across different service areas, avoiding crowding.
- ✓ Updates service statuses and optimizes flow in real time.

Result

- ✓ Improves operational efficiency and customer perception of service, especially in high-traffic branches.
- ✓ Reduces idle time and brings greater order to the service environment.



Dex Vision

- ✓ Analyzes service times and desk occupancy through Dex Vision.
- ✓ Captures data on customer flow, dwell time, and wait times across different areas of the bank.

Dex Flow

- ✓ **Dex Flow** complements this data with operational metrics from the queue management system.
- ✓ Enables real-time redistribution of staff and resources based on demand.

Result

- ✓ The combination of both solutions provides a complete view of branch performance.
- ✓ Improves resource allocation and raises customer service standards.



Dex Vision

- ✓ Detects occupancy and customer behavior in the waiting area using **Dex Vision**.
- ✓ Analyzes footfall by time slot and the average dwell time.

Dex Music

- ✓ **Dex Music** creates a soft and relaxing sound environment that reduces perceived wait time.
- ✓ Adjusts the type of music and volume based on time of day or customer density with **Dex Music**.

Result

- ✓ Together, both tools enhance customer comfort and improve the waiting experience.
- ✓ Contribute to a more pleasant environment aligned with the bank's brand identity.

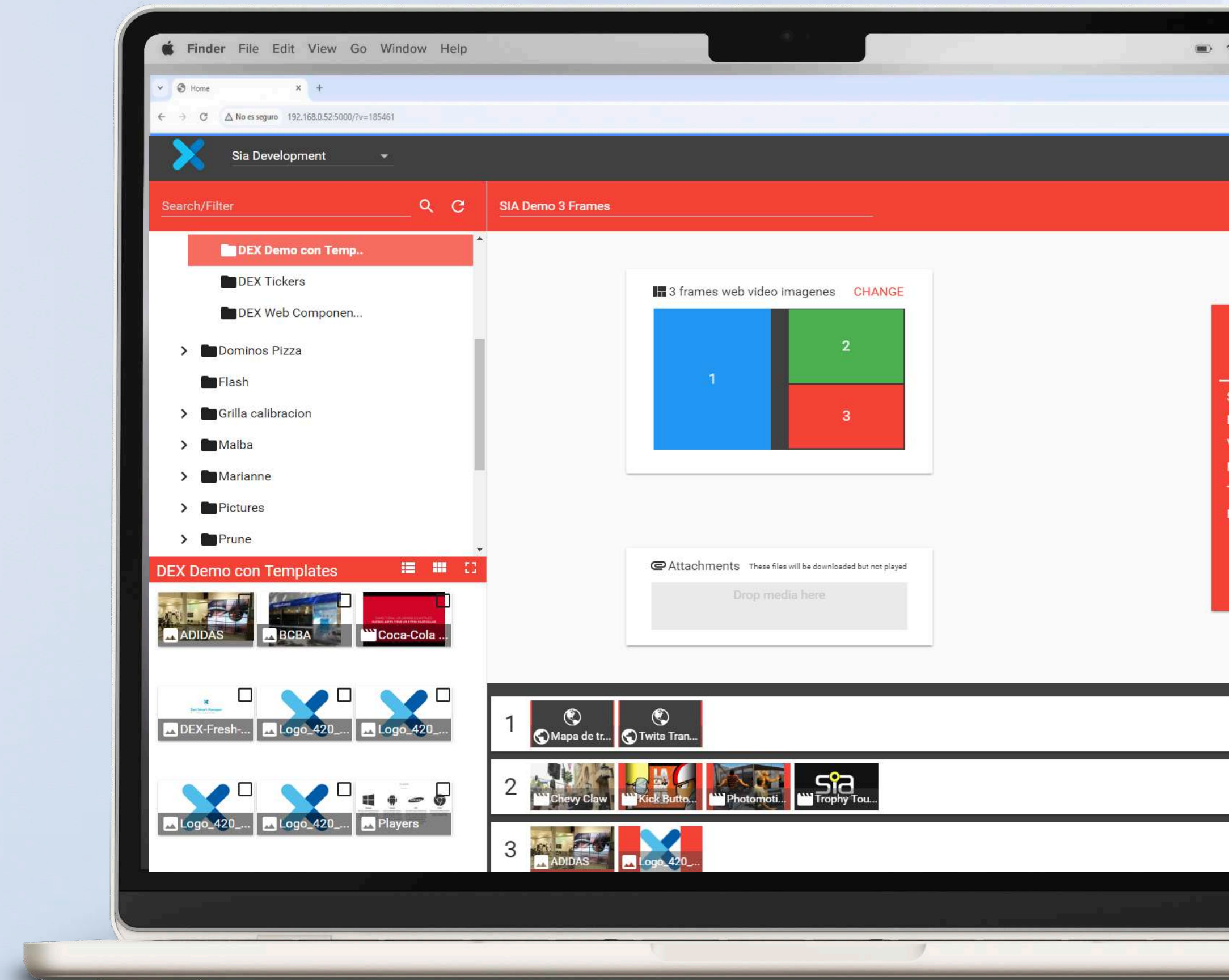
Dex Manager

Your visual content,
always up to date, centralized
and under control

What you can do with DEX Manager®

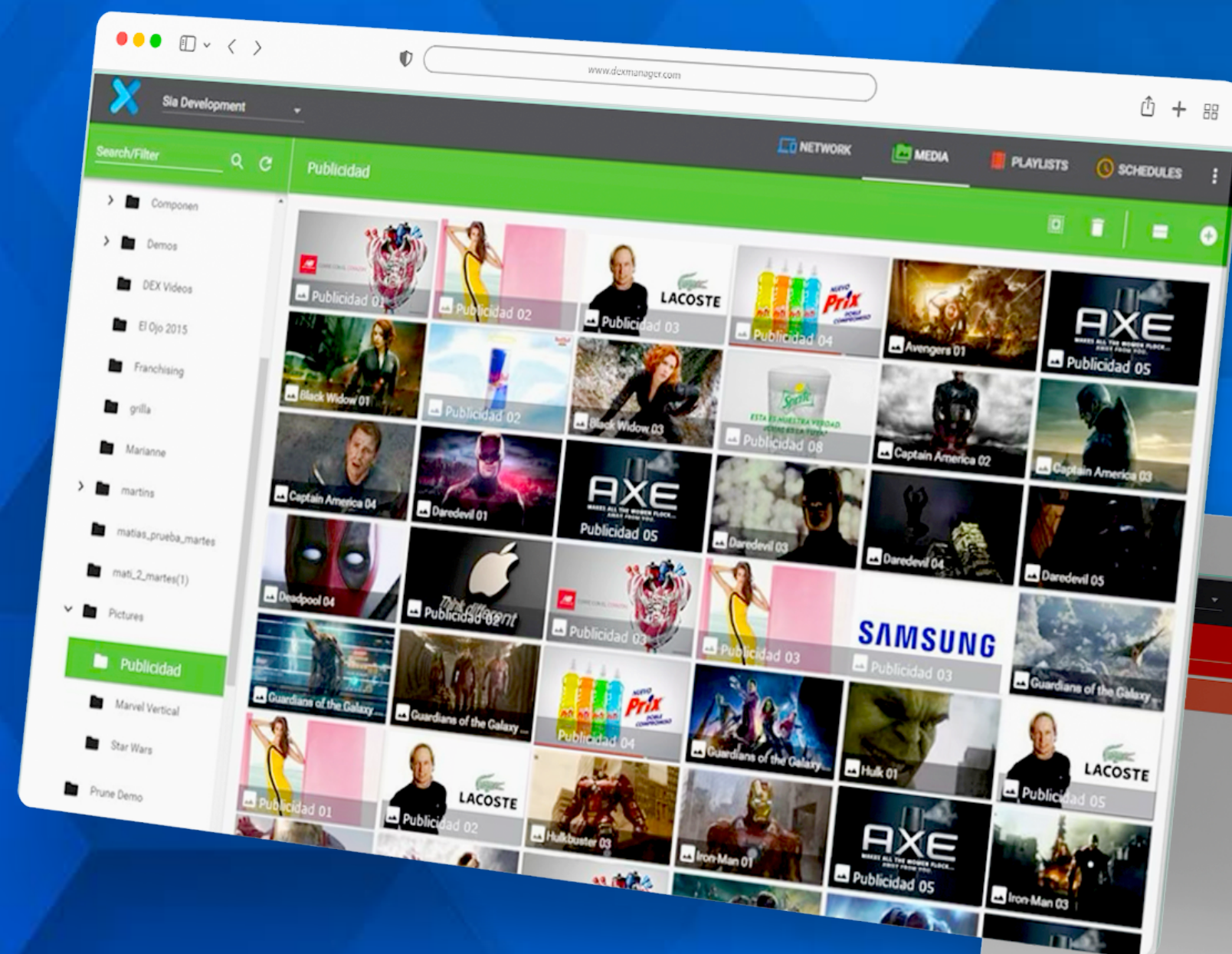
- ✓ Centralize screen management from a single panel
- ✓ Automate campaigns by time, zone or condition
- ✓ Display dynamic content connected to your data
- ✓ Segment messages by store, language or profile
- ✓ Monitor in real time the status of your network

[READ MORE](#)

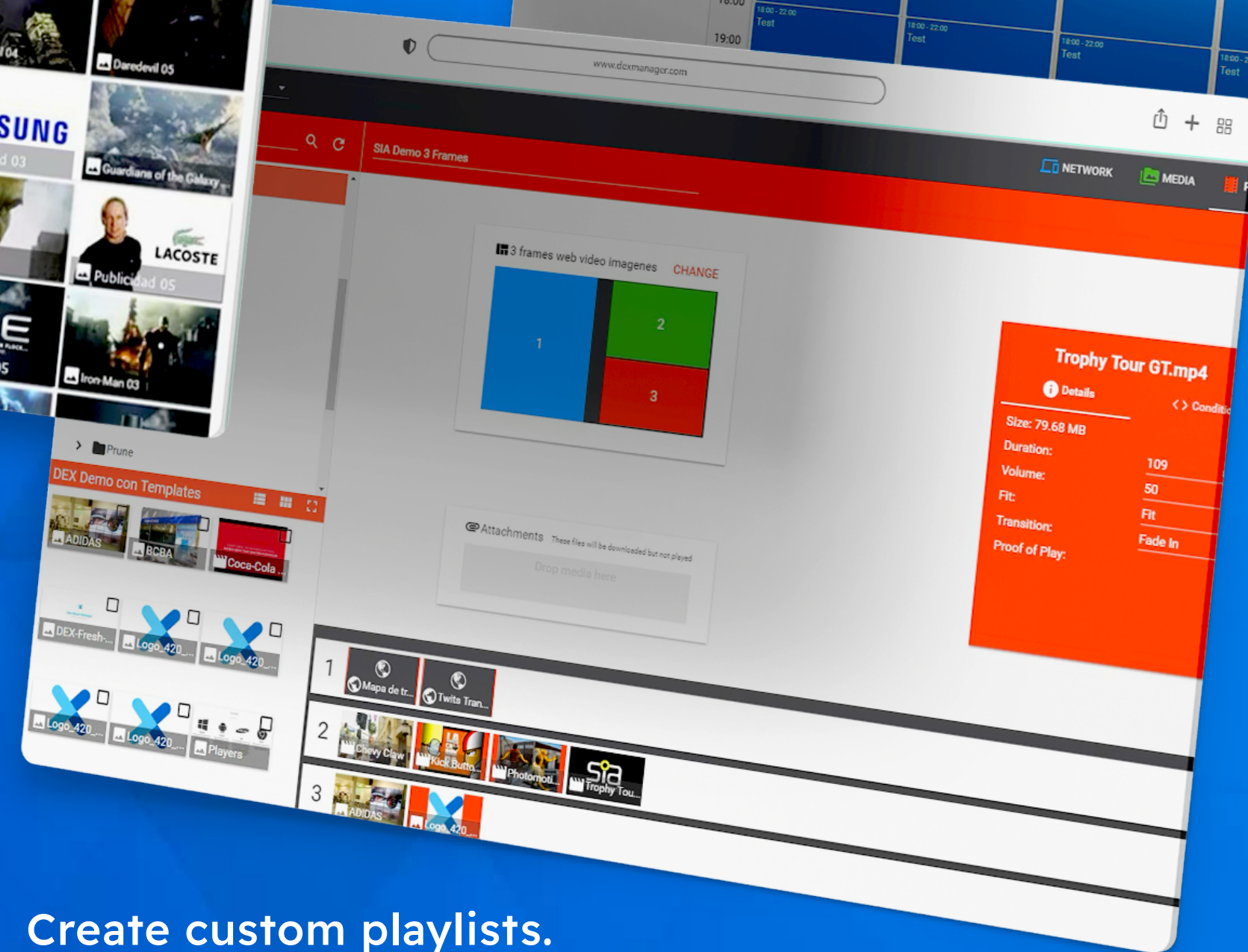


Activate your content in 4 steps

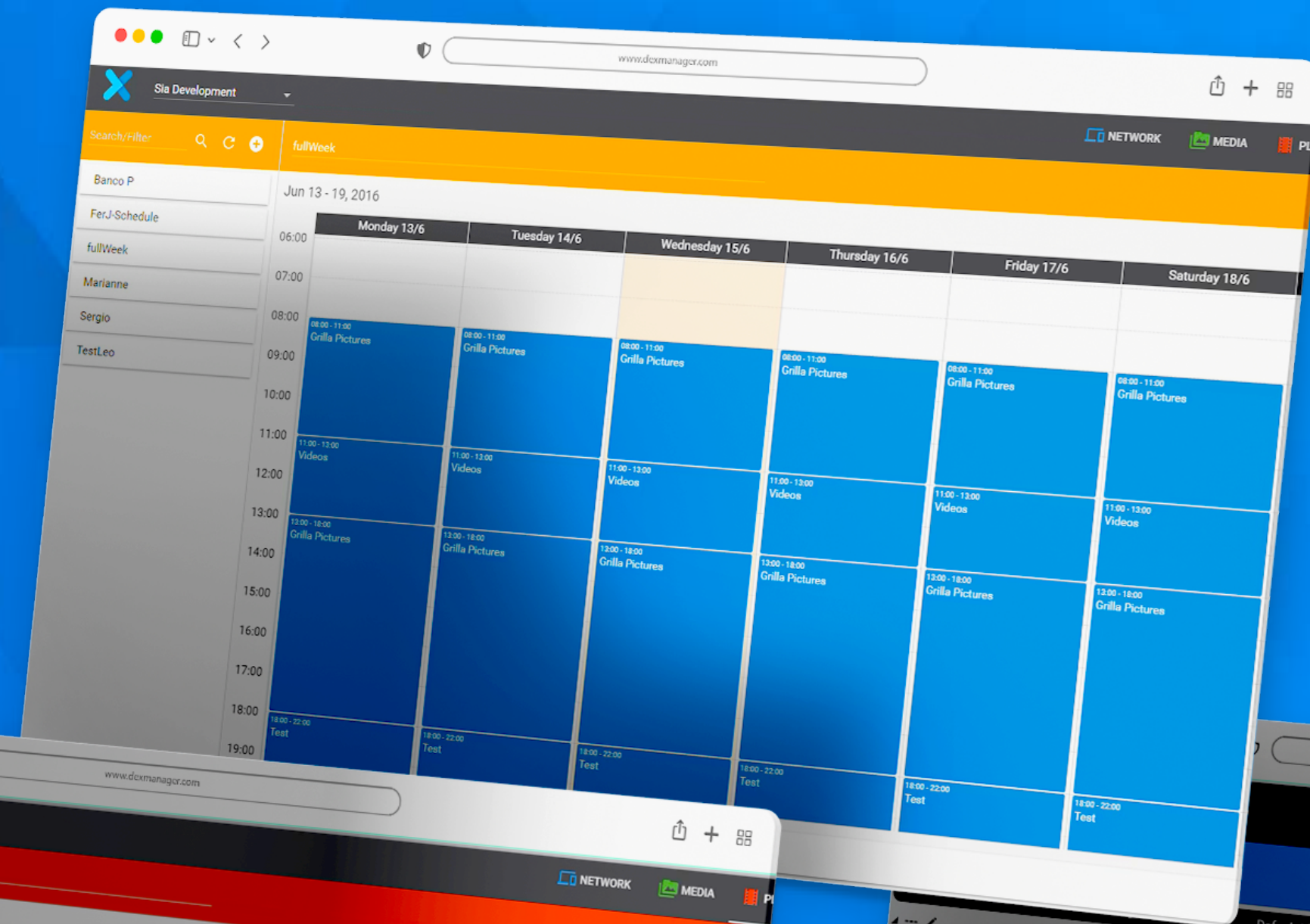
- 1 Upload your content in seconds.**
All your material organized and ready to use, from the first click.



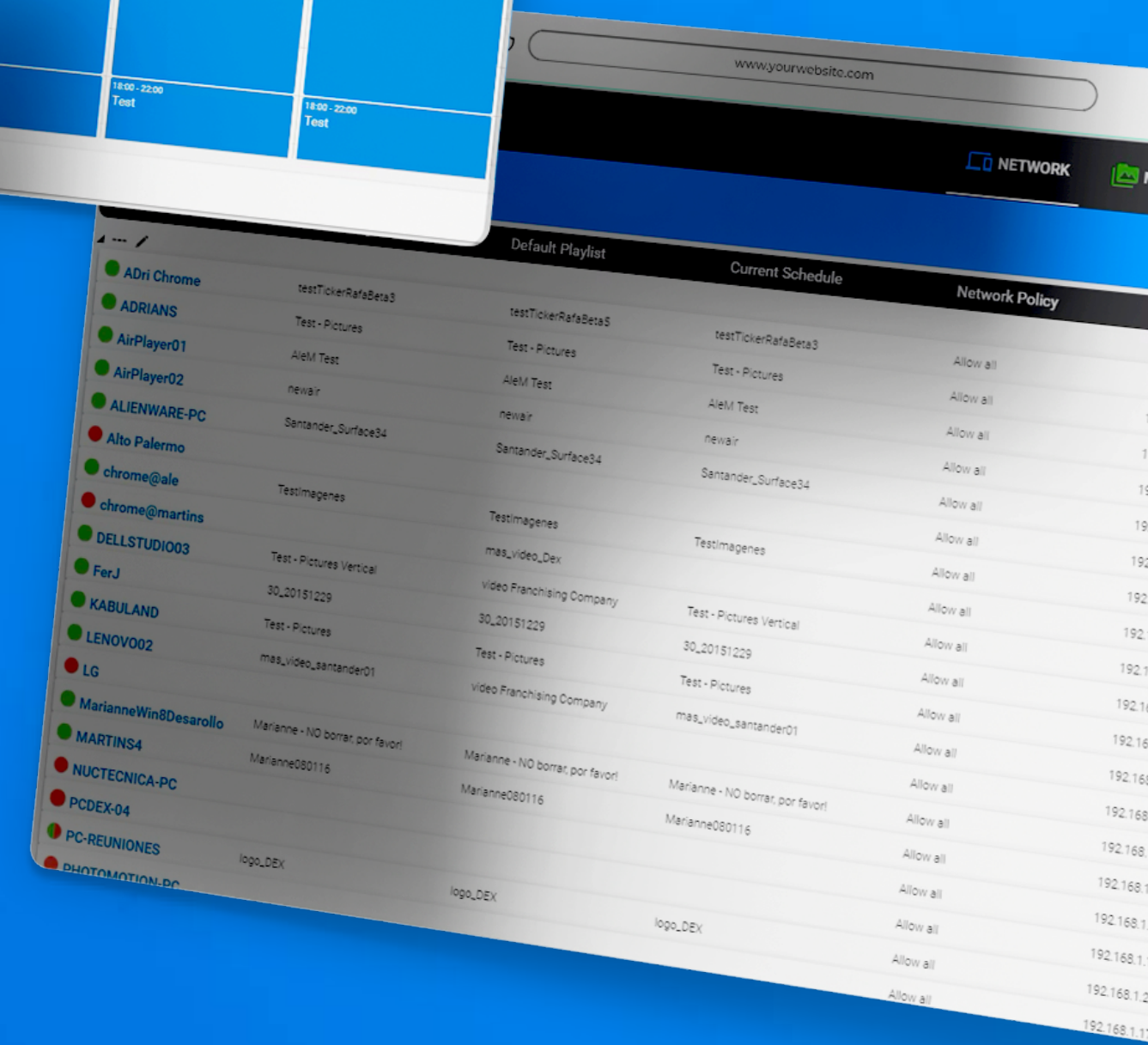
- 2 Create custom playlists.**
Combine pieces, define zones and design segmented experiences.



- 3 Decide when your message appears.**
Full control of the calendar with visual scheduling by time slots.



- 4 Choose where it will be seen.**
Publish in real time and monitor every screen from one place.



Deployment flexibility,
tailored to your business.

Dex Manager is designed to integrate with your existing ecosystem, operate across multiple devices, and scale with your network seamlessly.



Your infrastructure does not adapt to DEX, **DEX adapts to your infrastructure.**



PUBLIC CLOUD

- + **The fastest and most efficient option**, with immediate deployment on Microsoft Azure.
- + **Infrastructure managed by Dex**, no need for your own servers.
- + Secure, scalable, and certified environment, with automatic updates.
- + **Ideal for organizations seeking agility, global availability, and low operating costs.**
- + **ISO 27001 certified infrastructure and GDPR compliance**, with enterprise-grade security.



PRIVATE CLOUD

- + **The power of the cloud on your own terms**, deployed in your Azure account.
- + **The client manages servers, databases, and storage**, maintaining full control.
- + **Dedicated infrastructure** with customized security policies.
- + **Perfect balance between autonomy, compliance, and guaranteed support** by Dex.
- + **Dedicated environment compliant with ISO 27001 and personalized internal policies.**



ON PREMISE

- + **Local installation on your own servers**, with no cloud dependency.
- + **Full regulatory compliance and maximum data confidentiality.**
- + **Complete management of the environment, access, and internal updates.**
- + **Designed for banking, defense, or environments with critical security requirements.**
- + **Full compliance (ISO 27001, GDPR, and client's internal policies).**

Flexibility Without Compromise

DEX adapts to the different technology ecosystems in the market, allowing you to **combine the devices you already have** with new technologies as needed—all under a single CMS.

android 

 chrome

iiyama

 LG webOS

NOVA STAR

PHILIPS

SAMSUNG

TIZEN 

 Windows



COST REDUCTION

Reuse screens, PCs, kiosks, LEDs, totems, and any existing player. You don't need to "buy the right brand" to use DEX.



INSTANT DEPLOYMENT

With mixed hardware (Tizen + webOS + Android + Windows), DEX brings everything together into a single dashboard.



ABSOLUTE FREEDOM

If you switch hardware brands tomorrow, DEX remains the same CMS. Your content, automations, and operating structure stay intact.



KEY DIFFERENTIATOR

DEX does not force clients to use proprietary hardware. We integrate with your infrastructure—never the other way around.

Dex Media Player

The ideal solution for screens without integrated media player.



- ✓ Ethernet port with 802.1x support, ideal for corporate environments and secure networks.
- ✓ Hardware watchdog ensures automatic reboot in case of freezes or failures.
- ✓ Autostart and automatic recovery after power outages.
- ✓ Integrated NPU to accelerate AI processes such as tracking or real-time visual analysis.

DESIGNED FOR DEMANDING ENVIRONMENTS, READY FOR ANYTHING.

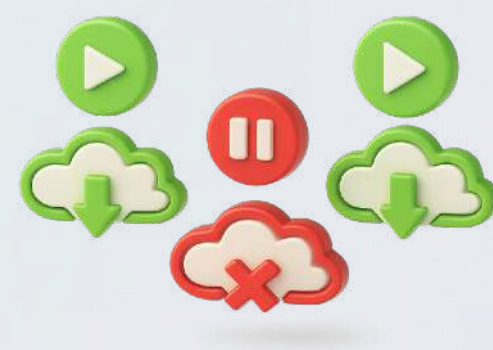
- + CPU: Rockchip RK3566,
- + Quad-core Cortex-A55 up to 1.8GHz
- + GPU: Mali-G52-2EE
- + RAM: 2G DDR
- + ROM: 8G EMMC
- + Operating System (OS): Android 11
- + Bluetooth: 4.0 Built-in
- + WiFi: Dual band 2.4G/5G
- + Power Input (DC Input): Type-C (5V / 3A)
- + USB Ports: 1 x USB 3.0 + 3 x USB 2.0
- + HDMI Output: 1

Everything you need, in one place



EDITABLE TEMPLATES AND RESOURCE LIBRARY

Design at your own pace with customizable templates and instant access to all your resources.



INTELLIGENT INCREMENTAL DOWNLOAD

Only download what you need. Saves time and data.



MULTIPLATFORM PLAYER

Plays on any screen. Compatible with Android, Windows, WebOS, Tizen and more.



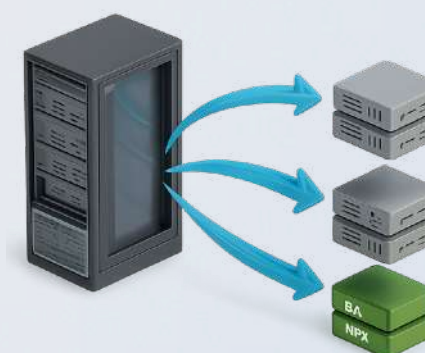
SCHEDULING OF CONTENT DELIVERY

Send what you want, when you want. Everything stays on the agenda.



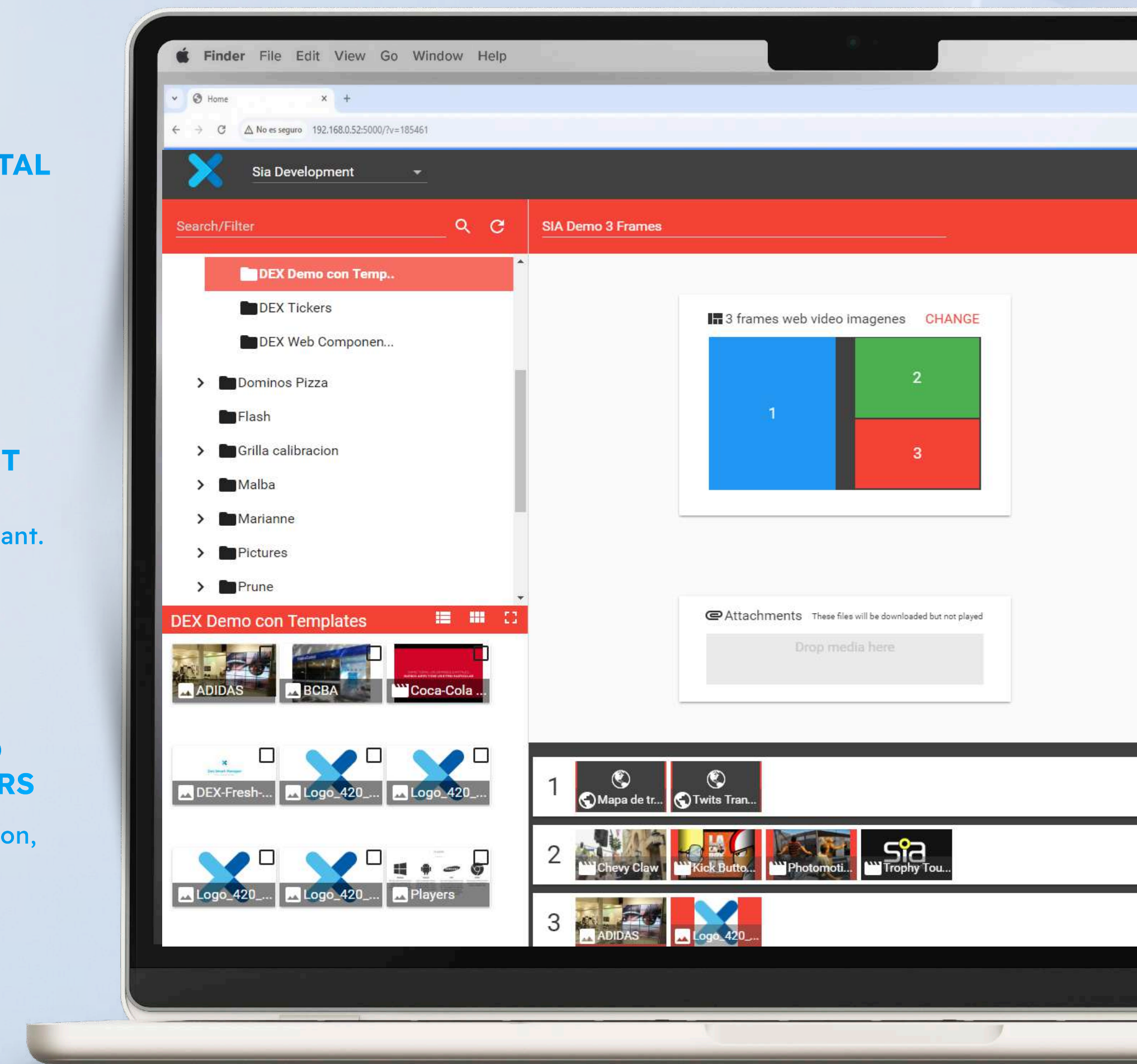
NETWORK STATUS AND TRANSFER MANAGEMENT

Full control of network status and transfers in real time.

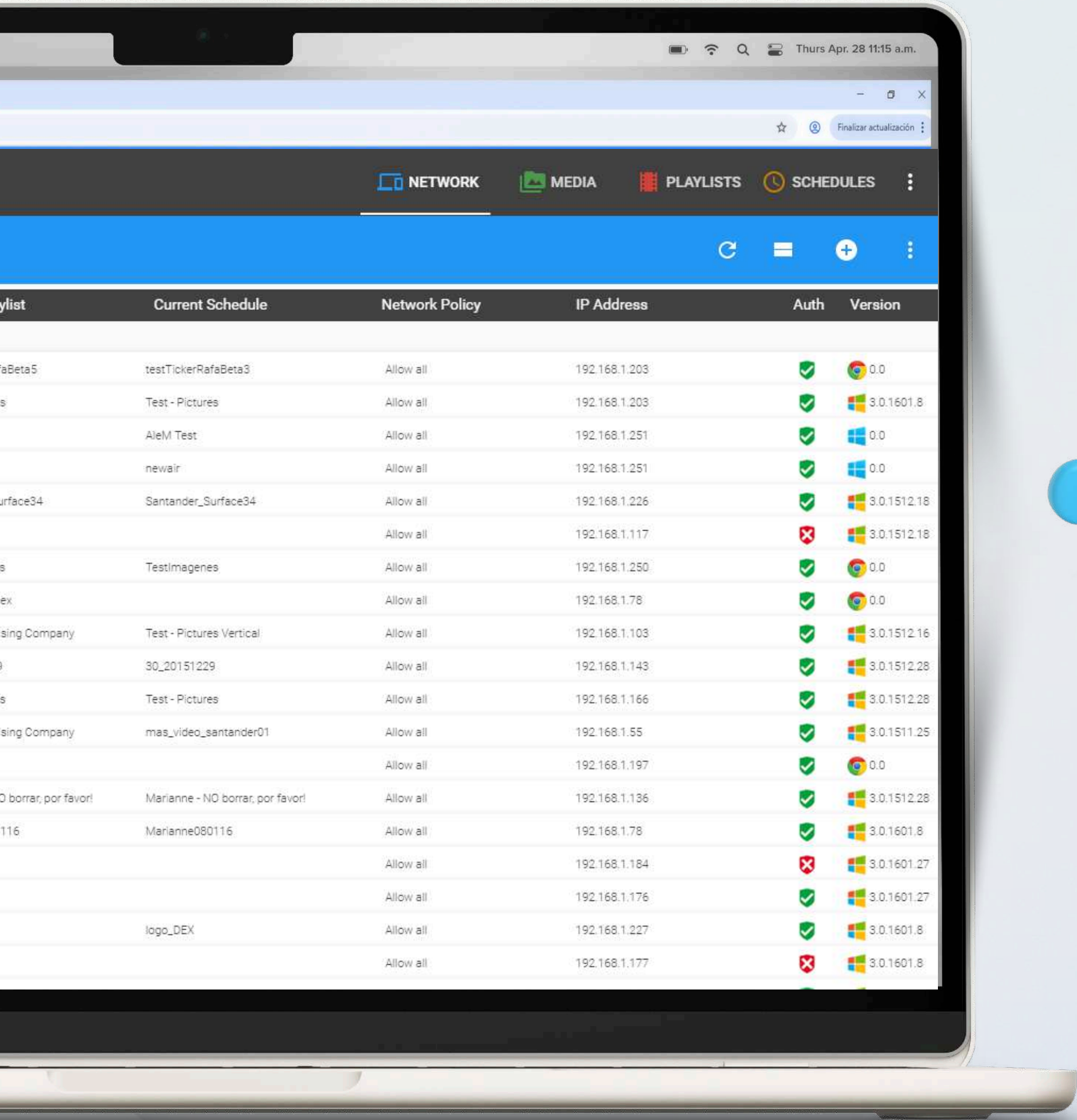


HIGH AVAILABILITY AND LOAD BALANCING SERVERS

Consistent performance. Always on, without interruptions.



Everything you need, in one place



Playlist	Current Schedule	Network Policy	IP Address	Auth	Version
taBeta5	testTickerRafaBeta3	Allow all	192.168.1.203	✓	0.0
s	Test - Pictures	Allow all	192.168.1.203	✓	3.0.1601.8
	AleM Test	Allow all	192.168.1.251	✓	0.0
	newair	Allow all	192.168.1.251	✓	0.0
urface34	Santander_Surface34	Allow all	192.168.1.226	✓	3.0.1512.18
		Allow all	192.168.1.117	✗	3.0.1512.18
s	Testimagenes	Allow all	192.168.1.250	✓	0.0
ex		Allow all	192.168.1.78	✓	0.0
sing Company	Test - Pictures Vertical	Allow all	192.168.1.103	✓	3.0.1512.16
	30_20151229	Allow all	192.168.1.143	✓	3.0.1512.28
s	Test - Pictures	Allow all	192.168.1.166	✓	3.0.1512.28
sing Company	mas_video_santander01	Allow all	192.168.1.55	✓	3.0.1511.25
		Allow all	192.168.1.197	✓	0.0
O borrar, por favor!	Marianne - NO borrar, por favor!	Allow all	192.168.1.136	✓	3.0.1512.28
116	Marianne080116	Allow all	192.168.1.78	✓	3.0.1601.8
		Allow all	192.168.1.184	✗	3.0.1601.27
		Allow all	192.168.1.176	✓	3.0.1601.27
	logo_DEX	Allow all	192.168.1.227	✓	3.0.1601.8
		Allow all	192.168.1.177	✗	3.0.1601.8



ADVANCED USER AND PERMISSIONS MANAGEMENT

Work as a team without losing control.



MONITORING DASHBOARD, SNAPSHOTS AND REPORTS

Everything under control. Visualize the status and get instant insights.



CLOUD AND ON-PREMISE VERSIONS

Choose what suits you best: in the cloud or on your own infrastructure.



APPROVED FOR BANKING ENVIRONMENTS

Financial security and compliance.



PROACTIVE ALERT SYSTEM

Receive warnings before there are problems. Always one step ahead.



SUPPORT FOR VIDEO WALL AND SYNCHRONIZED PLAYBACK

Visual impact in large format. All perfectly coordinated.

Dex Studio

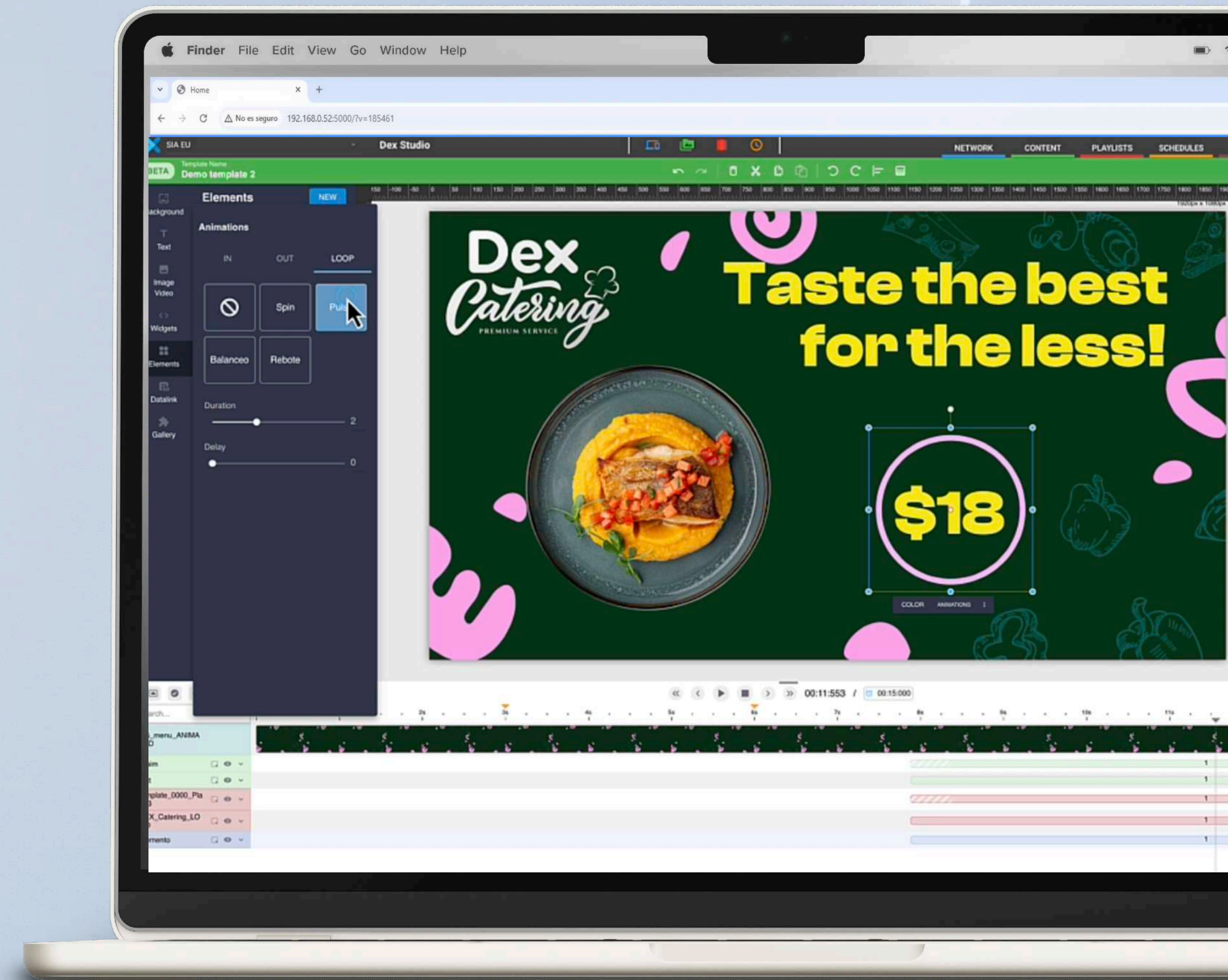
Smart content created by you

Design dynamic templates from scratch, connect real-time data, and give your teams the autonomy to keep your digital signage always fresh and relevant.

What can you do with Dex Studio®?

- ✓ **Create and update dynamic content** without technical knowledge.
- ✓ **Connect real-time data** from APIs, Google Sheets, or RSS.
- ✓ **Reuse templates and optimize** the production of dynamic content.

[LEARN MORE](#)



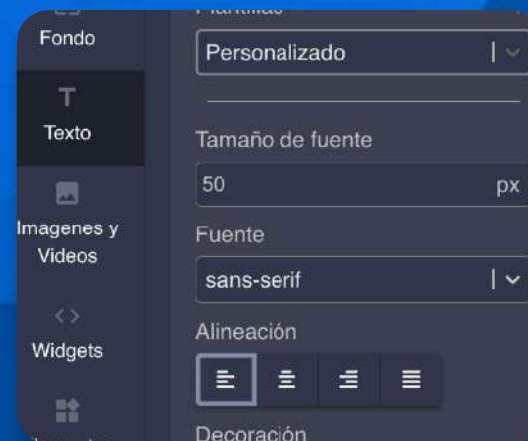
Dex Studio

VIDEO

Dex Studio

The power of dynamic content
in your hands

Adjust typography,
color and spacing to
detail.
Your text, your style.



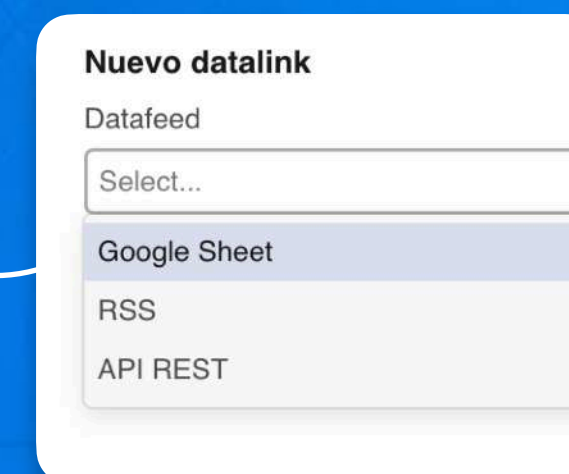
Use your own
fonts. Your brand,
with complete
identity.



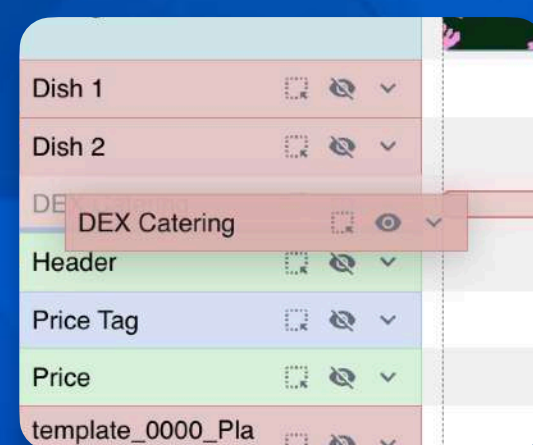
Bring each element
to life with ready-
to-use animations



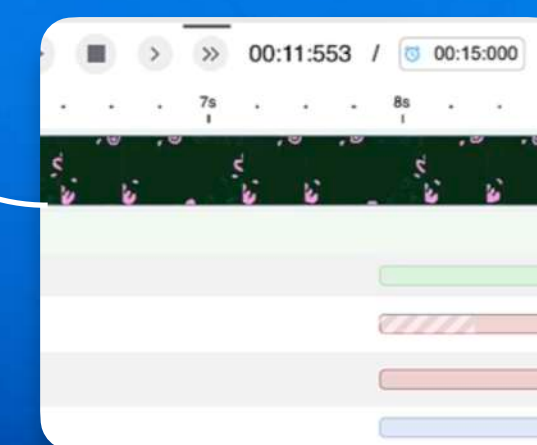
Connects text to
data in real time.
No code.
No friction.



Organize your
design by
dragging,
dropping and
taking visual
control.



Full control of
your animations
from the timeline



Dex RetailMedia

Turn your display network into
a new revenue stream

Monetize your digital circuit with advertising
space, without losing control of your content.

What you can do with Dex RetailMedia®

- ✓ Activate campaigns in specific locations.
- ✓ Establish distribution rules between own and advertising content.
- ✓ Define time slots, segments and frequency of appearance.

[LEARN MORE](#)

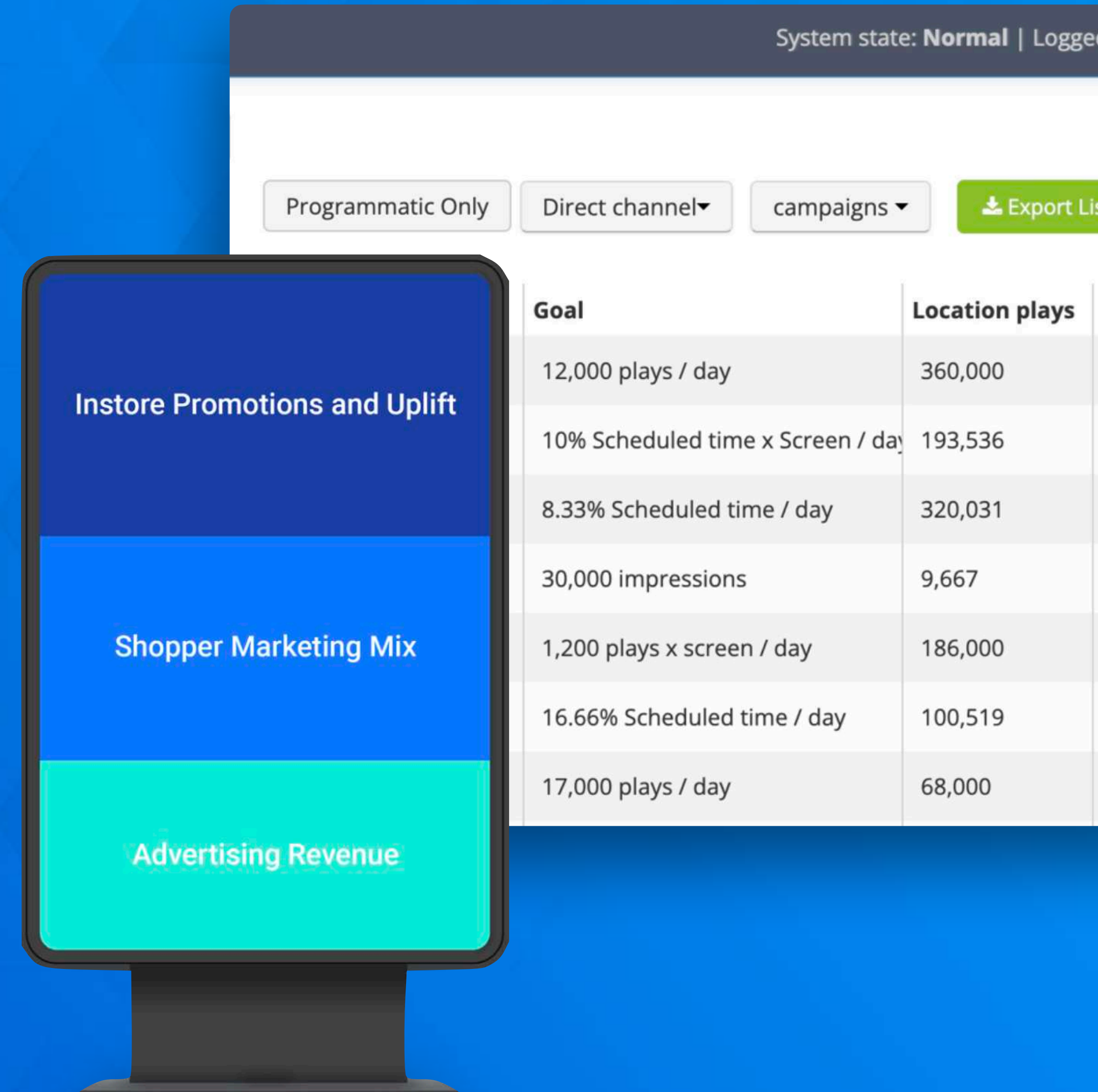


You set the rules and the system decides what, when and where.

A platform where each campaign coexists harmoniously with your editorial or promotional content, and **Dex RetailMedia®** takes care of all your objectives.

KEY BENEFITS

- ✓ Increase revenue without altering your brand experience.
- ✓ Total control over visibility, inventory and segmentation.
- ✓ Operational savings: no external tools or manual processes.





RetailMedia integrated into your digital ecosystem

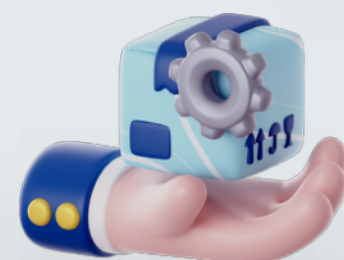
Some functionalities



Reserve advertising space
by percentage of screen or
SOV.



Obtain automatic performance
reports (visualizations,
frequency, coverage, etc.).



Manage local, regional or
global campaigns from a
single platform.



Integrate advertising without
affecting brand experience or
content control.

**DEX RETAIL MEDIA MEETS YOUR BUSINESS RULES, AND GIVES
MAXIMUM VISIBILITY TO ALL YOUR CAMPAIGNS**

DexMusic

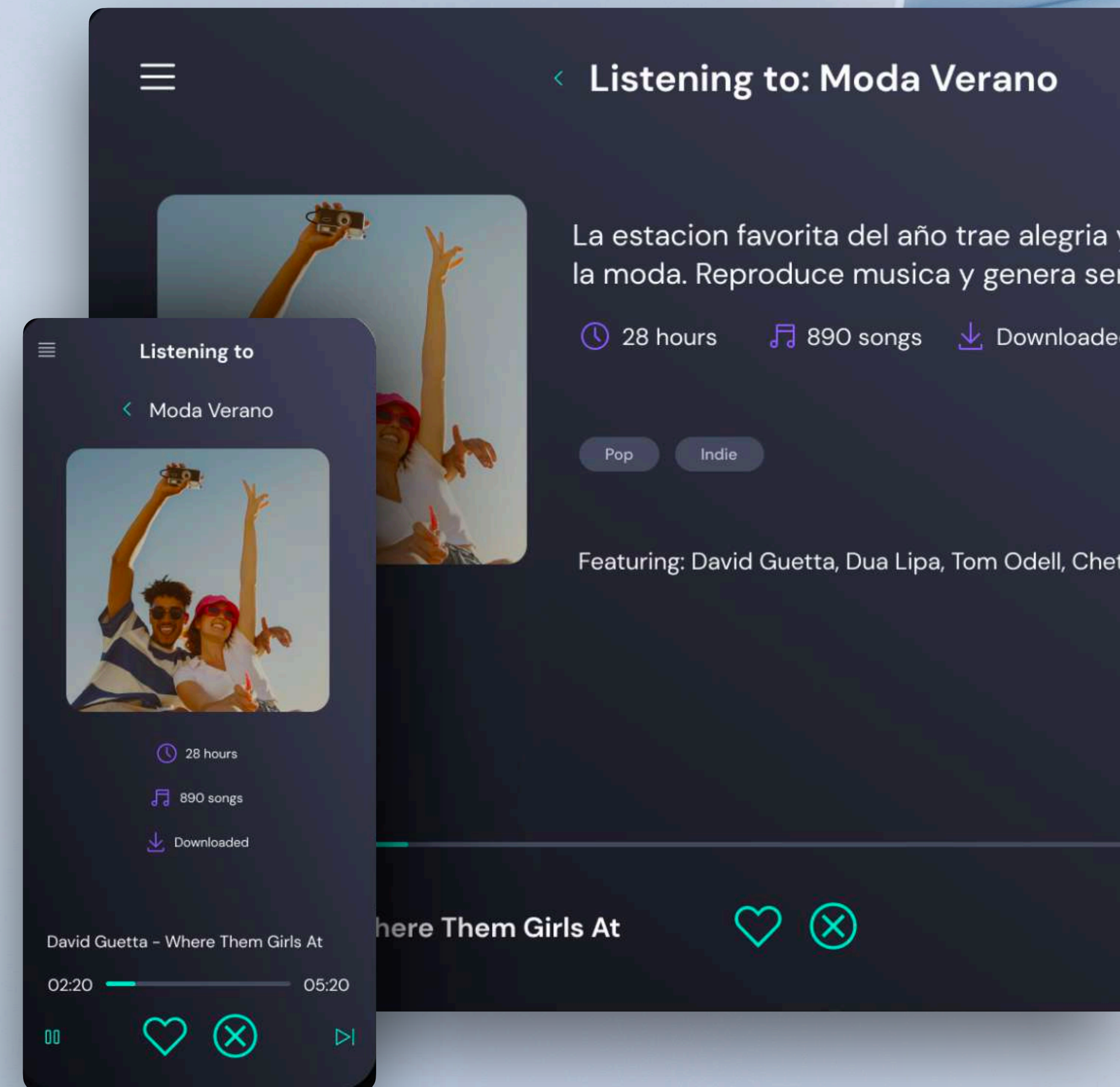
The perfect music, aligned
with your brand

Automate the musical ambience of your stores
from DEX Manager.

What you can do with Dex Music®

- ✓ Program music by store, time and audience type.
- ✓ Activate promotional audio messages at key moments.
- ✓ Monitor and control playback status throughout your network.

LEARN MORE

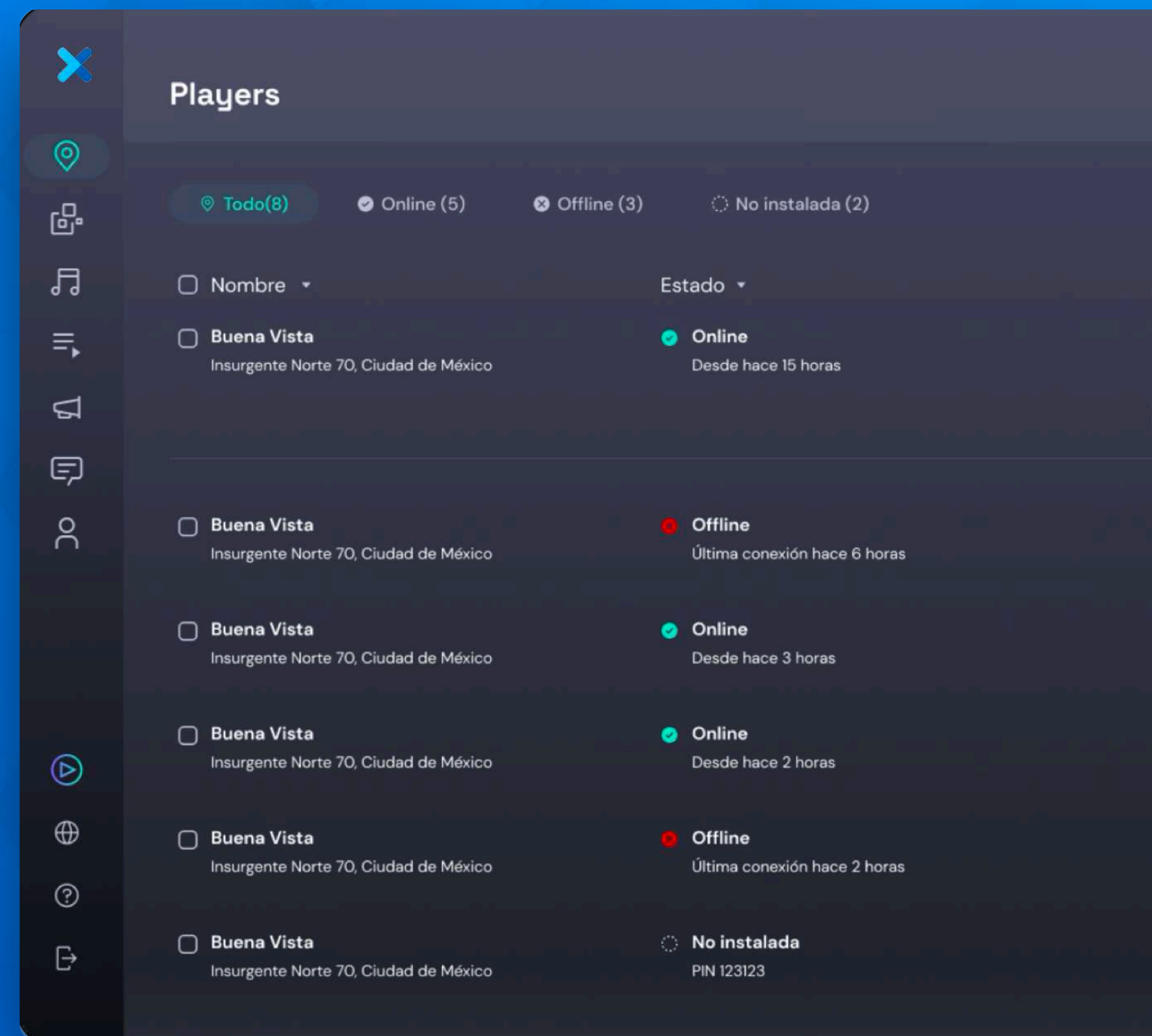


Your entire network of stores, on a single screen

DEX Music turns on and off according to set schedules, works offline and updates automatically when connected.

KEY BENEFITS

- ✓ 100% offline playback to avoid interruptions.
- ✓ Remote synchronization with automatic updates.
- ✓ Time management and advanced segmentation by store or region.



DexMusic

Optimized, automated and risk-free music for your brand

Some functionalities



Use AI to adapt music to weather, traffic or store type.



Ensure legal compliance and traceability in each country.



Broadcast promotional messages at strategic moments.



Get real-time reporting and feedback from the centralized dashboard.

WITH DEX MUSIC, EACH PLAYLIST IS DESIGNED TO ENHANCE YOUR BRAND IDENTITY AND GENERATE EMOTIONAL IMPACT ON EACH VISIT.

POWERED BY
 clover

Dex SelfOrder

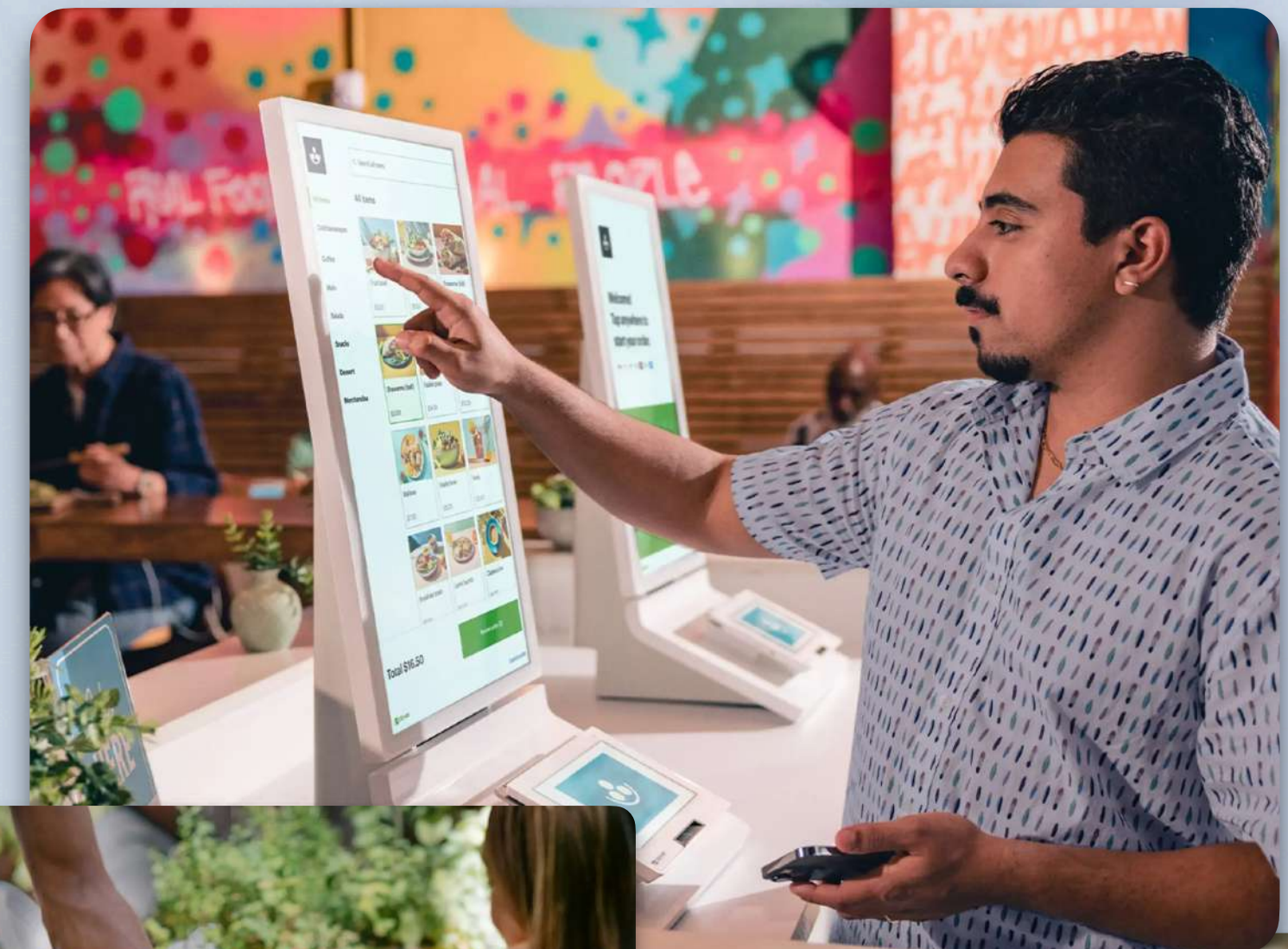
Optimized self-service for the foodservice and retail channel

Manage self-service kiosks from DEX Manager, centralizing orders, content and scheduling in a single platform.

What you can do with Dex SelfOrder®

- ✓ Allow the customer to manage his order autonomously.
- ✓ Customize menus by area, time or type of customer.
- ✓ Integrate cross-selling and upselling promotions in a natural way.

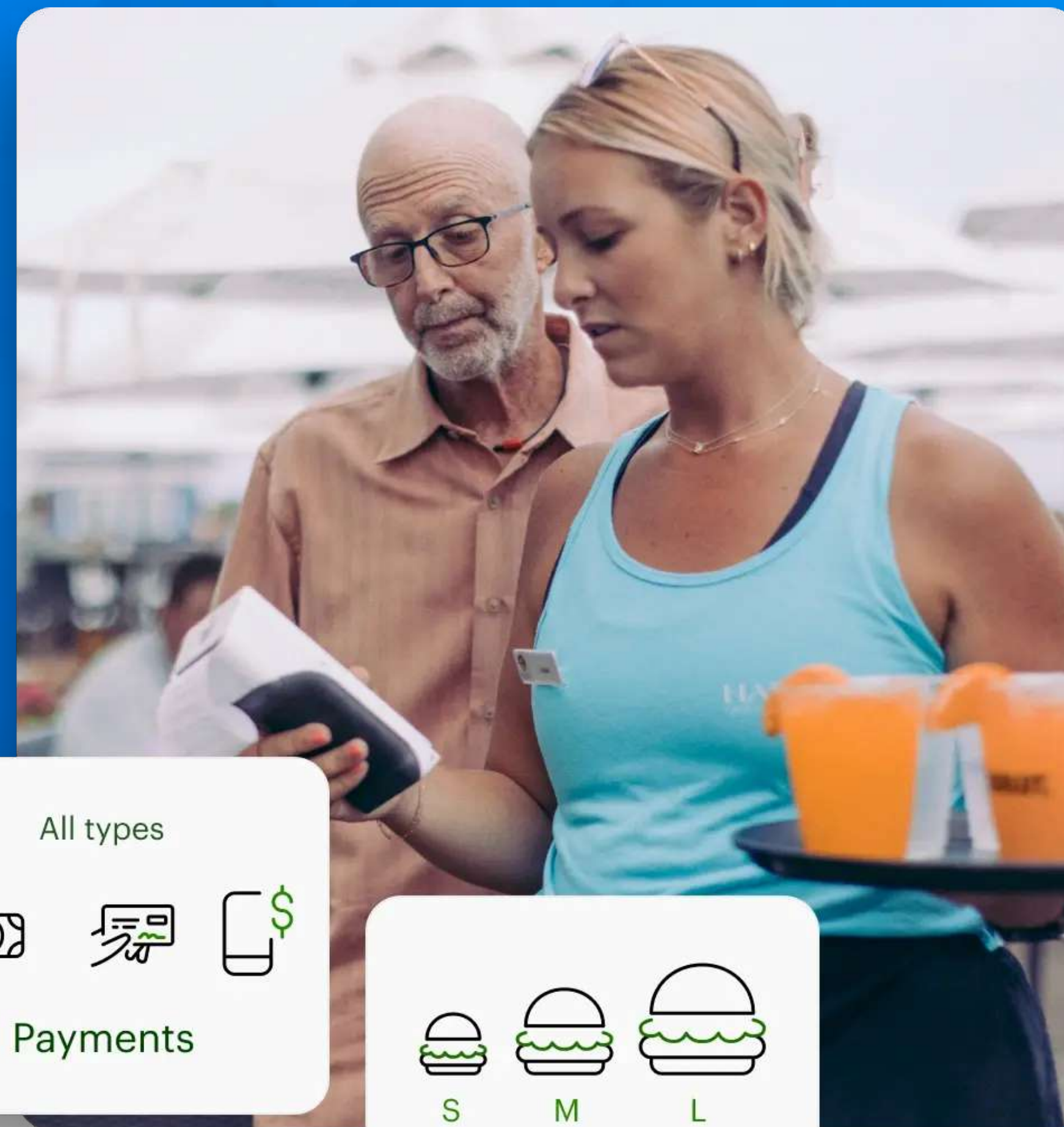
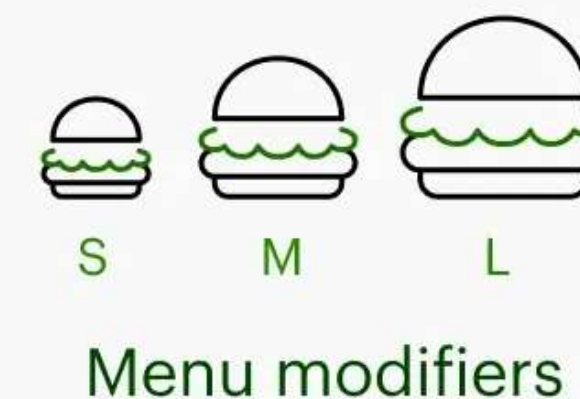
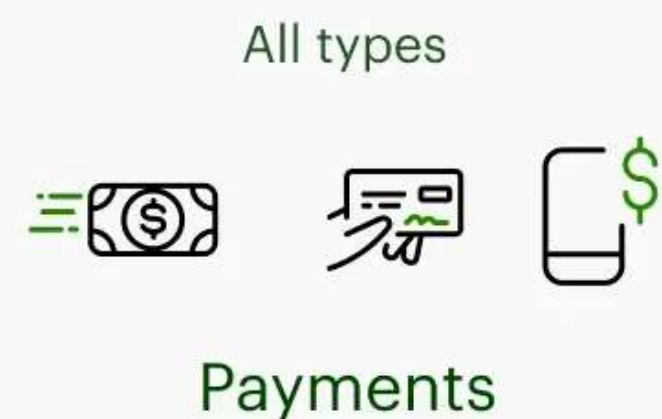
[LEARN MORE](#)

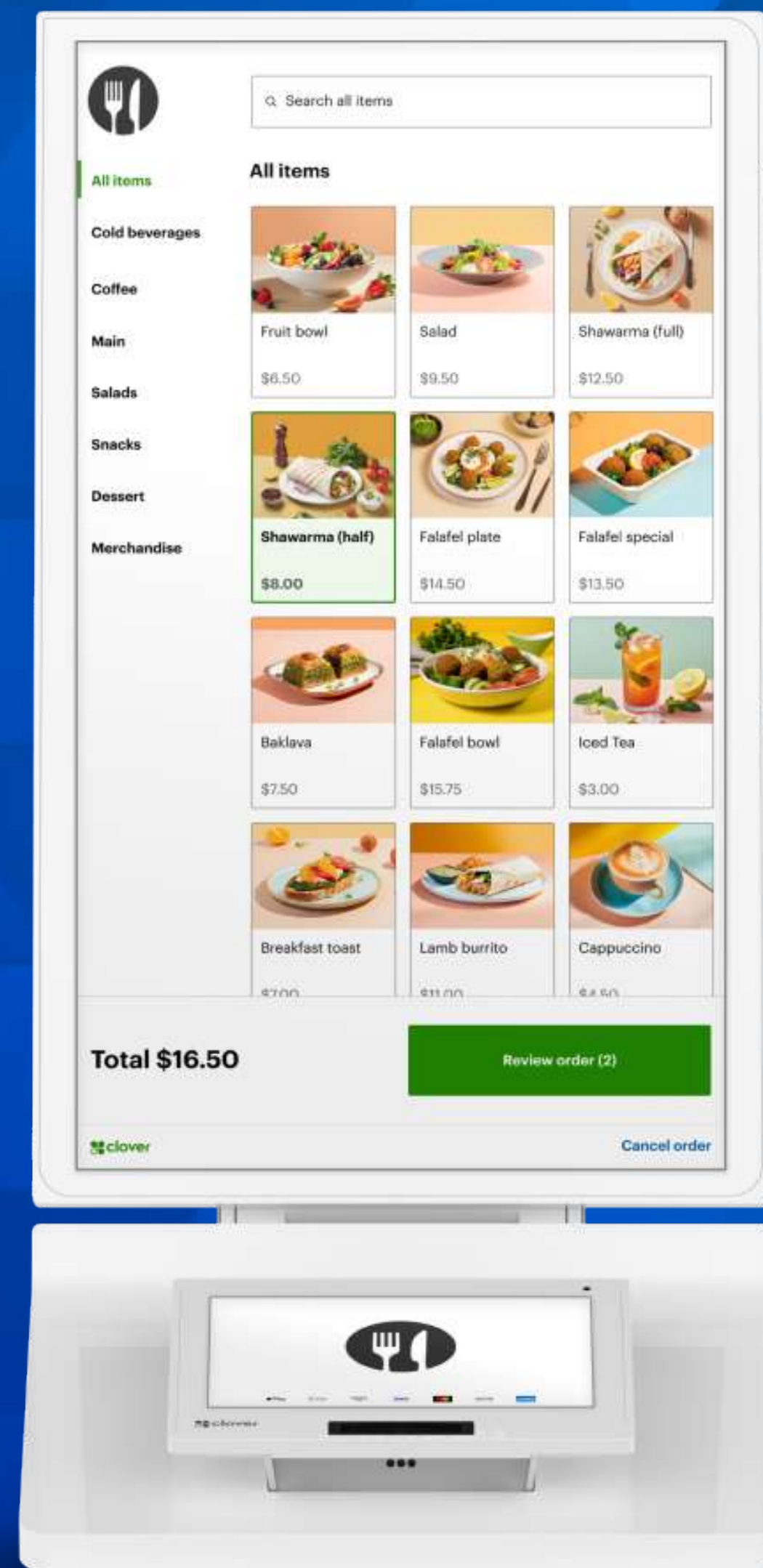


More agility, more control, better service

KEY BENEFITS

- ✓ Easy to use. Intuitive interface streamlines the ordering process and reduces errors.
- ✓ Fewer queues. Greater agility in customer service, improving the customer experience and encouraging repeat business.
- ✓ More time to explore The customer navigates the menu at his own pace, discovering more options and increasing the average ticket.
- ✓ More accurate ordering. Customers enter their order directly, reducing human error and returns.





The self-service experience, connected to the DEX ecosystem

- **Increases the average ticket value**

Cross-selling and upselling options integrated into kiosk software

- **Optimizes operations**

Reduces staff workload and labor costs.

- **Integrated workflow**

Menus are automatically updated on all devices, facilitating on-premise and to-go ordering with maximum accuracy and minimum waste.

Dex IoT

Sensorial integration for retail and phygital experiences

Transform any point of sale into a space capable of **perceiving, reacting, and learning.**

What can you do with Dex IoT®?

- ✓ **Trigger content** when a customer approaches or picks up a product.
- ✓ **Control lighting, sound, or displays** according to the environment.
- ✓ **Measure physical interactions** and sync them with your campaigns.
- ✓ **Translate sensory data into automated, measurable decisions.**

[LEARN MORE](#)



Each sensor, a way to connect the physical world with the digital one

Central module that connects and manages all sensors. Sends data or instructions to **DEX IoT**, synchronizing physical actions with digital content.



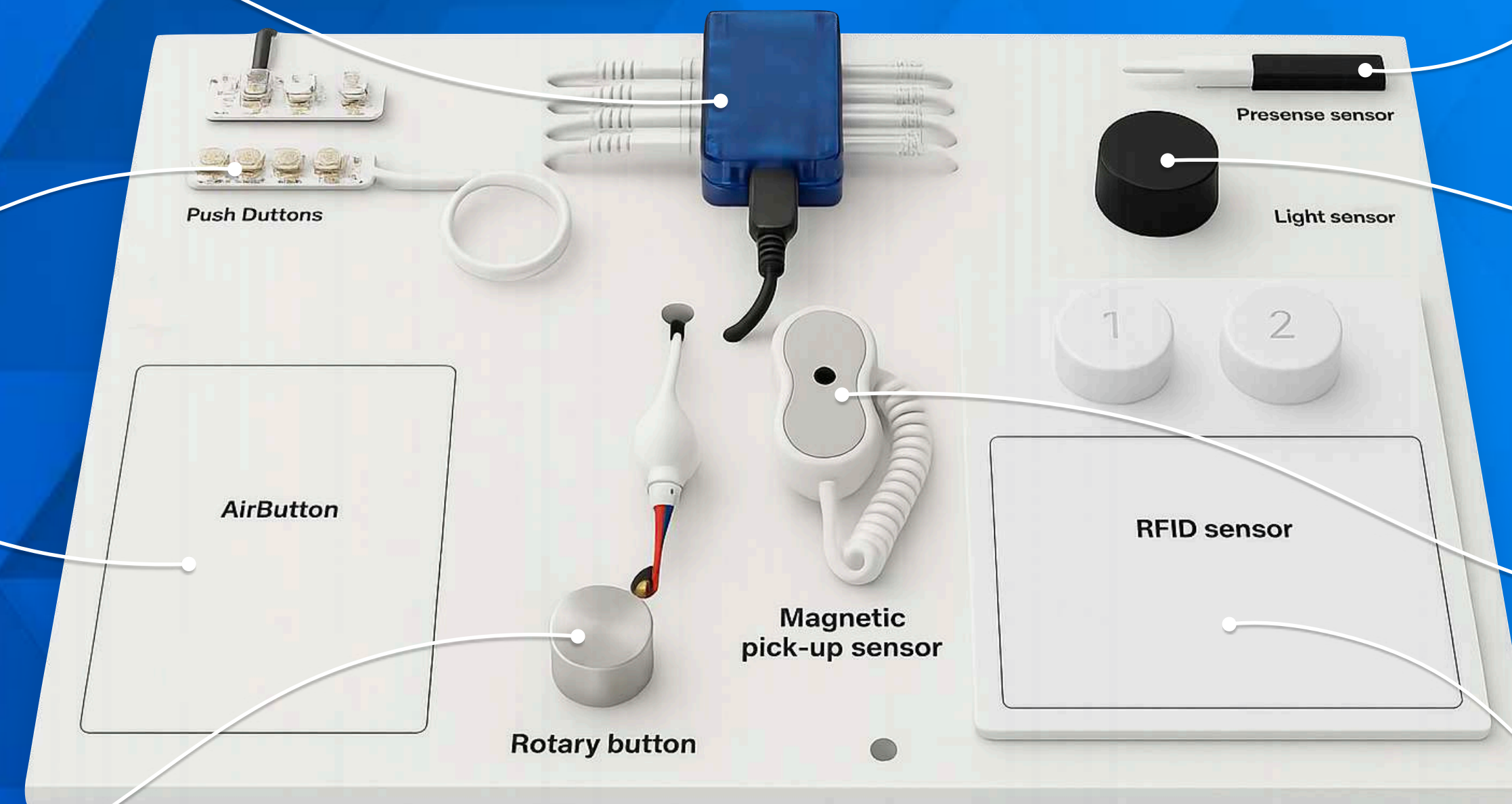
Configurable physical buttons that allow activating options, content, or interactions in real time.



Touchless button that triggers content or actions by simply bringing your hand close — ideal for hygienic and intuitive experiences.



Rotary control that adjusts light intensity, volume, brightness, or content parameters precisely and in real time.



Presence sensor detects when a person is in front of the display, automatically activating screens, lighting, or sound.



Light sensor measures ambient brightness and dynamically adjusts screen brightness or lighting.



Magnetic pick-up sensor detects when a product is lifted or placed back on its base. Used in **Lift & Learn** experiences to instantly display informative or comparative content.



RFID sensor identifies objects through RFID tags, triggering specific content for each product or category when brought near the reader area.



Invisible technology that translates human interaction into data and intelligent content in real time.

DexIoT

Powered by

DexVision

Visual intelligence that amplifies every interaction

When integrated with **DEX Vision**, every DEX IoT sensor becomes smarter. Visual analytics add context and understanding — detecting who interacts, when, and how — to optimize content, lighting, and experiences in real time.

- ✓ **Visual context:** detects presence, attention, and level of interest to trigger more relevant IoT actions.
- ✓ **Adaptive automation:** adjusts content, lighting, or temperature based on audience behavior in real time.
- ✓ **Performance indicators:** measure the efficiency of interactions and turn them into actionable data.



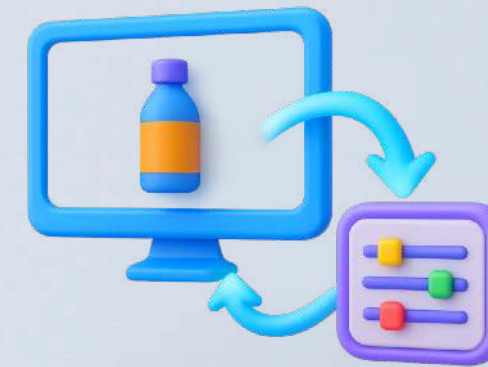
Dex IoT

Integrated physical
interactivity in real time.

Key functionalities



Detects presence or movement and triggers content in real time.



Syncs screens and lighting to guide attention and highlight key products.



Displays content when a product is lifted.



Integrates sensors and data with DEX Manager and DEX Vision to automate and measure phygital experiences.

DEX IOT INTEGRATES DIRECTLY WITH DEX MANAGER, ENABLING THE CONNECTION OF SENSORS, DATA, AND CONTENT TO TRANSFORM THE POINT OF SALE INTO A LIVING, INTELLIGENT, AND MEASURABLE SPACE.

Dex Vision

Visual intelligence for retail and physical spaces

Understand your audience, optimize decisions and trigger relevant content in real time.

What you can do with Dex Vision®

- ✓ Detect and analyze gender and age range anonymously.
- ✓ Measure people flow, hot zones and dwell time.
- ✓ Activate content according to audience profile or in-store density.

[LEARN MORE](#)

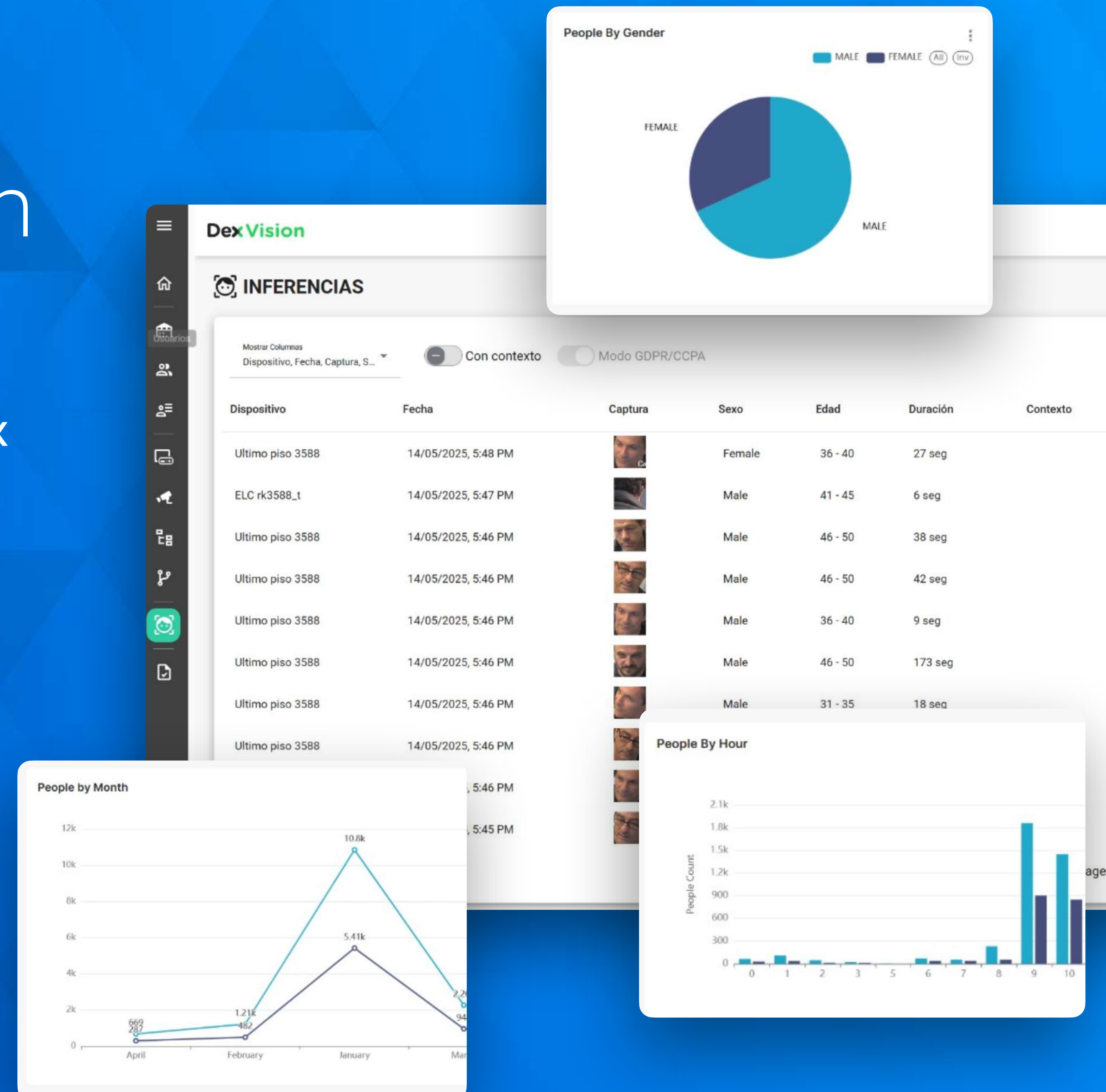


More knowledge, better segmentation, data-driven decisions

DEX Vision is the visual analytics solution integrated with DEX Manager, which transforms cameras into intelligent sensors.

KEY BENEFITS

- ✓ **Real-time data:** observe what is happening in each space without manual intervention.
- ✓ **Automatic segmentation:** activates messages according to age, gender or time.
- ✓ **Traffic analysis:** understand patterns by time slot, location or campaign.
- ✓ **Legal compliance:** all 100% anonymous, without storing images or sensitive data.



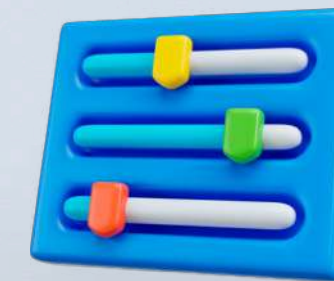
Dex Vision

Integrated, actionable, real-time visual analytics.

Some functionalities



Automate campaigns based on who is in front of the screen.



Adjust layout, staffing or messages according to actual data.



View aggregated data by store, group or entire network.



Activate reactive experiences without human intervention.

DEX VISION INTEGRATES DIRECTLY INTO DEX MANAGER, ALLOWING VISUAL INSIGHTS TO BE CROSS-REFERENCED WITH CONTENT, MUSIC, RETAIL MEDIA OR CUSTOMER FLOWS.

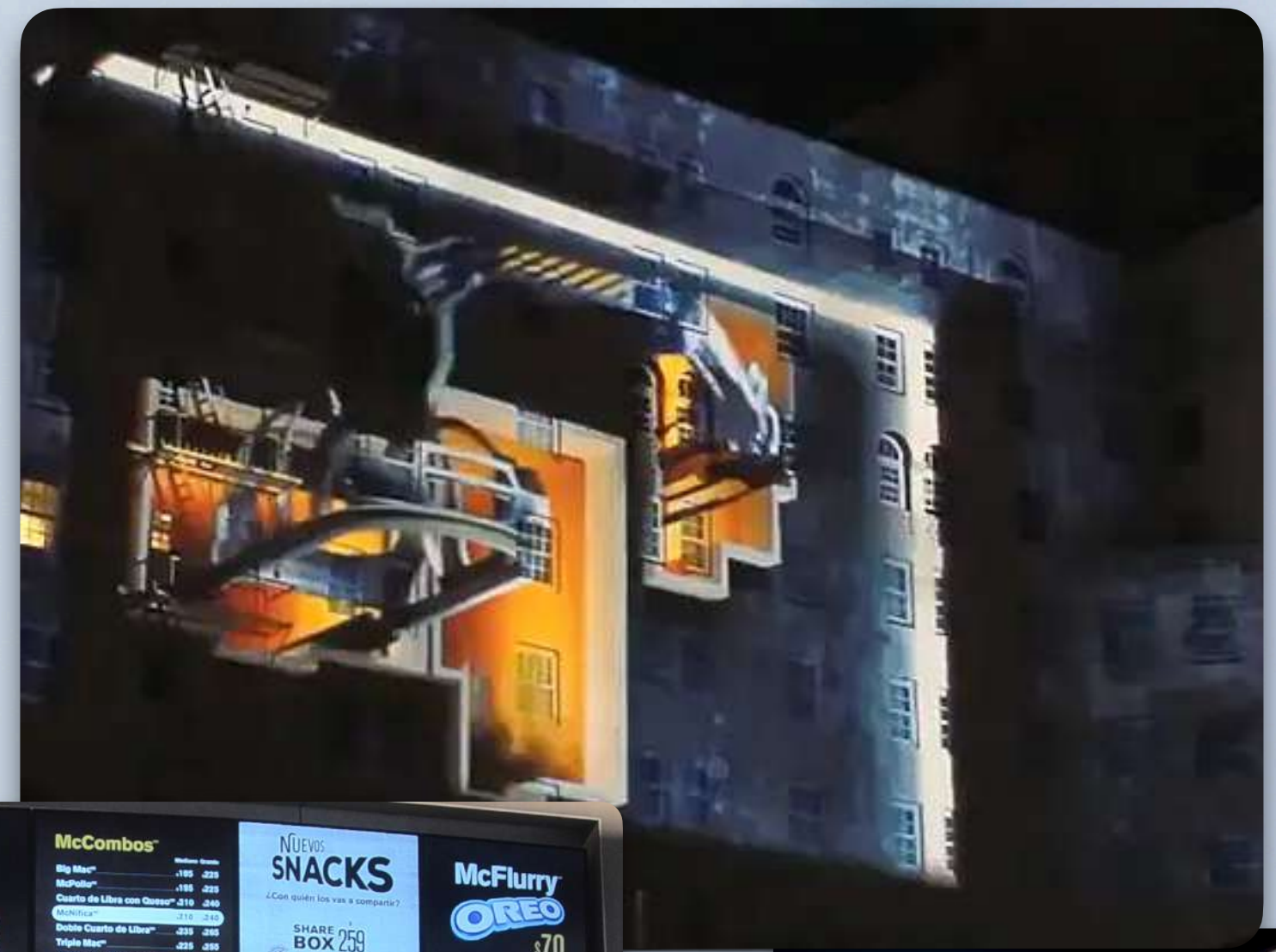
Dex Media

Creative and strategic consultancy to boost your Digital Signage

We design and activate relevant experiences aligned with the objectives of each brand and space.

What we do at Dex Media

- ✓ We define content strategies aligned to the business.
- ✓ We plan the customer journey in physical and digital environments.
- ✓ We design personalized experiences for each point of contact.
- ✓ We provide specialized creative and technical advice.



Dex

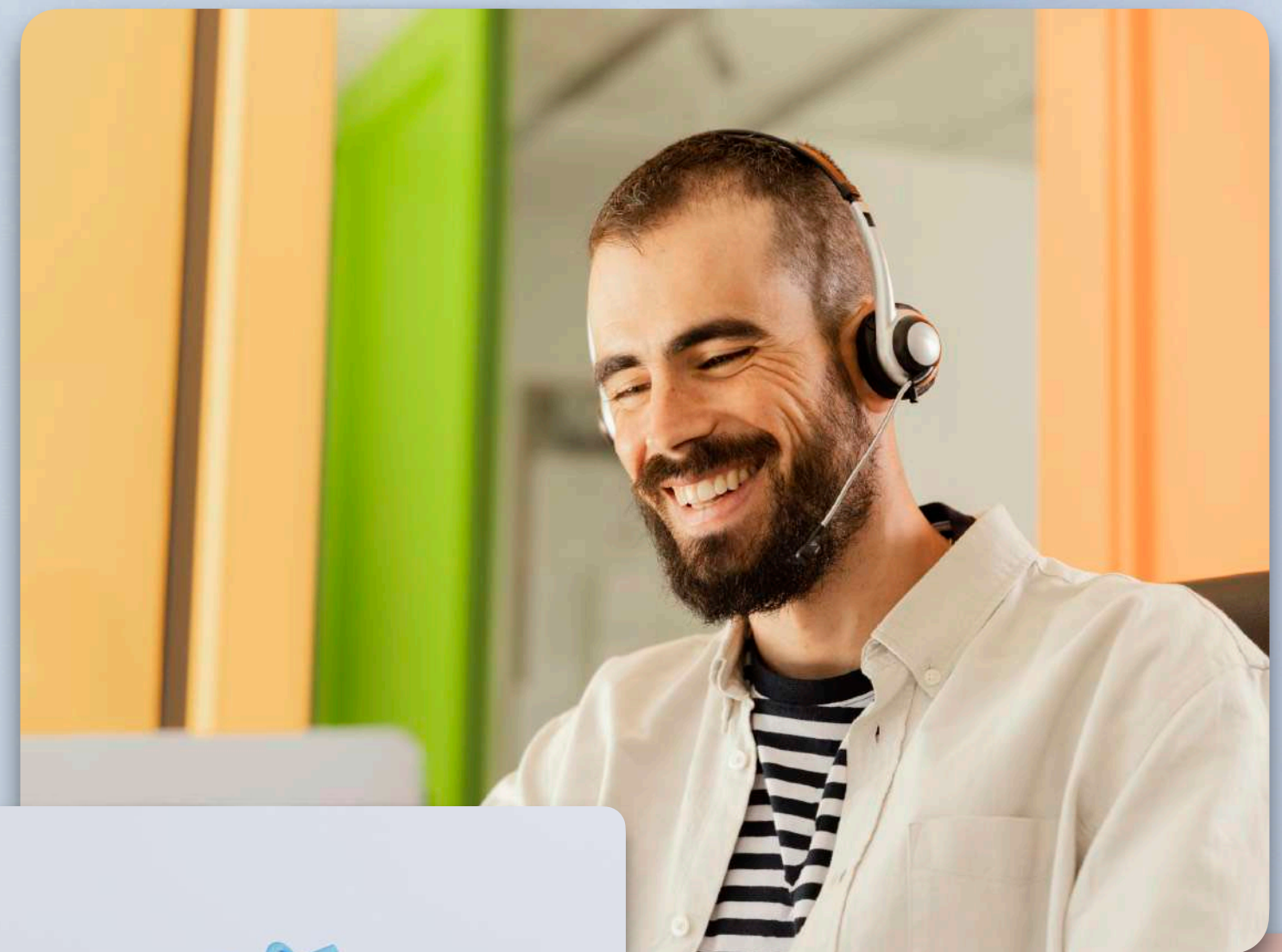
Managed Services

Delegated operation service from DEX to keep your network always up and running

We take care of the publishing, programming and support of your screens, without interruptions.

What we do at Dex LiveMedia

- ✓ We execute the publication and continuous programming of content.
- ✓ We monitor your network in real time.
- ✓ We provide proactive and responsive technical support.
- ✓ We ensure 24/7 operational peace of mind.



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Program



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Thank you

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