



Dex

Smart Control of Digital Experiences

Evolution of Digital Signage



2005–2015

First-Generation CMS

The first centralized management systems appear. They allow playlists and templates, but automation is minimal, integrations are limited, and operating large networks remains complex.



1990–2005

Basic Digital Signage

Digitalization begins with clear limitations: static content and manual updates using USB drives or local PCs. Each screen operates in isolation, with no remote management or ability to scale.



2015–2022

Smart Signage

SoC displays (Tizen/webOS), cloud, and APIs enable more dynamic and connected content. However, the ecosystem remains fragmented—screens, sensors, audio, data, and operations run on separate systems, reducing efficiency and visibility.

The Next Generation of Digital Signage

Unifies **content + data + audiences + operations** in a single platform.

- ✓ Intelligent, dynamic content without relying on technical teams (**Dex Studio**).
- ✓ Centralized and automated operations, reducing cost and complexity (**Dex Manager**).
- ✓ Context-aware activation using computer vision and IoT to improve conversion (**Dex Vision + IoT**).
- ✓ Integrated retail media to generate immediate incremental revenue (**Dex RetailMedia**).
- ✓ Music, self-service, and phygital experiences all connected to the same core (**Dex Music**).



A COMPLETE PLATFORM FOR INTELLIGENT DIGITAL EXPERIENCES.



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.

Dex Remote

Visual tool to monitor and control the status of devices



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

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).**

Migrate with no risk, operate without limits

From MagicINFO to DEX Manager in record time



MagicINFO

- ! Known vulnerabilities
- ! Infrastructure exposure if not patched
- ! Dependency on legacy architectures
- ! Reputational and operational risk in critical networks

VXT COST ESCALATION

- Increased OPEX per device
- Recurring costs difficult to optimize
- Limited hybrid/on-premise flexibility



Dex Migrator

- + Mass device migration
- + Structure and content preservation
- + No service interruption
- + No cost for the client
- + Execution in record time

Dex Suite

- ✓ Network migrated in hours, not months
- ✓ Elimination of inherited security risks
- ✓ Direct reduction of recurring costs
- ✓ Certified architecture
- ✓ Open and scalable platform

EFFICIENCY IN DEX SUITE

- ▶ Flexible subscription model
- ▶ No manual reprovisioning
- ▶ No hardware reinvestment required



TECHNOLOGIC
AL RISK



PROPRIETARY
MIGRATOR



OPERATIONAL
OUTCOME

Dex Migrator

Displays

Documentation

Filter Displays

Select field...

Enter value or list (co

Filter by Next Action

All No action Do nothing Install

Filter by Command Status

All Success Failed

Filter by Migration Status

All Migrated Not Migrated

Refresh

Auto-refresh (1min)

Export CSV

<input type="checkbox"/>	SERIAL	DUID	
<input type="checkbox"/>	07ZYHNAME50001P	2DRLUQQ00VNNF	
<input type="checkbox"/>	07ZYHNDM600007B	64SJQWOKTBEG5	
<input type="checkbox"/>	CWT0H4LN300013R	GX3QBK2LZ42N	
<input type="checkbox"/>	0K3RHNBT400068R	4E5CCM2Y7L3YB	

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

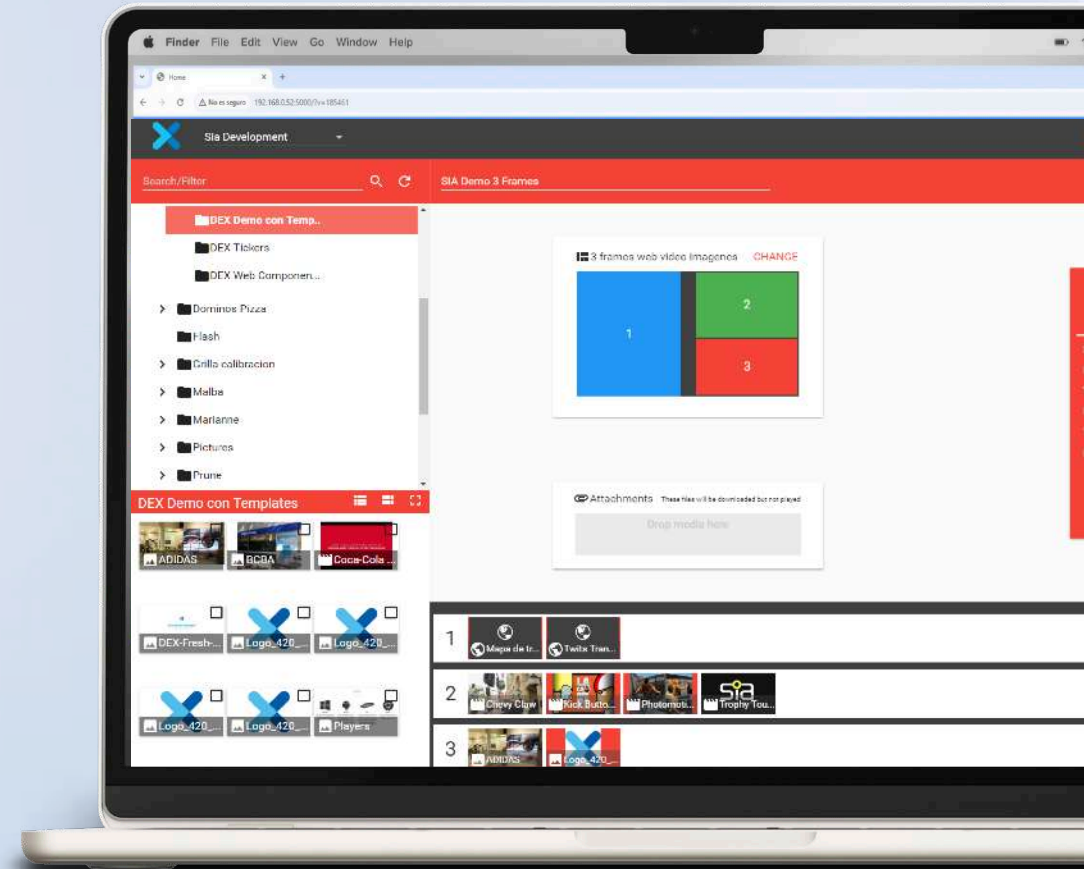
Dex Manager

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

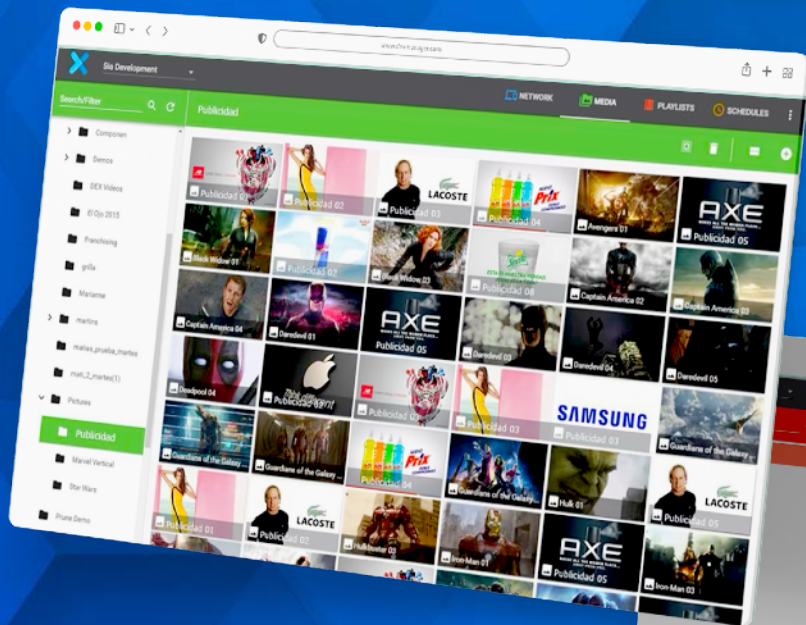
What you can do with DEX Manager®

- ✓ 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

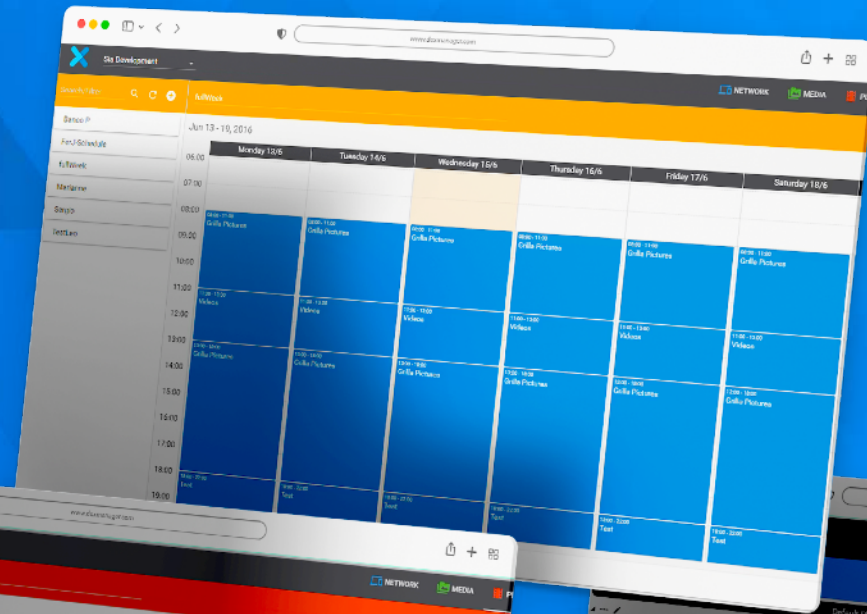
[READ MORE](#)



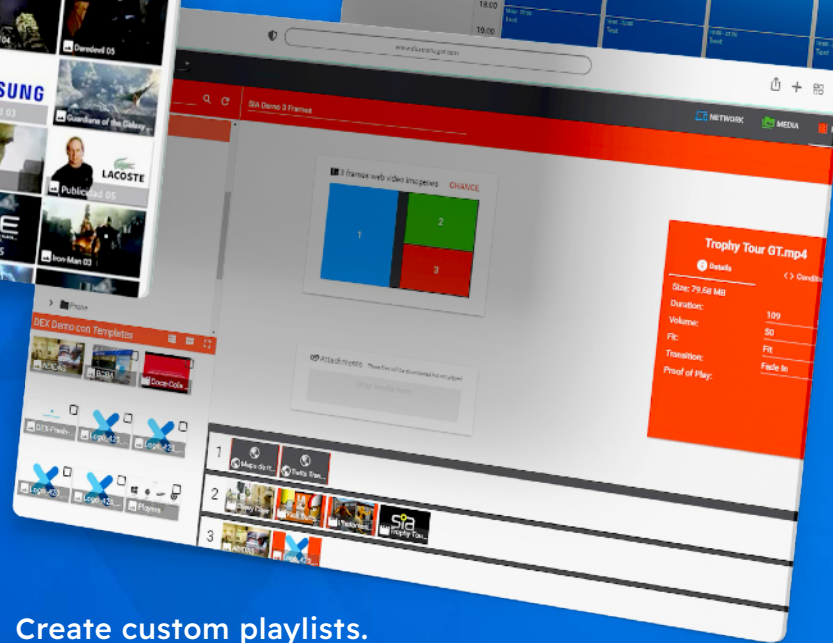
1 Upload your content in seconds.
All your material organized and ready to use, from the first click.



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



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



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



Activate your content in 4 steps

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.



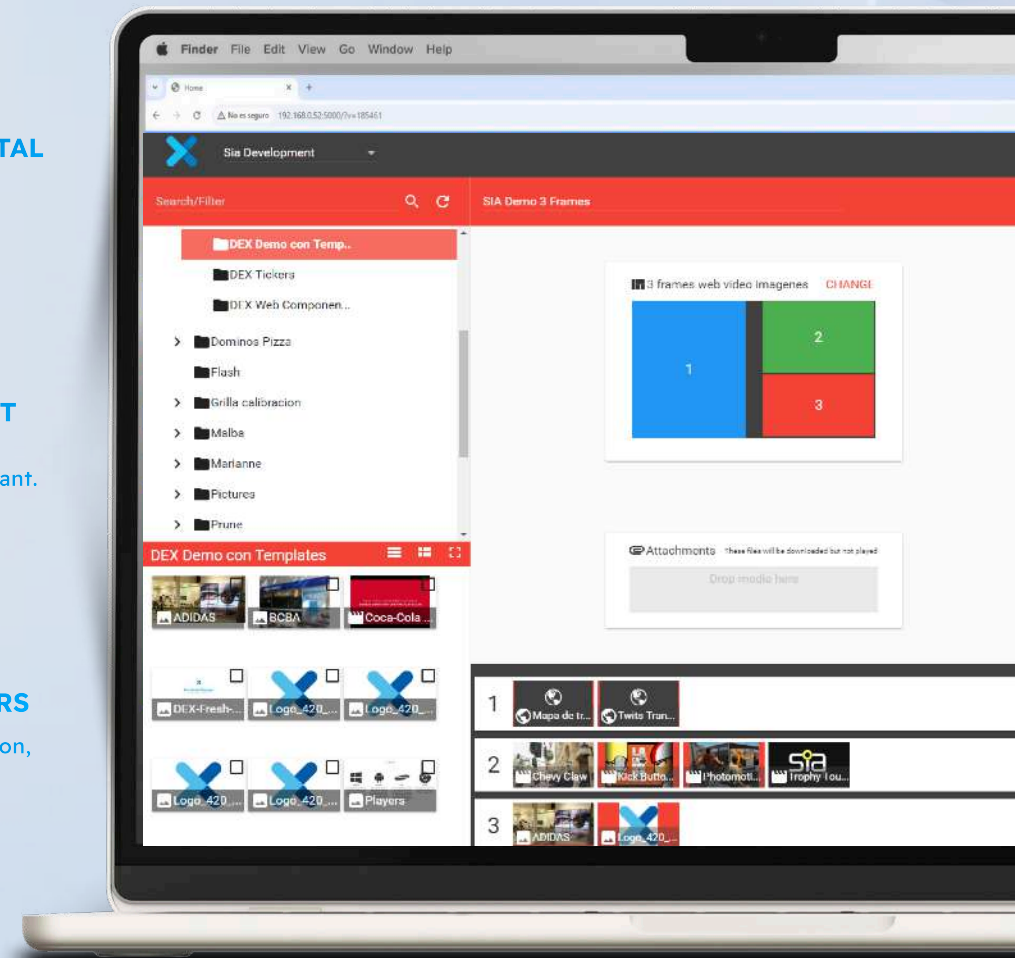
NETWORK STATUS AND TRANSFER MANAGEMENT

Full control of network status and transfers in real time.

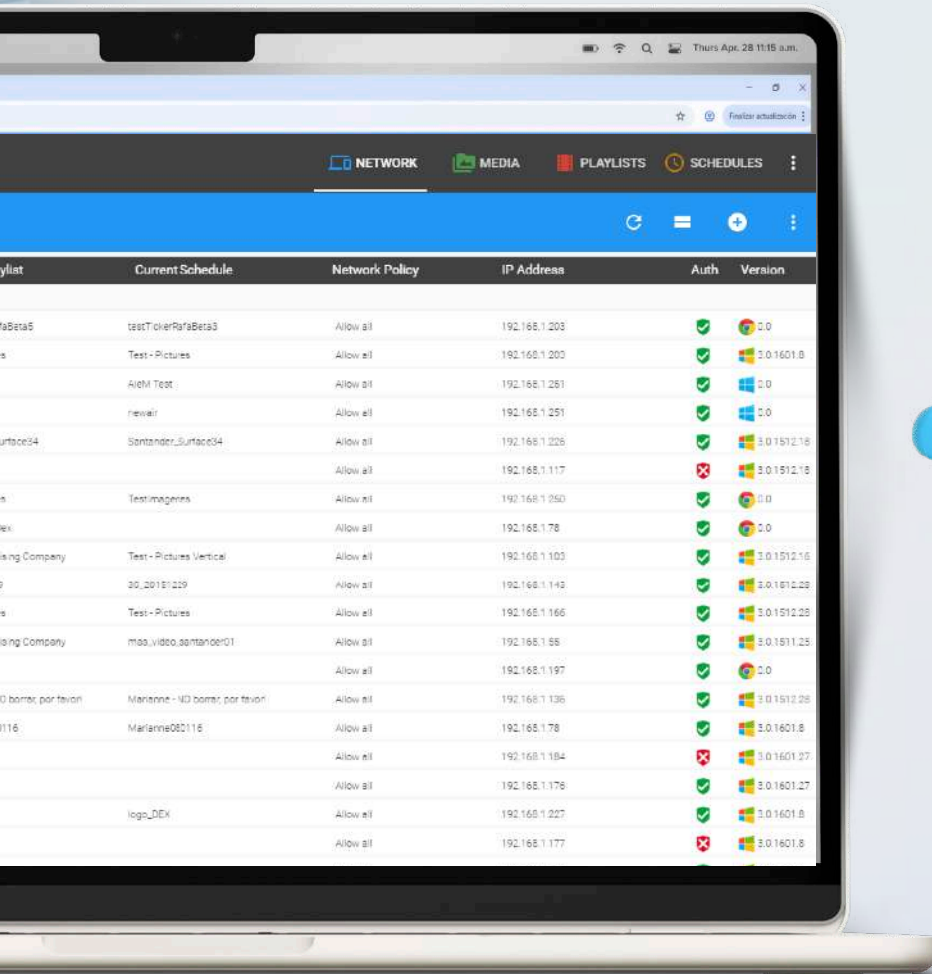


HIGH AVAILABILITY AND LOAD BALANCING SERVERS

Consistent performance. Always on, without interruptions.



Everything you need, in one place



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

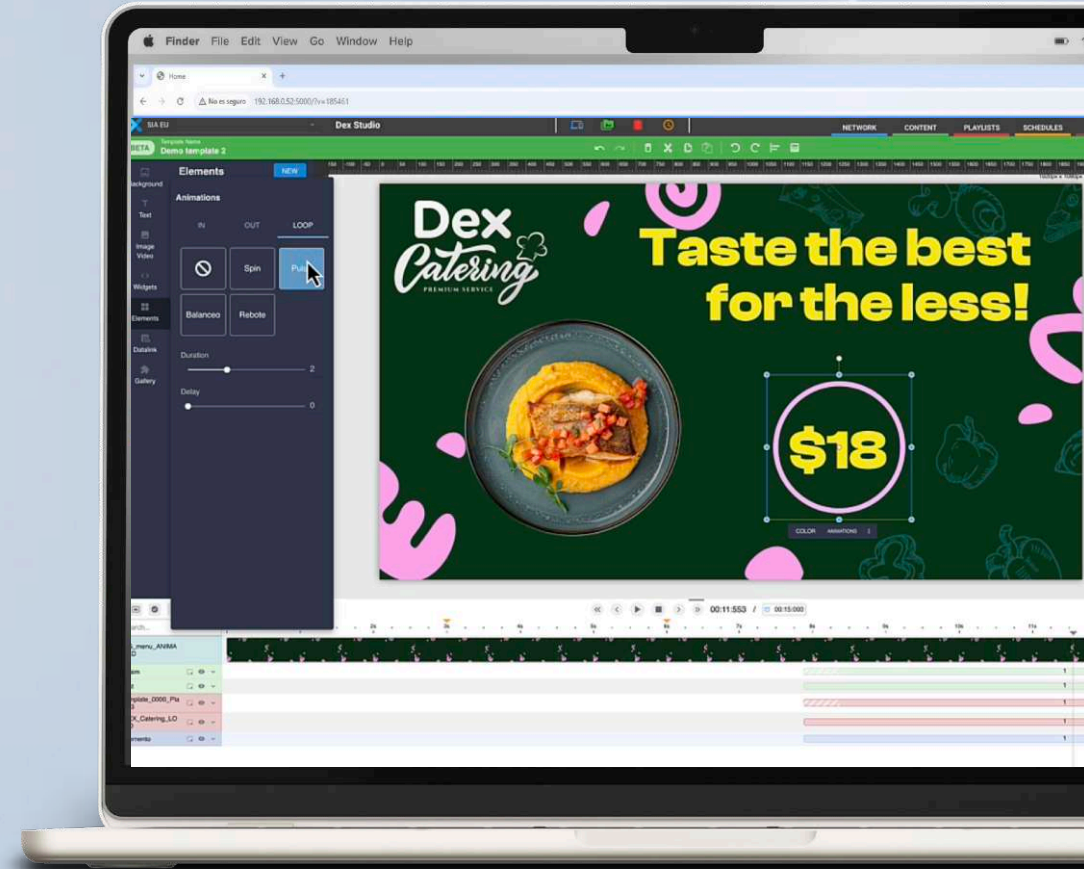
Smart content created by you

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](#)



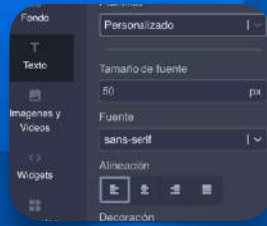
Dex Studio

VIDEO

Dex Studio

The power of dynamic content
in your hands

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



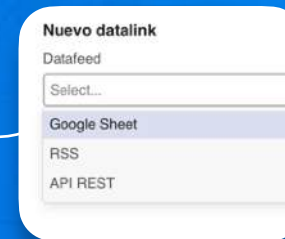
Use your own
fonts. Your brand,
with complete
identity.



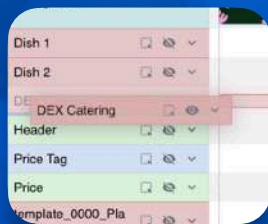
Bring each element
to life with ready-
to-use animations



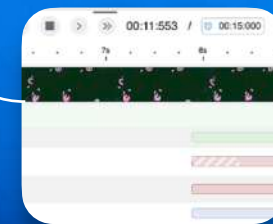
Connects text to
data in real time.
No code.
No friction.



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



Full control of
your animations
from the timeline



Dex 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.



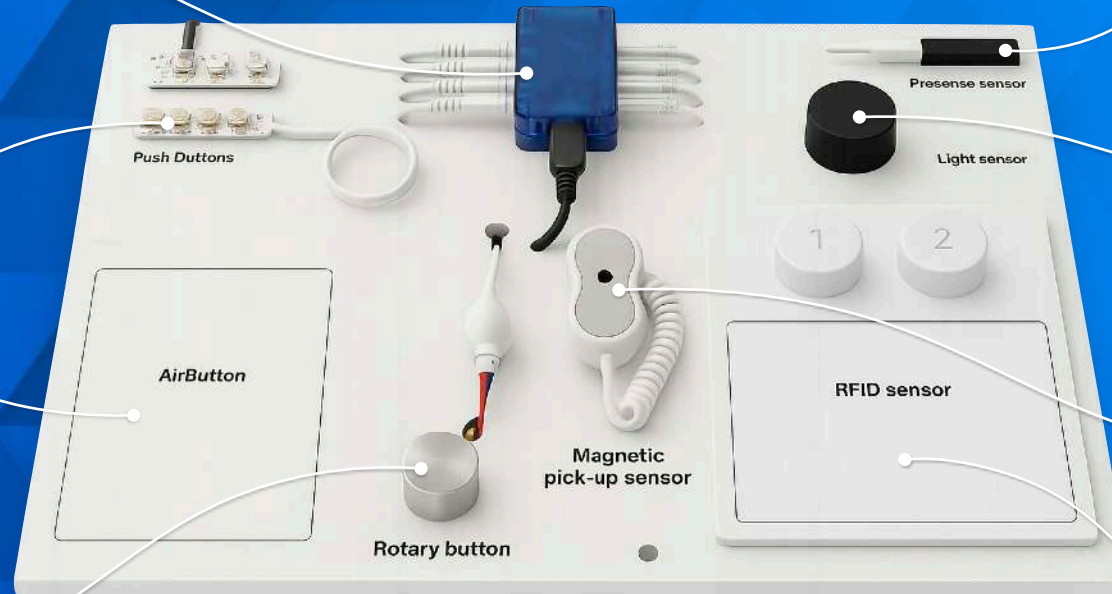
Configurable physical buttons that allow activating options, content, or interactions in real time.



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.



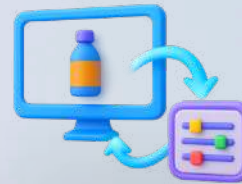
Dex IoT

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

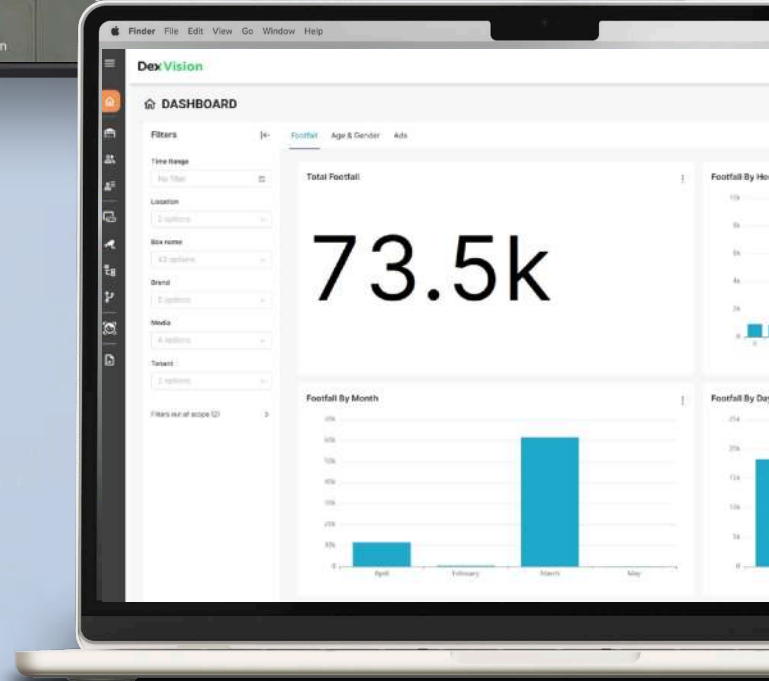
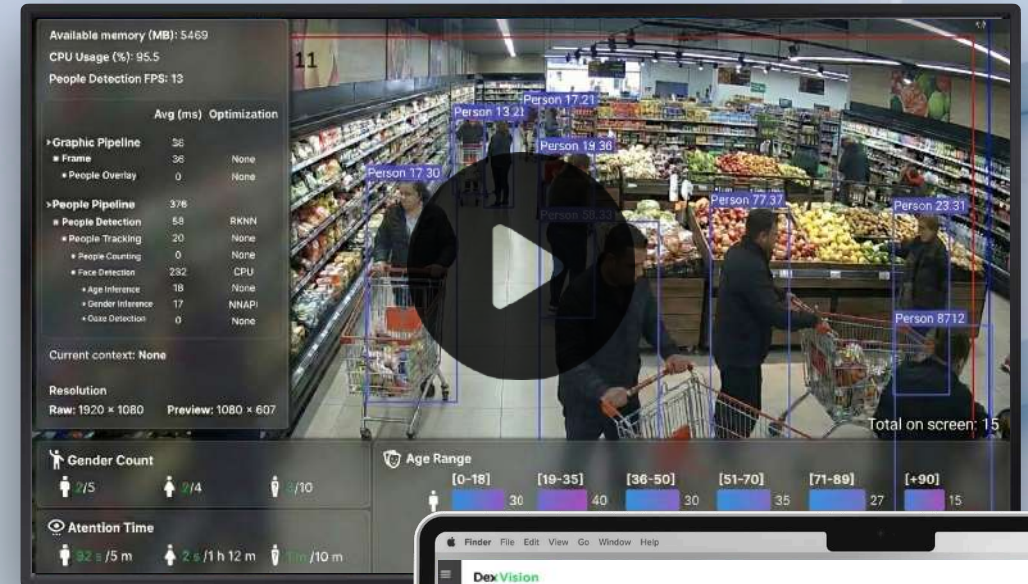
Visual intelligence for retail and physical spaces

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](#)

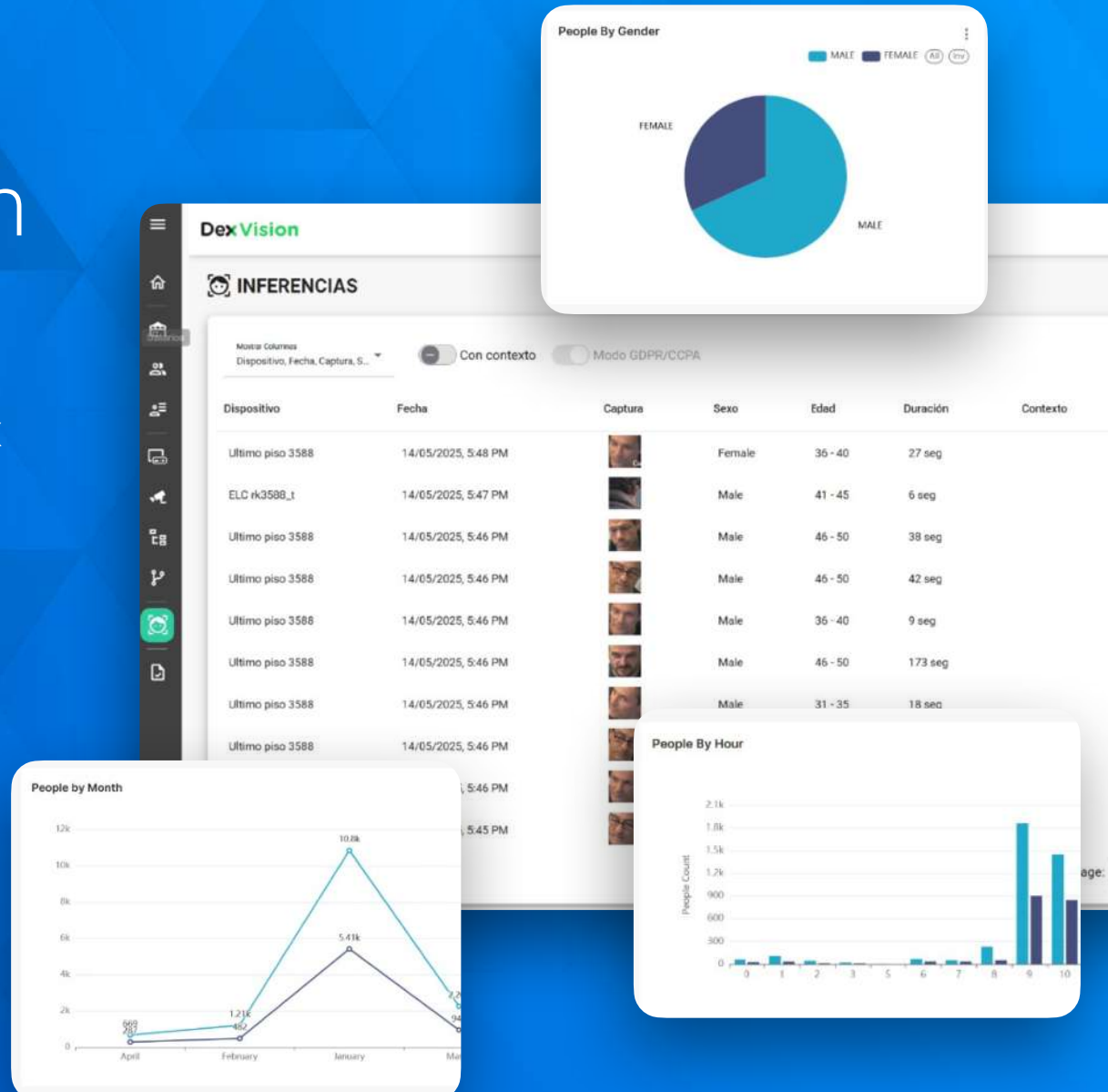


More knowledge, better segmentation, data-driven decisions

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 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](#)

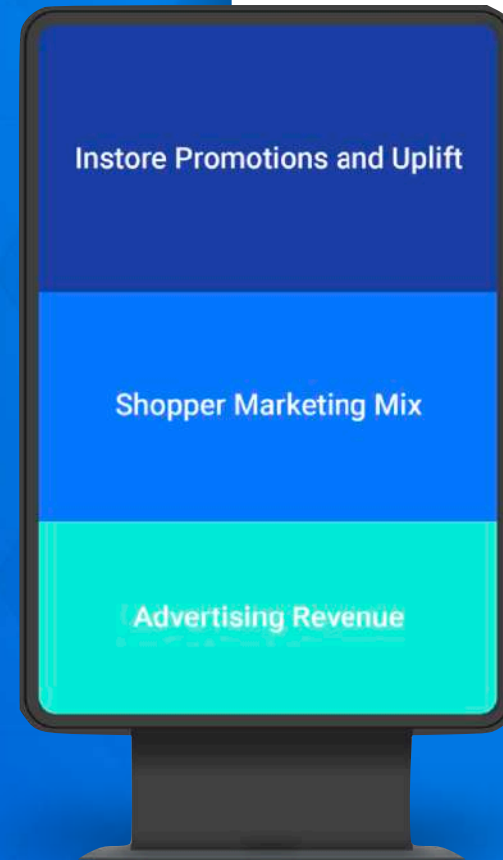


You set the rules and the system decides what, when and where.

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.



System state: Normal | Logged

Programmatic Only Direct channel▼ campaigns▼ Export Li

Goal	Location plays
12,000 plays / day	360,000
10% Scheduled time x Screen / day	193,536
8.33% Scheduled time / day	320,031
30,000 impressions	9,667
1,200 plays x screen / day	186,000
16.66% Scheduled time / day	100,519
17,000 plays / day	68,000

Dex RetailMedia

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**

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.

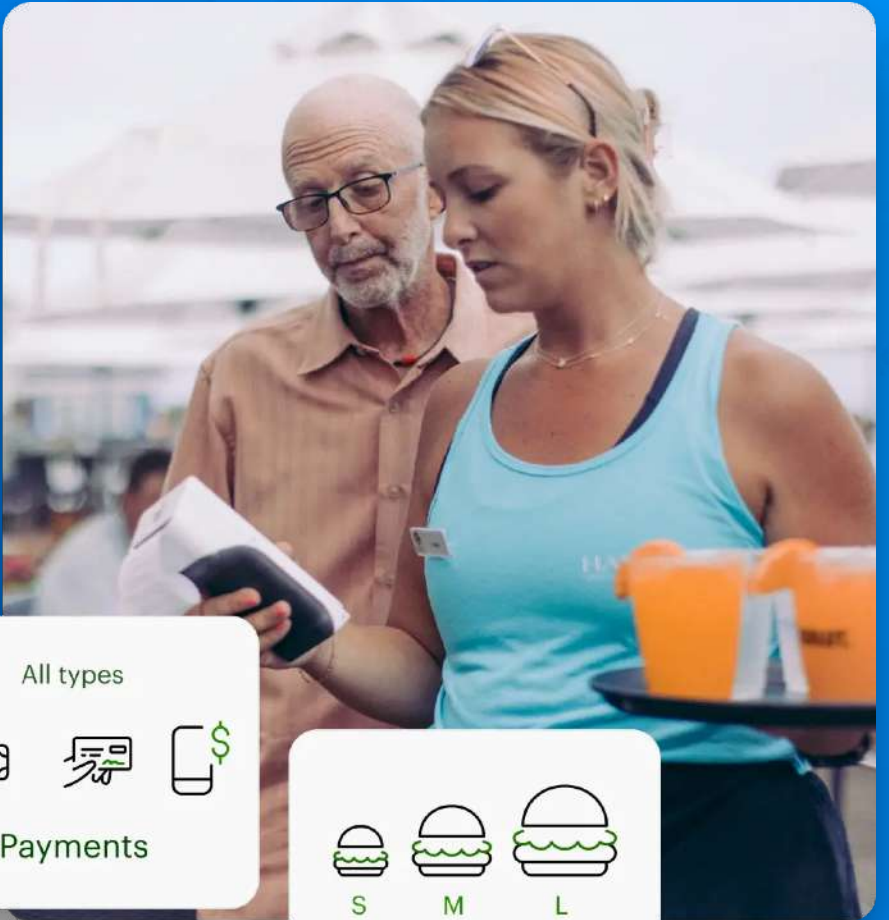
[LEARN MORE](#)



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.



All types

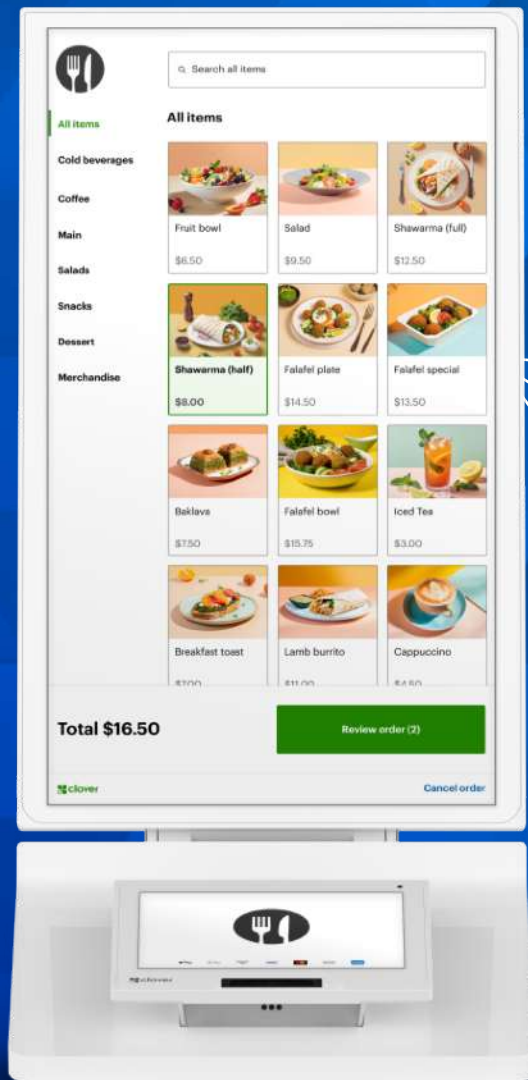


Payments



S M L

Menu modifiers



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 Music

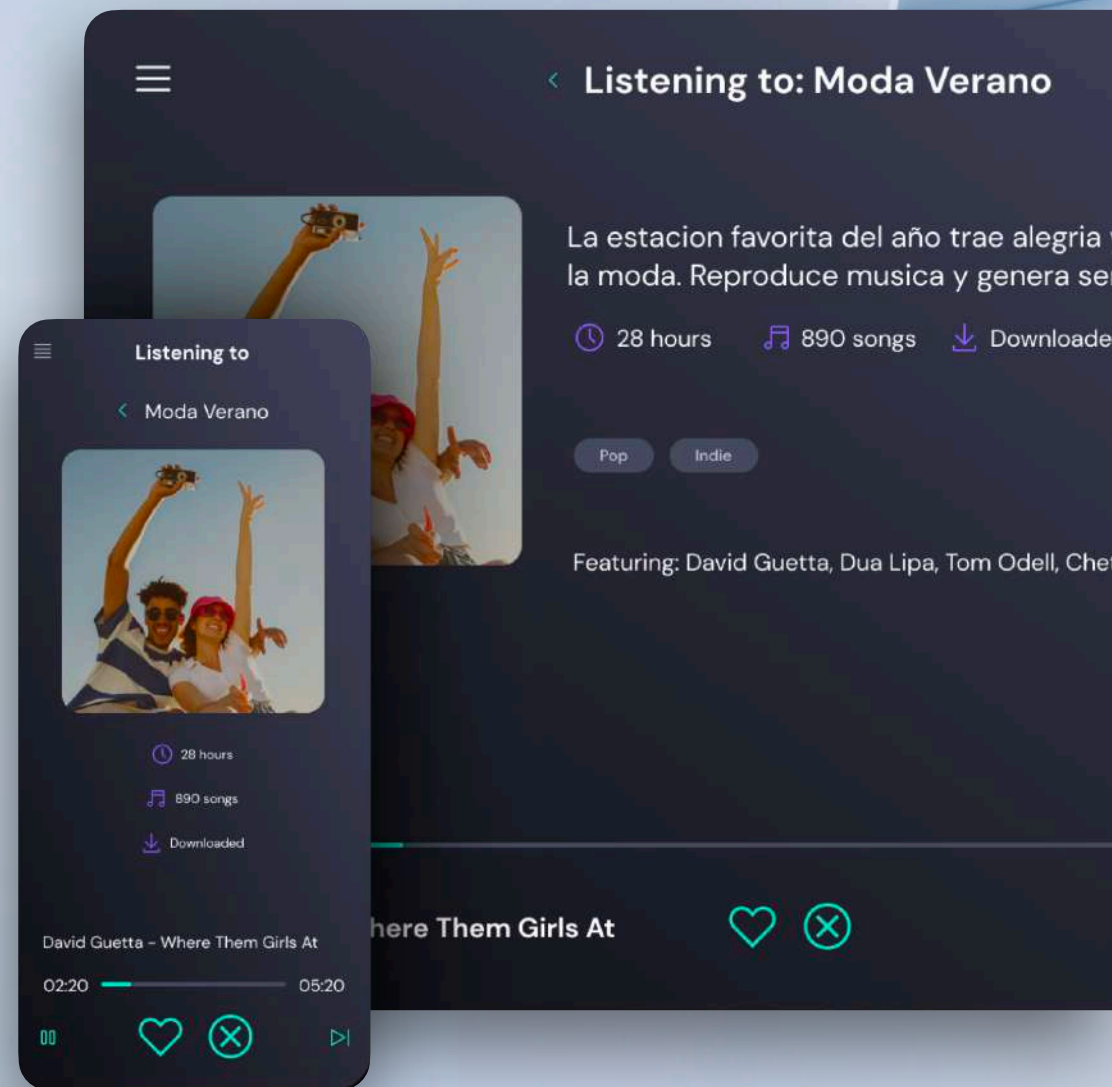
The perfect music, aligned with your brand

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](#)

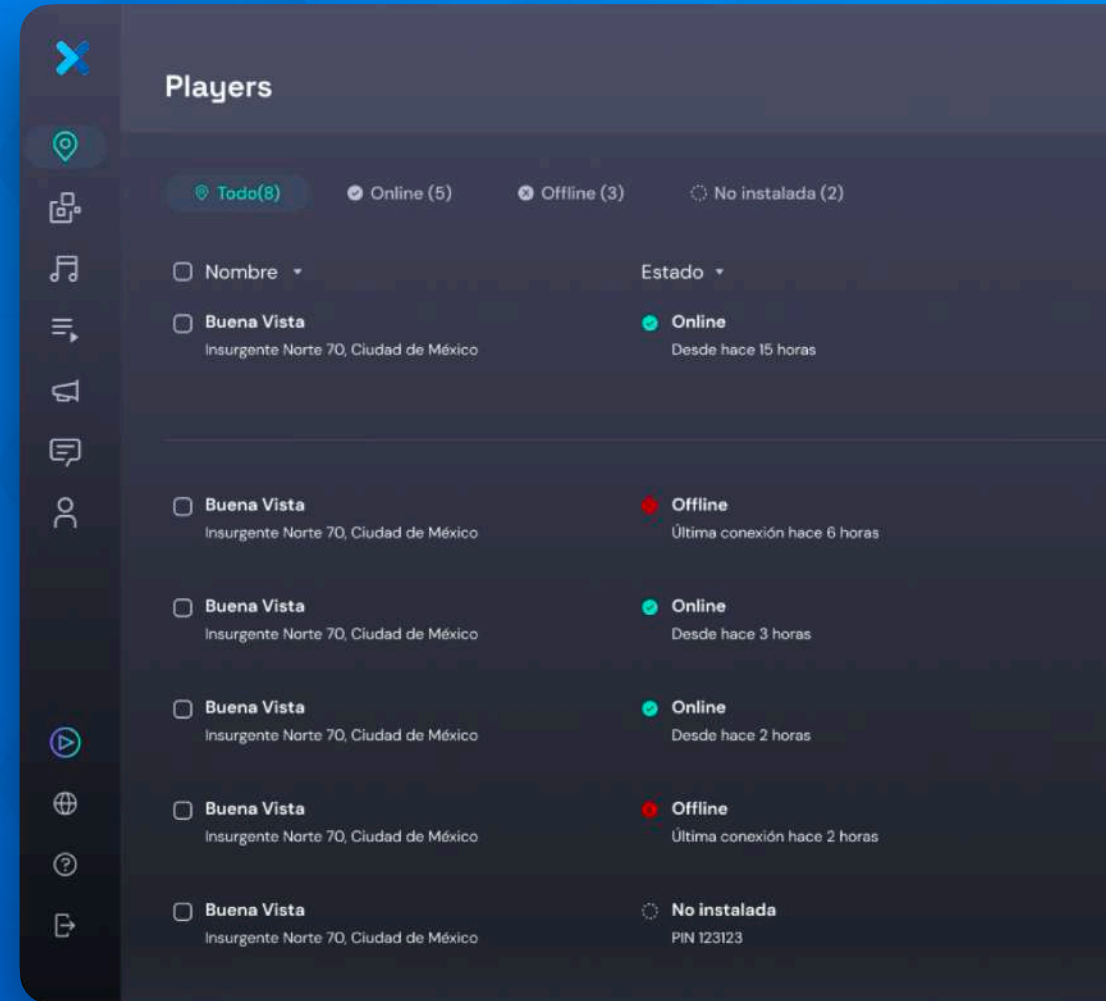


Your entire network of stores, on a single screen

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

KEY BENEFITS

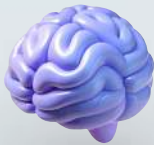
- ✓ 100% offline playback to avoid interruptions.
- ✓ Remote synchronization with automatic updates.
- ✓ Time management and advanced segmentation by store or region.



Dex Music

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.

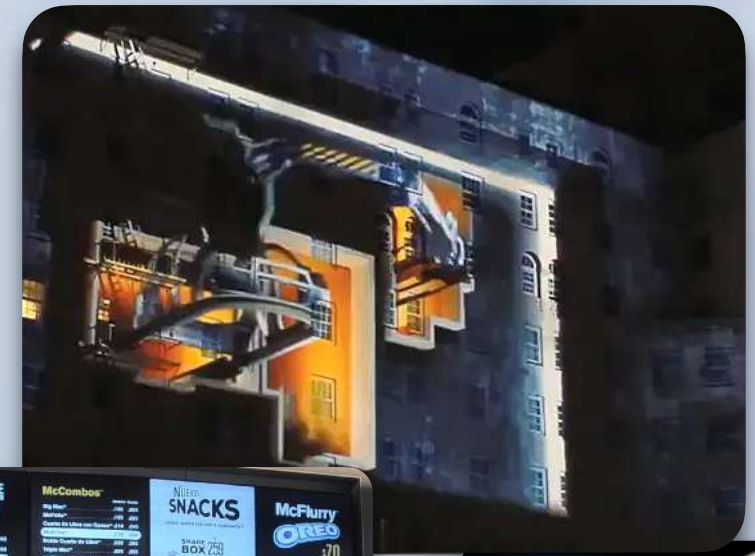
Dex Media

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

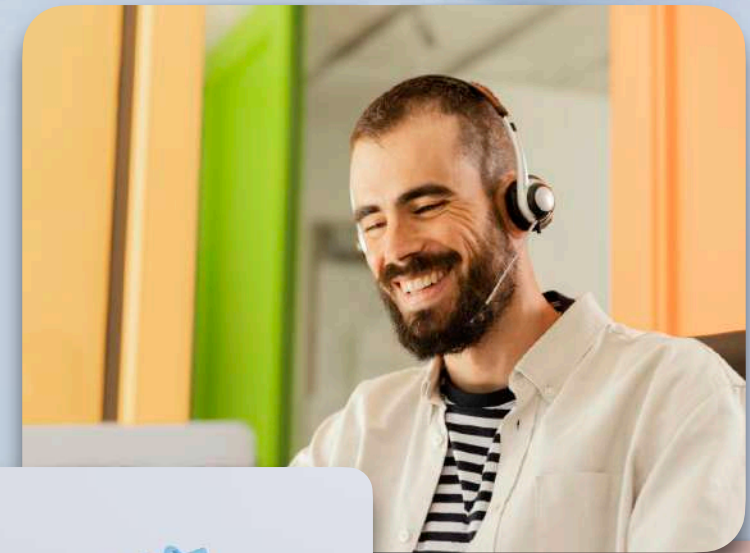
Managed Services

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.



Customer #7
worldwide

SAMSUNG
PRIORITY ★
CHANNEL PARTNER

 Microsoft
Partner

Partner
Program

Customer
#1 in RM
licenses

SAMSUNG
RM Agent

 Microsoft
Azure

Compatible
with Azure

TIZEN 

First
certified
company

At **Dex** we work with the world's
leading technology leaders.



SAMSUNG

ESTÉE LAUDER



TOM FORD



Chinin



Fortune 500 companies already trust **Dex** to lead the change.

Thank you

Dex
Manager

www.dexmanager.com