

Dex

Smart Control of Digital Experiences

SUPERMARKET v 1.0



DexSuite

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.



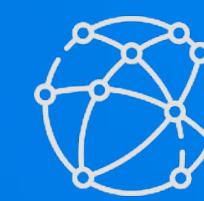
MONETIZE

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



PLATFORM

Dex Manager

Platform to manage content, devices and programming.

Dex Studio

Visual tool for creating dynamic and customizable content.

L A Y E R 2



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



Dex Studio + Dex Manager

Create and schedule dynamic, real-time content to communicate promotions, events, or personalized messages right at the entrance—delivering high visual impact from the very first moment.

FRESH PRODUCE AREA

Dex Vision + Dex Music

Enhance the sensory experience with ambient music adapted to the environment, while incorporating analytics to measure customer behavior and engagement in high-dwell zones.

Dex Flow + Dex Vision

Manage queues and waiting times with “Now Serving” displays and analyze customer flow to optimize service efficiency and the content displayed at each moment.

AISLES

Dex RetailMedia + Dex Manager

Monetize store spaces with direct or programmatic advertising campaigns, displaying promotional messages tailored to context and centrally scheduled.

LOCKER AREA

Dex SelfOrder

Facilitates order lookup, visualization, and direct pickup for online purchases or express orders—speeding up processes and improving the customer’s omnichannel experience.

CHECKOUT

Dex IoT + Dex Flow

Optimize checkout queues and customer flow through sensor-based intelligence, triggering relevant content based on crowd density and improving overall operational efficiency.

BACK OFFICE

Dex Remote + Dex LiveMedia

Enable remote monitoring of devices and delegate technical operations, ensuring stability and continuous support without adding workload to the in-store team.



Dex Studio

- ✓ Designs dynamic, high-impact visual content for storefronts and entrances using **Dex Studio**.
- ✓ Schedules promotions, events, or personalized messages that automatically change based on the time of day with **Dex Studio**.

Dex Manager

- ✓ Remotely manages all entrance and storefront screens through **Dex Manager**.
- ✓ Updates prices, campaigns, or last-minute announcements in real time via **Dex Manager**.

Result

- ✓ Both tools work together to deliver a consistent and attractive communication experience from the exterior all the way to the store entrance.
- ✓ Captures customer attention upon arrival and reinforces the supermarket's visual identity.



Dex RetailMedia

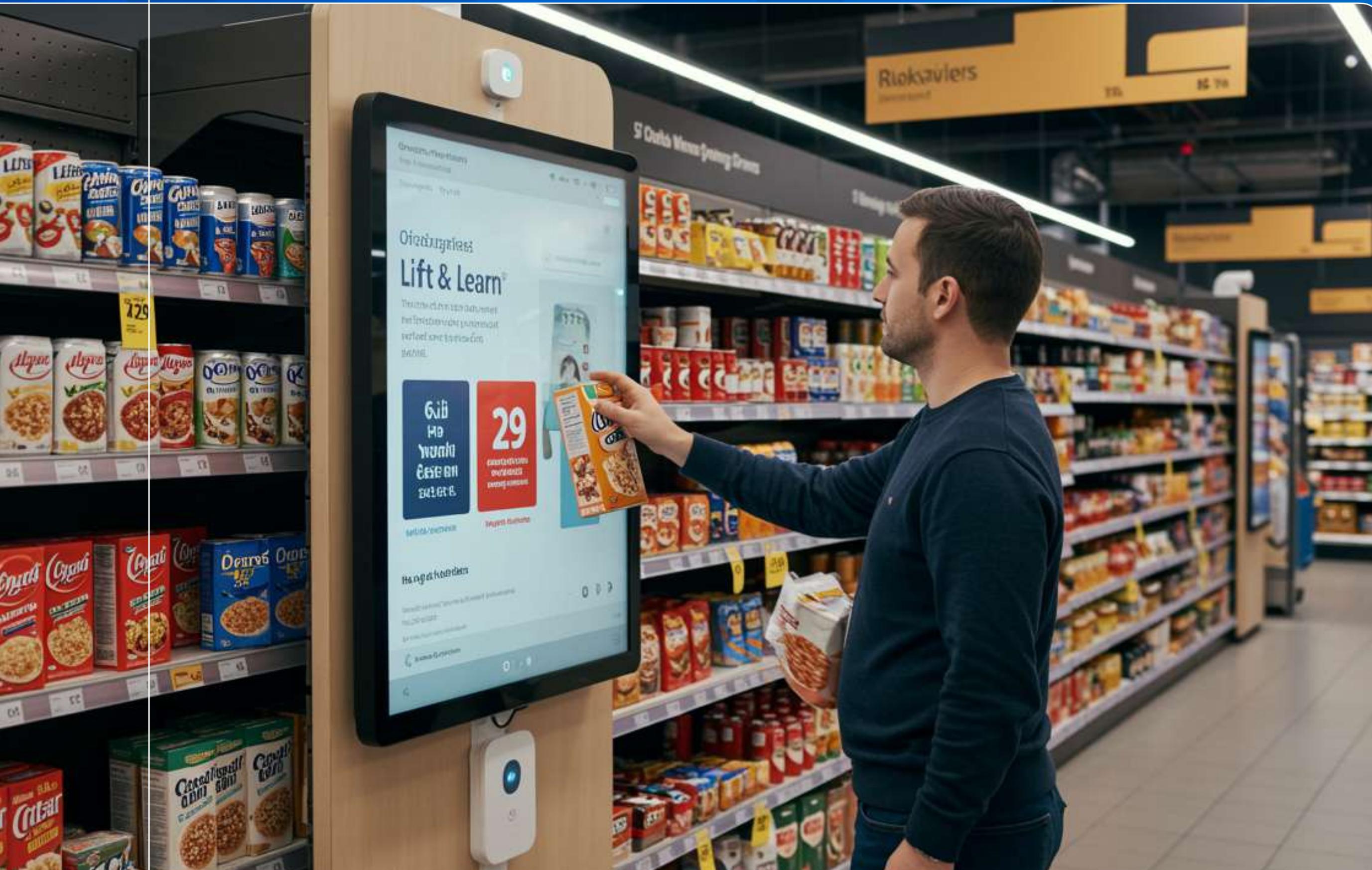
- ✓ Activates internal advertising campaigns as well as partner-brand campaigns directly from **Dex RetailMedia**.
- ✓ Defines automatic publishing rules by time of day, store zone, or product category using **Dex RetailMedia**.

Dex Manager

- ✓ Centralizes campaign planning, visibility, and frequency through **Dex Manager**.
- ✓ Monitors performance and generates automated reports with insights on campaign results in **Dex Manager**.

Result

- ✓ The integration of both platforms enables seamless coordination between commercial messages and brand promotions.
- ✓ Increases the profitability of in-store screens without disrupting the shopping experience.



Dex IoT

- ✓ **Dex IoT** connects motion, proximity, and ambient light sensors to trigger dynamic content based on customer movement or interest.
- ✓ Controls screens, lighting, or sound in promotional displays depending on distance or detected environmental conditions.
- ✓ Enables lift & learn experiences, where picking up a product (e.g., a bottle or promotional pack) reveals extended information or special offers.
- ✓ Adjusts lighting intensity, colors, or physical display elements to highlight seasonal products or active campaigns.

Dex Vision

- ✓ **Dex Vision** analyzes customer attention, traffic flow, and exposure time for each piece of content.

Result

- ✓ The integration of both solutions turns the supermarket display into an intelligent engagement point, capable of reacting to its surroundings and measuring real impact on sales.



Dex Studio

- ✓ Automates background music based on store type, time of day, or customer traffic using **Dex Music**.
- ✓ Integrates promotional messages or corporate announcements into the music stream through **Dex Music**.

Dex Manager

- ✓ Analyzes customer behavior (dwell time, density, and hot zones) using **Dex Vision**.
- ✓ Adjusts the rhythm and volume of the ambient music according to data insights provided by **Dex Vision**

Result

- ✓ Both solutions work together to adapt the atmosphere in real time throughout the day.
- ✓ Enhance the customer's sensory experience and increase time spent in the store.



Dex Flow

- ✓ Manages customer queues and movement through “Now Serving”-style informational screens using **Dex Flow**.
- ✓ Displays real-time updates on ticket numbers and service points through **Dex Flow**.

Dex Vision

- ✓ Analyzes traffic patterns and waiting times in each area using **Dex Vision**.
- ✓ Detects peak hours and optimizes staff and resource allocation with insights from **Dex Vision**.

Result

- ✓ The integration of both solutions allows content and service attention to adjust dynamically based on demand.
- ✓ Increases operational efficiency and reduces the perceived waiting time for customers.



Dex IoT

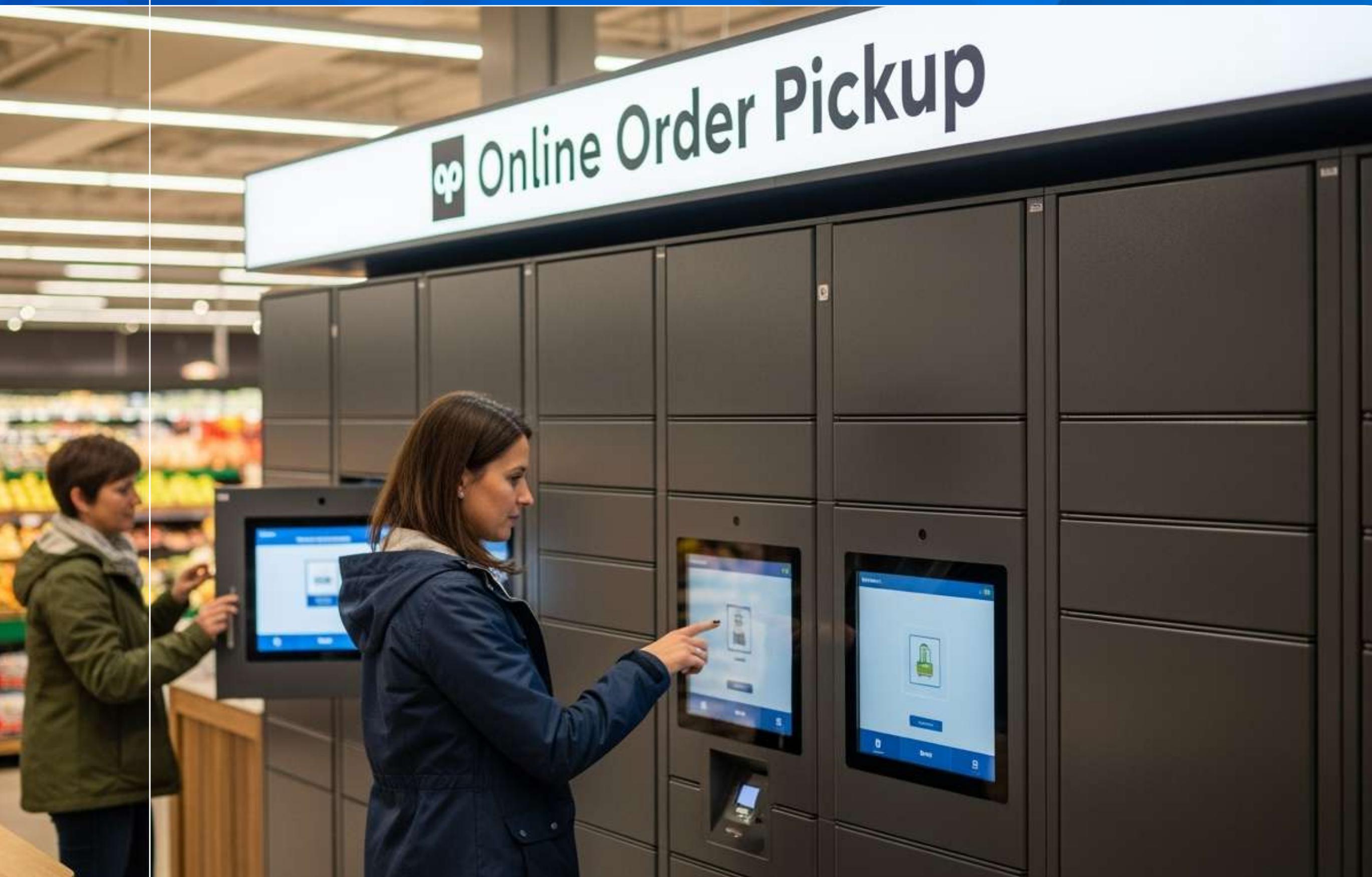
- ✓ Monitors customer flow and checkout usage through intelligent sensors managed by **Dex IoT**.
- ✓ Activates dynamic content or signage based on crowd levels using **Dex IoT**.

Dex Flow

- ✓ Manages the display of queues, wait-time messages, or the opening of new checkout lines through **Dex Flow**.
- ✓ Coordinates real-time communication between staff and customers with **Dex Flow**.

Result

- ✓ Both solutions synchronize information to speed up the checkout process and reduce bottlenecks.
- ✓ Improve operational efficiency and enhance the customer experience at the final stage of their shopping journey.



Dex SelfOrder

- ✓ Allows customers to check the status of their online orders or pick up purchases directly from automated lockers using **Dex SelfOrder**.
- ✓ Enables fast payments and contactless pickup, reducing wait times.
- ✓ Syncs order data, stock levels, and availability with the supermarket's central system.
- ✓ Sends automatic notifications and updates delivery information in real time.
- ✓ The intelligent management of **Dex SelfOrder** speeds up order turnover and optimizes the use of physical locker space.

Result

- ✓ Enhances the omnichannel experience by integrating online shopping and physical pickup into a single seamless flow.

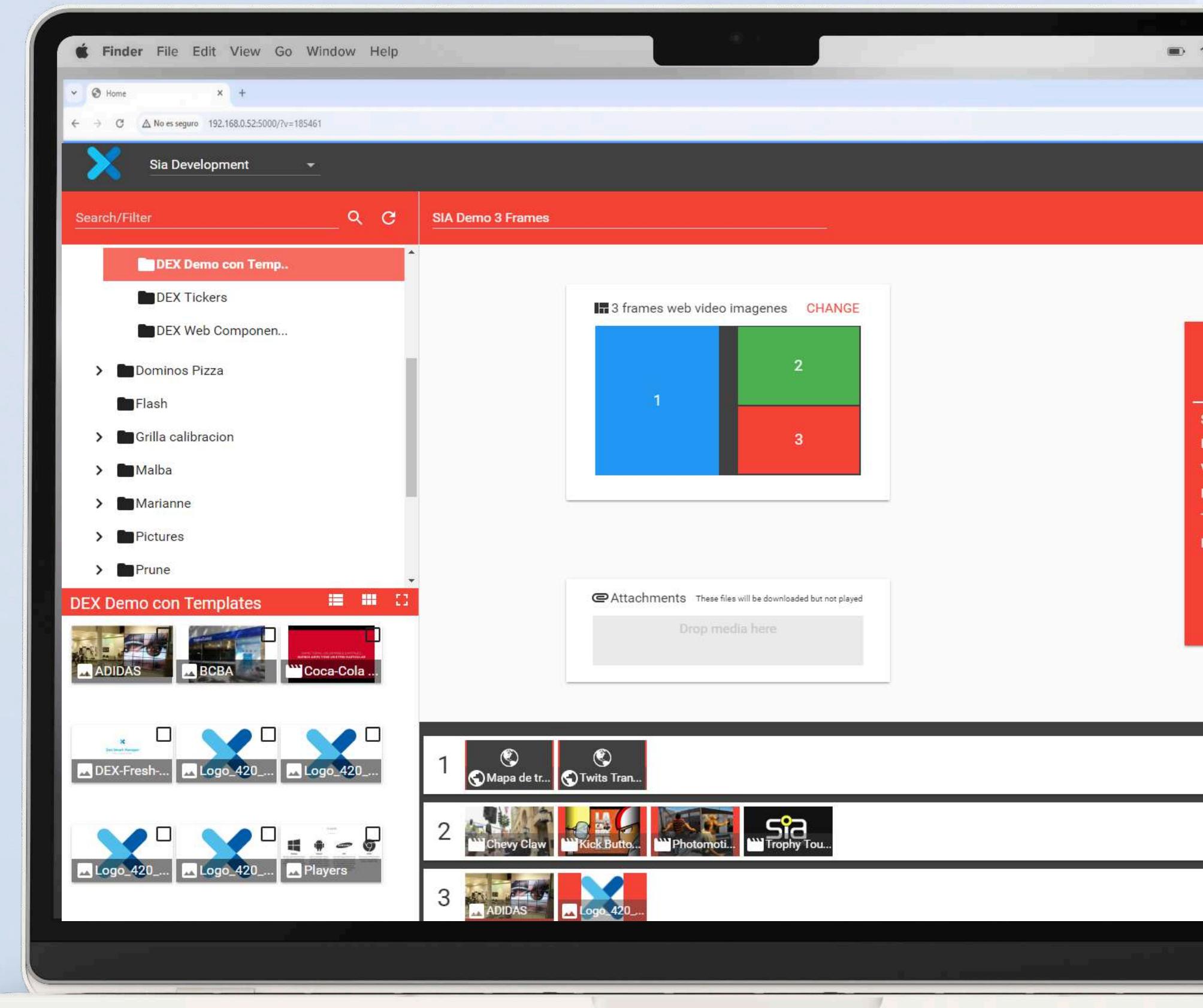
DexManager

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.

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.

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.



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.



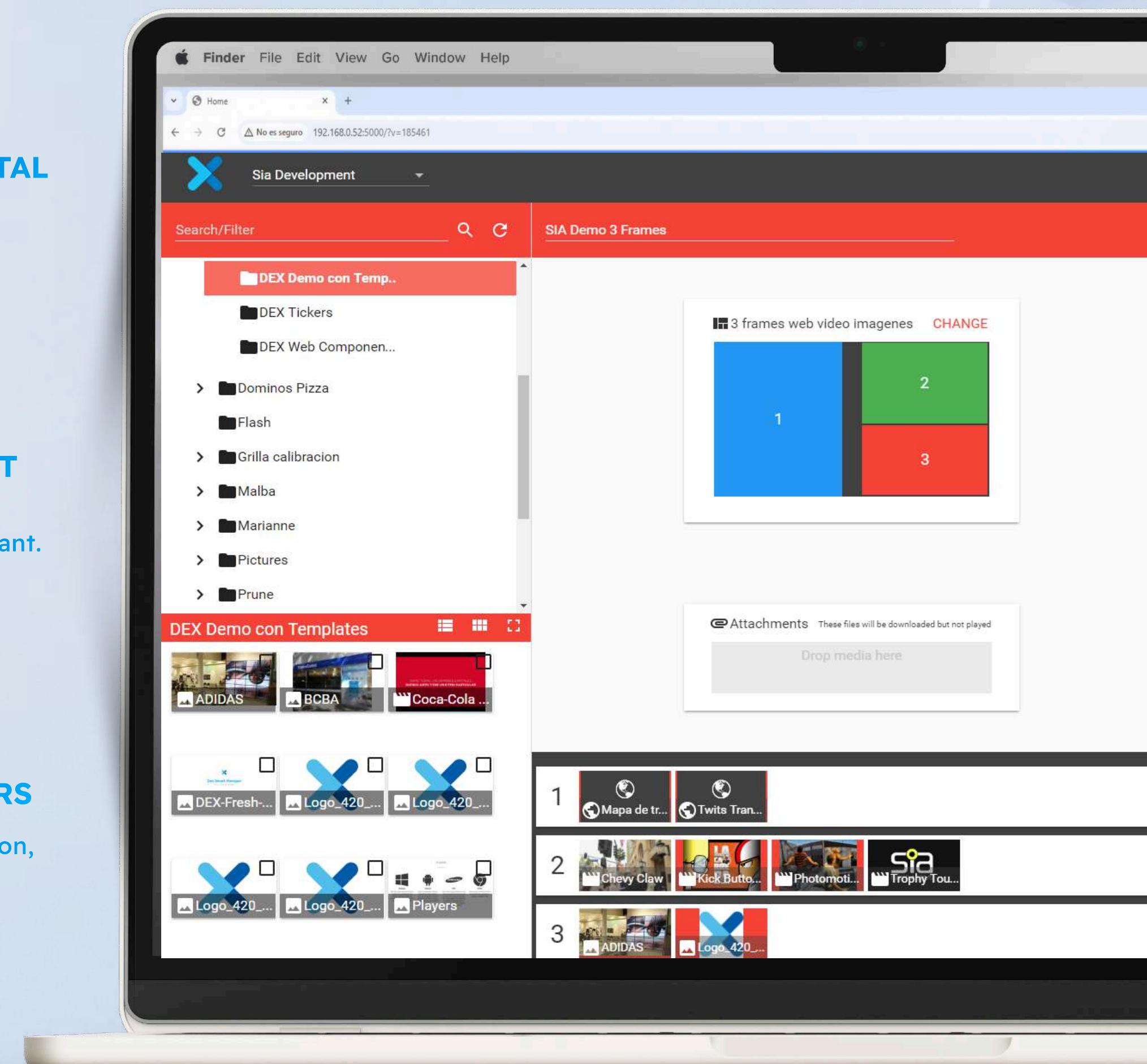
NETWORK STATUS AND TRANSFER MANAGEMENT

Full control of network status and transfers in real time.

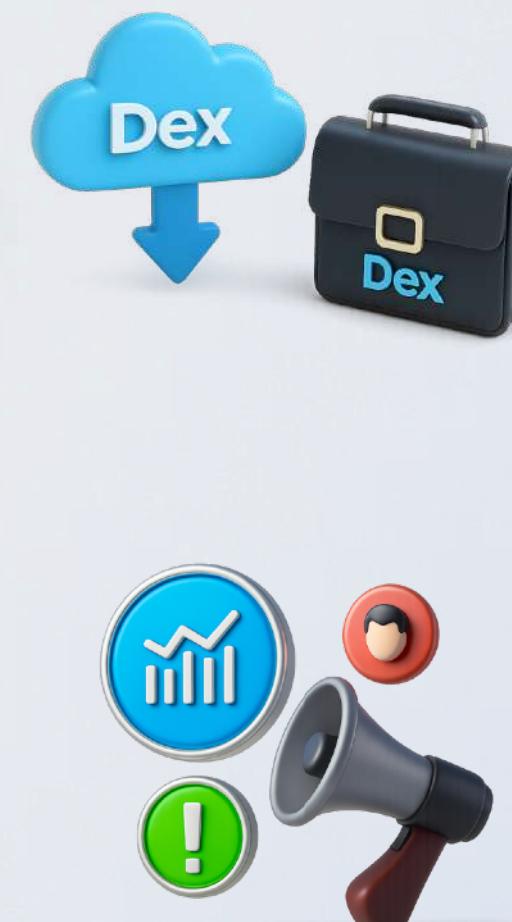
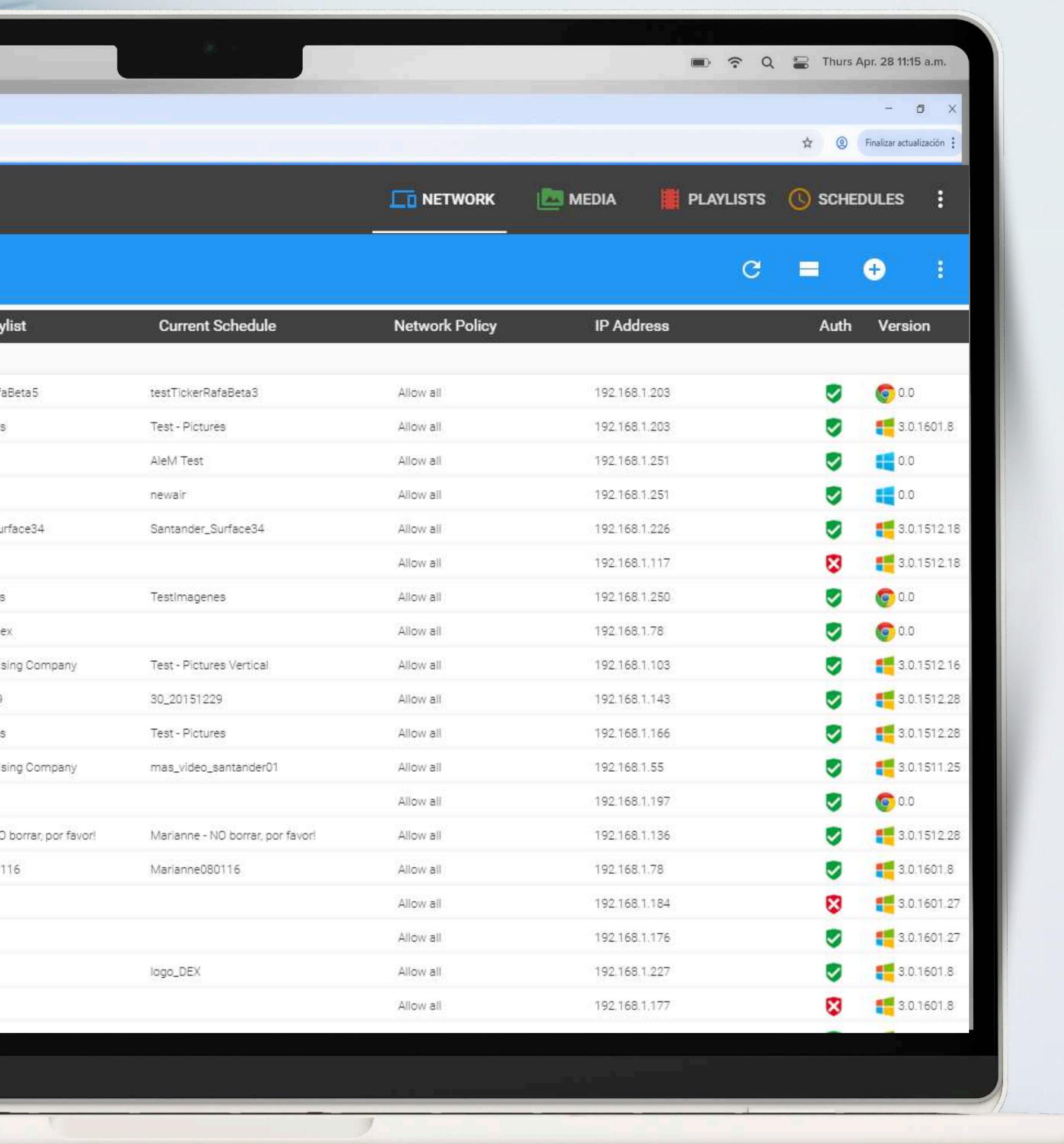


HIGH AVAILABILITY AND LOAD BALANCING SERVERS

Consistent performance. Always on, without interruptions.



Everything you need, in one place



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.



APPROVED FOR BANKING ENVIRONMENTS

Financial security and compliance.



SUPPORT FOR VIDEO WALL AND SYNCHRONIZED PLAYBACK

Visual impact in large format. All perfectly coordinated.

PROACTIVE ALERT SYSTEM

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



Dex studio

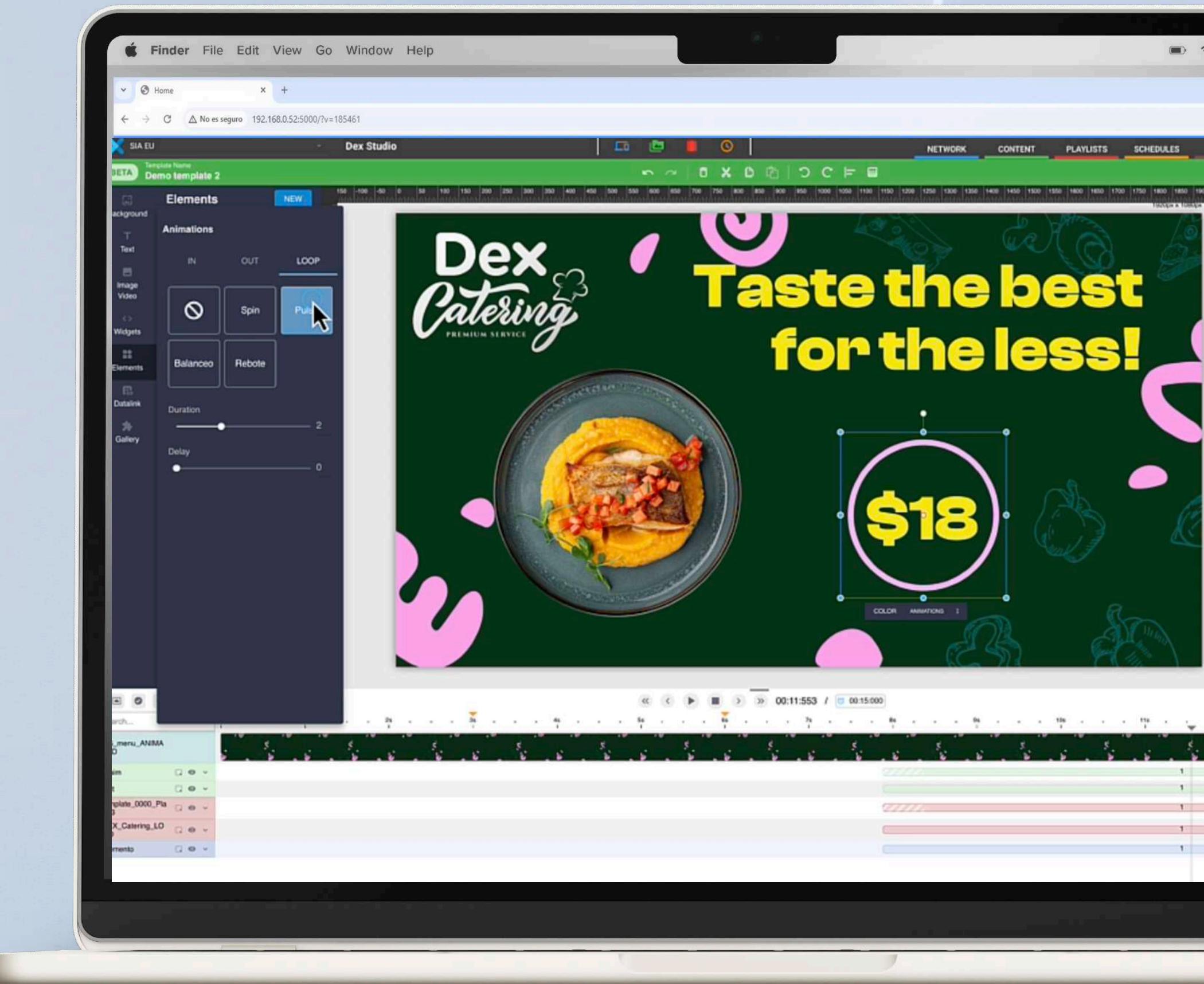
Smart content created by you

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

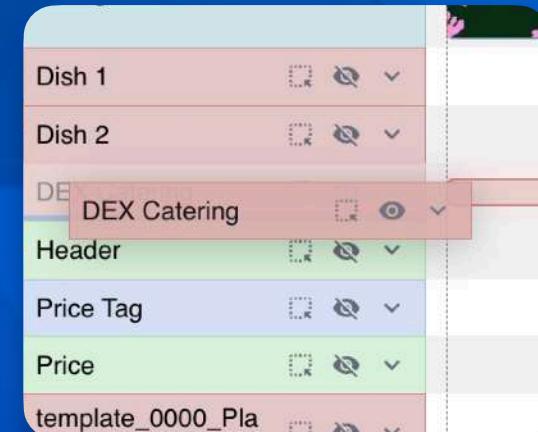
Adjust typography,
color and spacing to
detail.
Your text, your style.



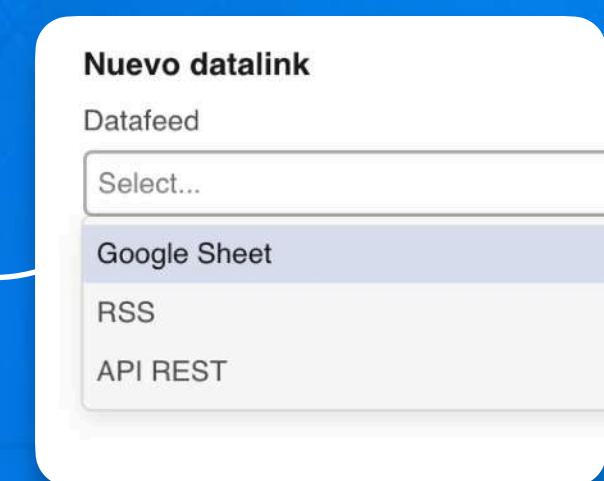
Bring each element
to life with ready-
to-use animations



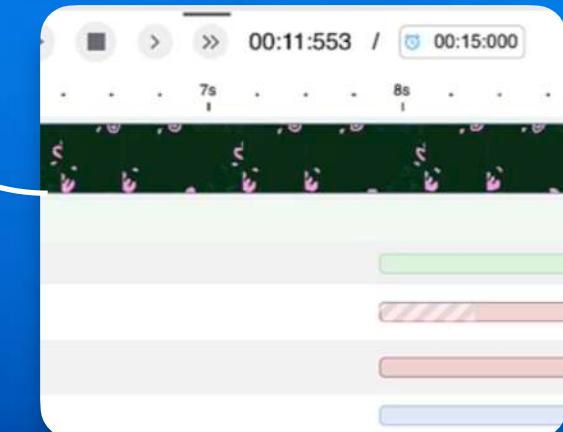
Organize your
design by
dragging,
dropping and
taking visual
control.



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



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



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.

System state: **Normal** | Logged in as **admin**

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

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

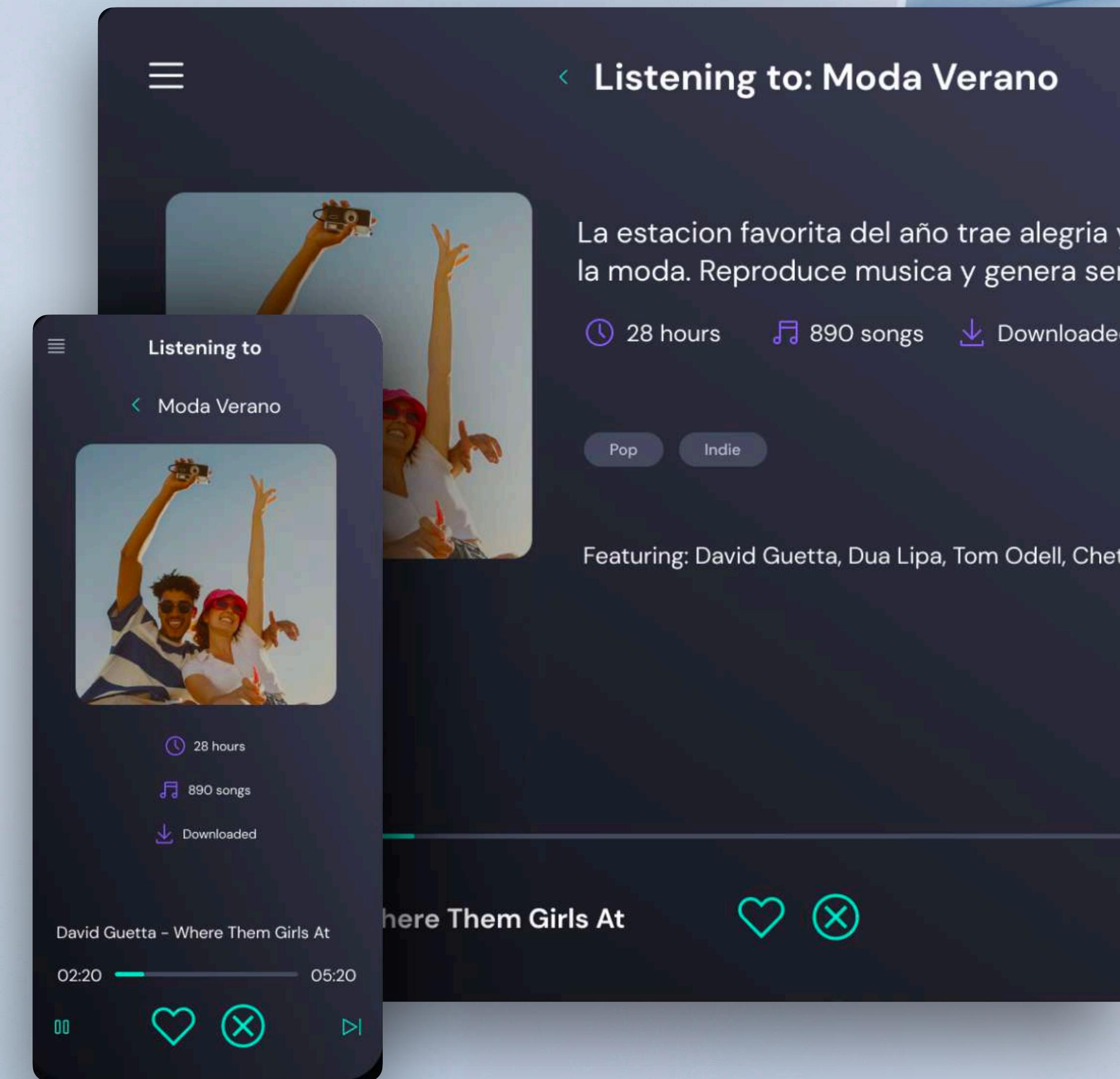
The perfect music, aligned with your brand

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

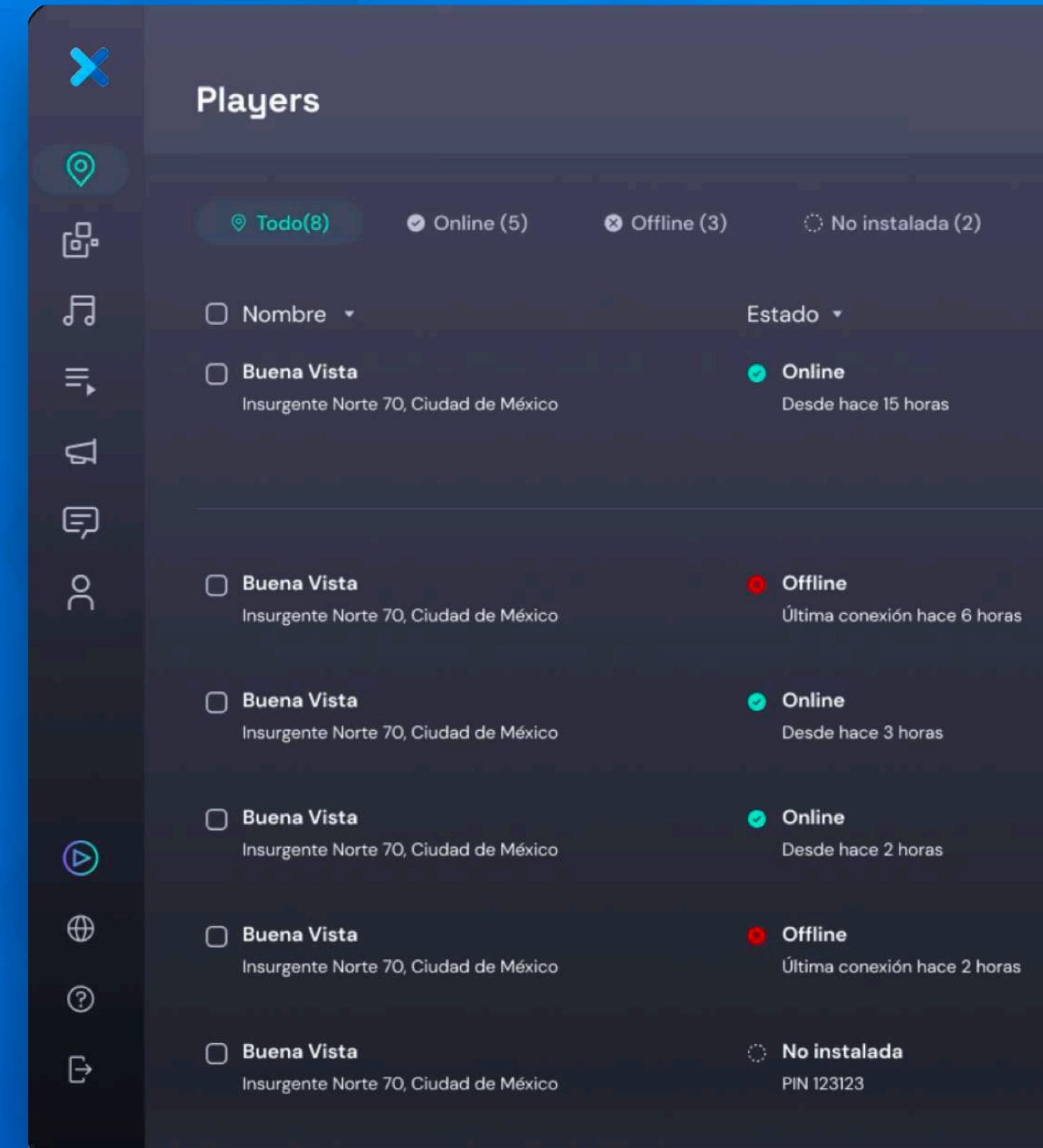


Your entire network of stores, on a single screen

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.



The screenshot shows a software interface titled 'Players' with a sidebar on the left containing various icons. At the top, there are filter buttons: 'Todo(8)', 'Online (5)', 'Offline (3)', and 'No instalada (2)'. The 'Online (5)' button is selected. On the right, there is a 'Estado' dropdown set to 'Online' with a note 'Desde hace 15 horas'. The main list displays five entries, each with a checkbox, the store name 'Buena Vista', the address 'Insurgente Norte 70, Ciudad de México', and a status indicator. The entries are: 1. 'Buena Vista' (Online, 15 hours ago). 2. 'Buena Vista' (Offline, last connection 6 hours ago). 3. 'Buena Vista' (Online, 3 hours ago). 4. 'Buena Vista' (Online, 2 hours ago). 5. 'Buena Vista' (Offline, last connection 2 hours ago). The last entry is 'No instalada' with PIN '123123'.

Estado	Ultima conexión hace
Online	Desde hace 15 horas
Offline	Última conexión hace 6 horas
Online	Desde hace 3 horas
Online	Desde hace 2 horas
Offline	Última conexión hace 2 horas
No instalada	PIN 123123

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

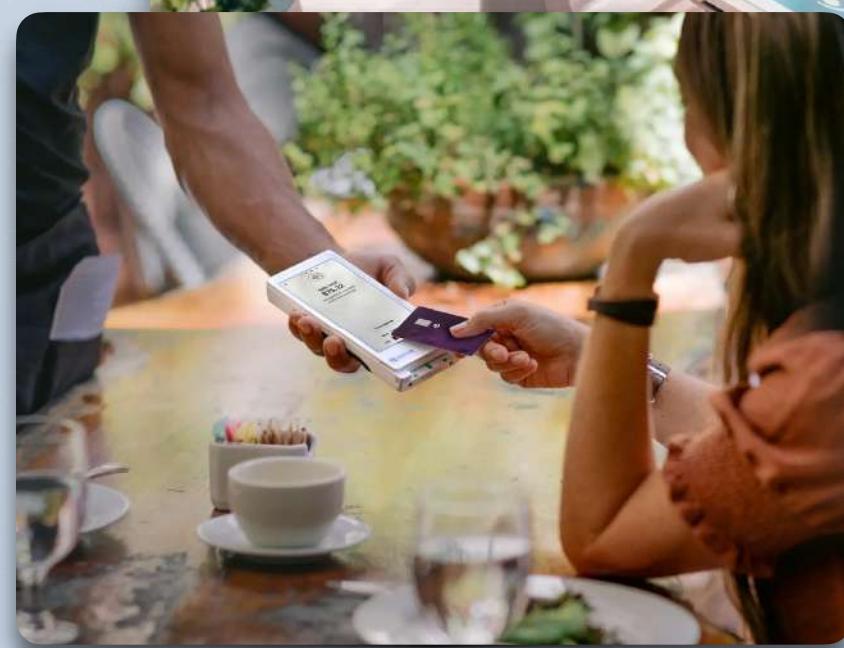
Optimized self-service for the foodservice and retail channel

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.

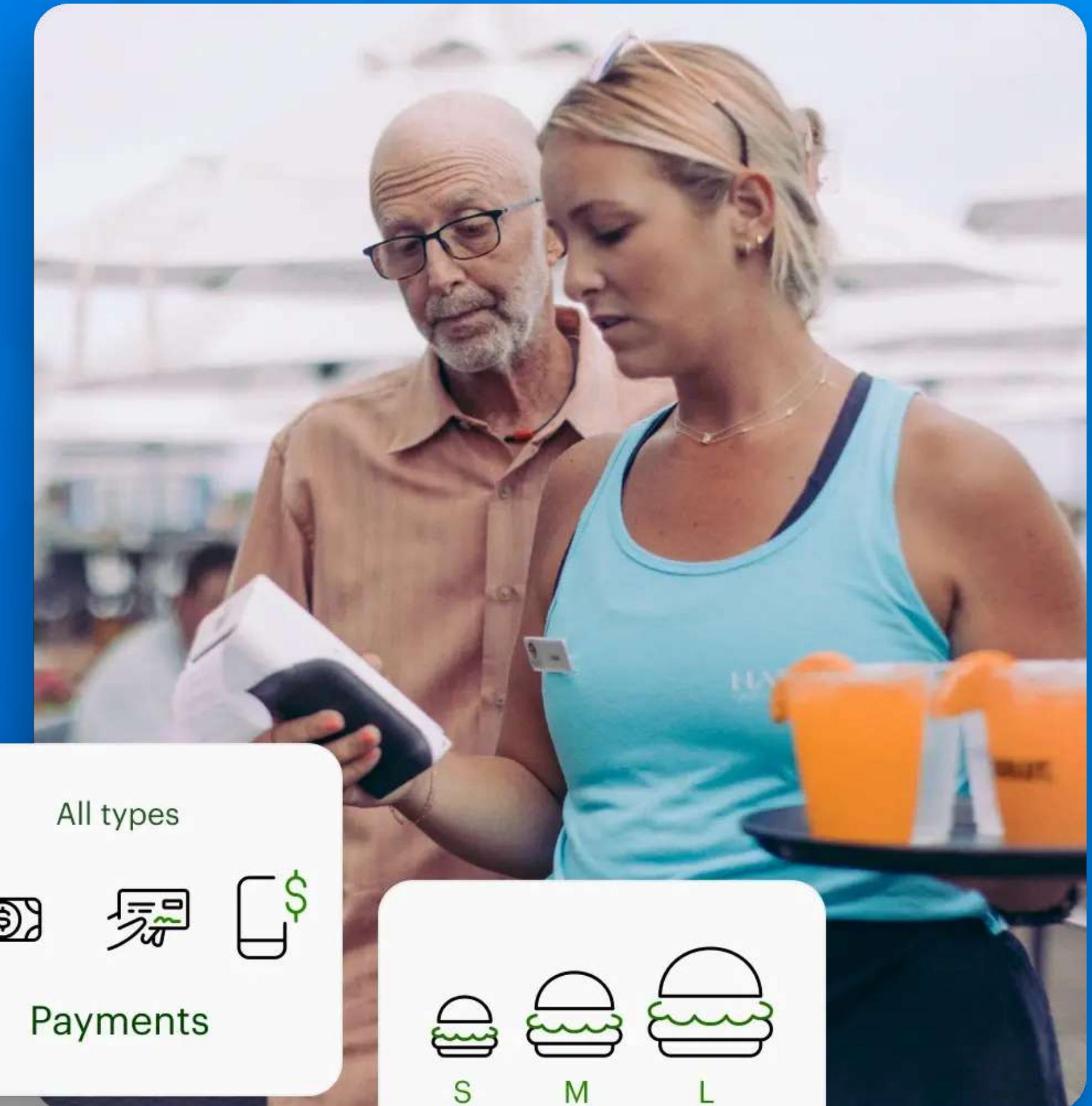
LEARN MORE



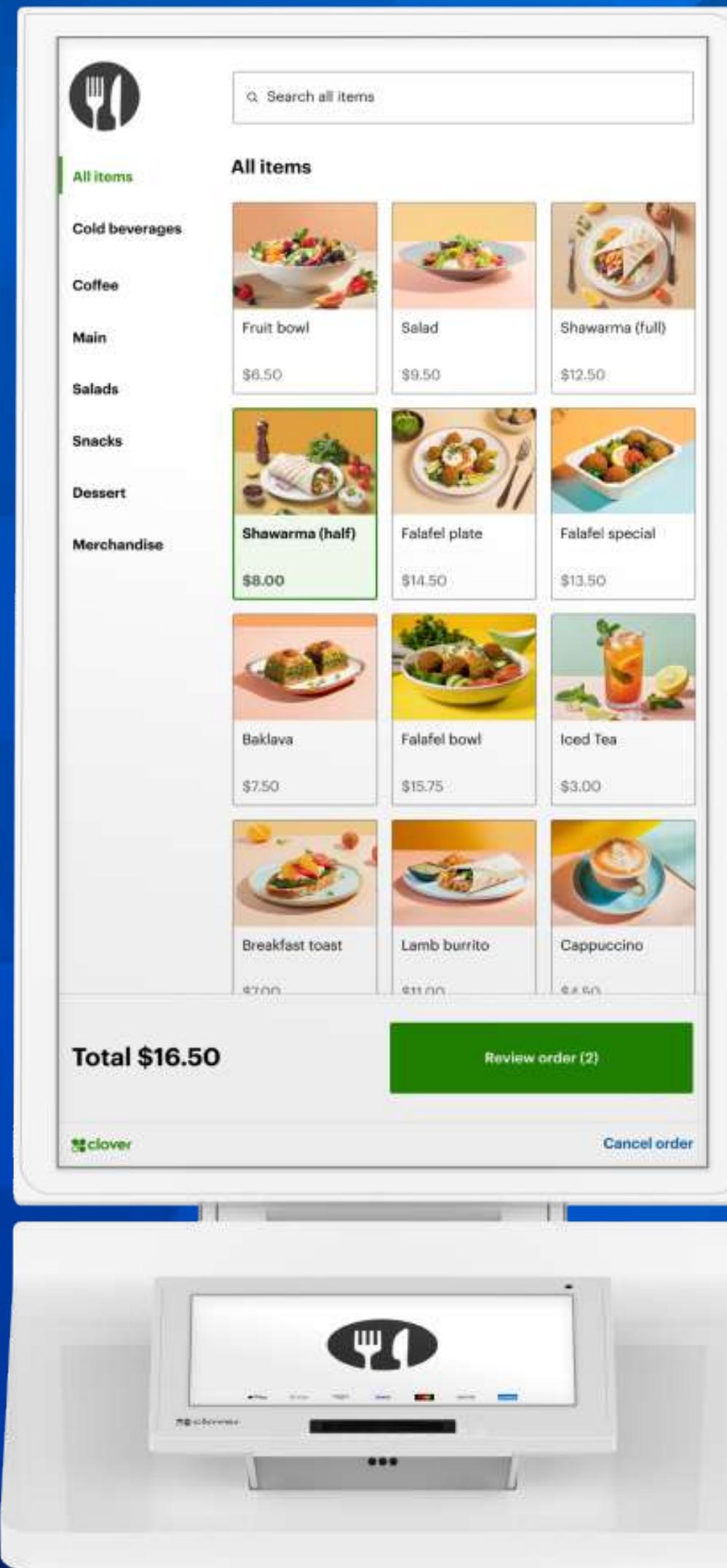
More agility, more control, better service

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

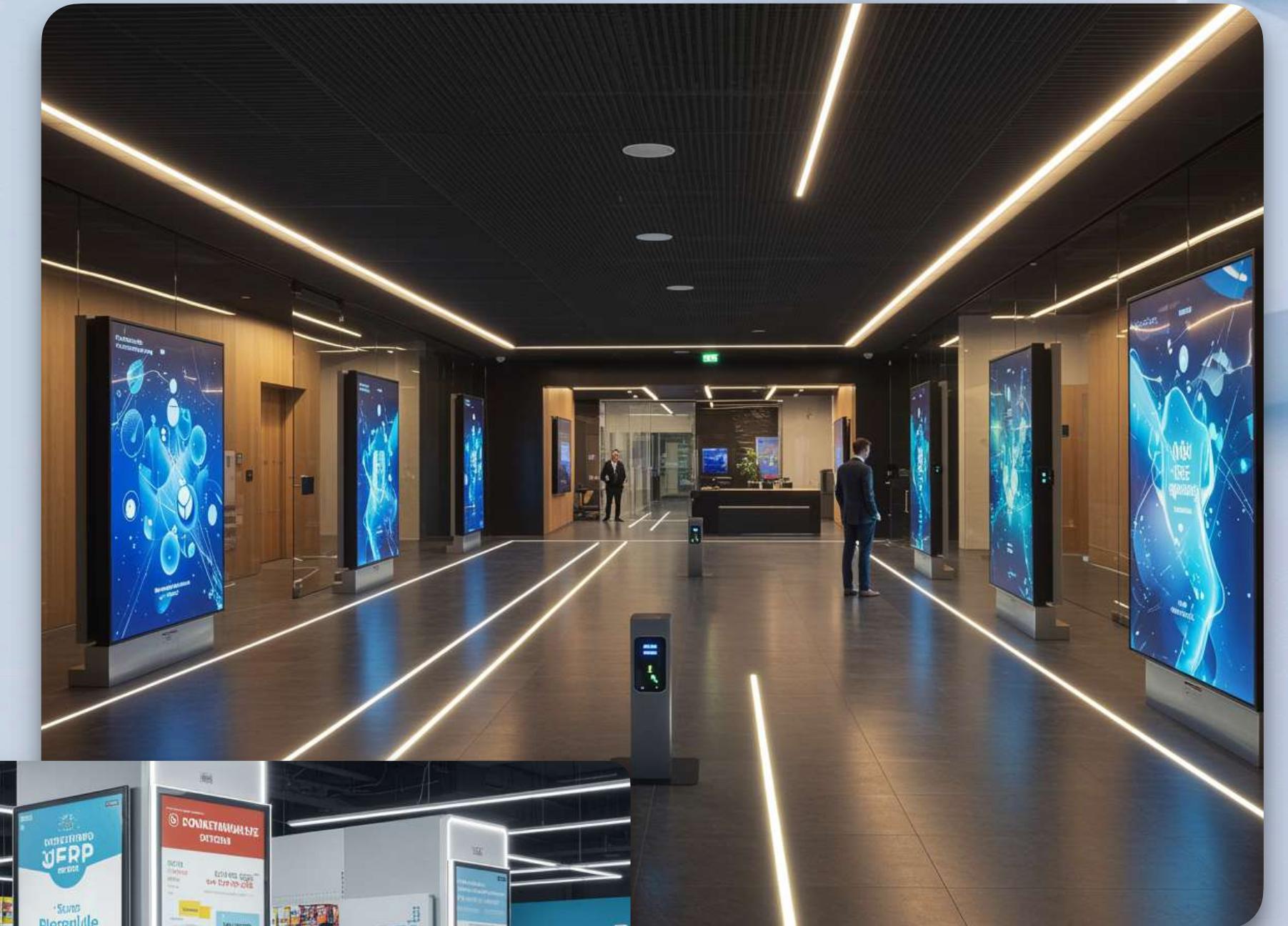
Sensorial integration for retail and phygital experiences

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.



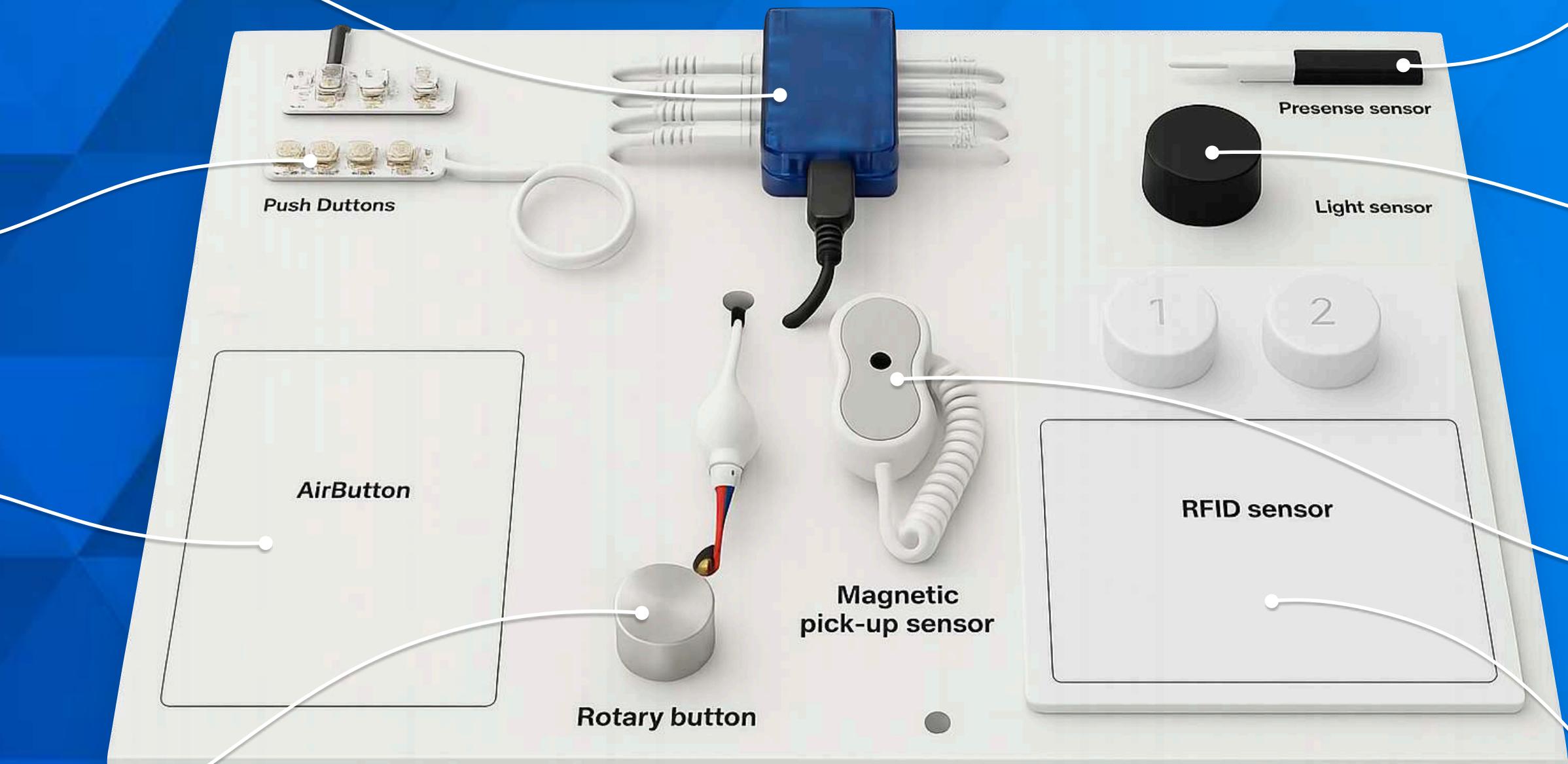
Configurable physical buttons that allow activating options, content, or interactions in real time.



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.



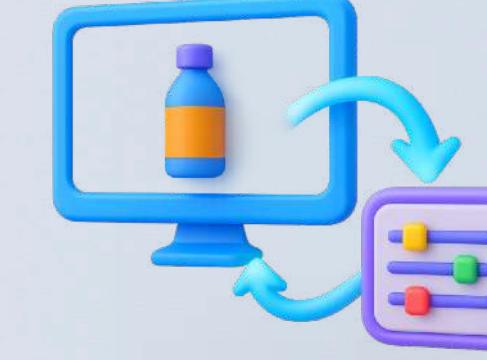
Dex IoT

Integrated physical interactivity in real time.

Key functionalities



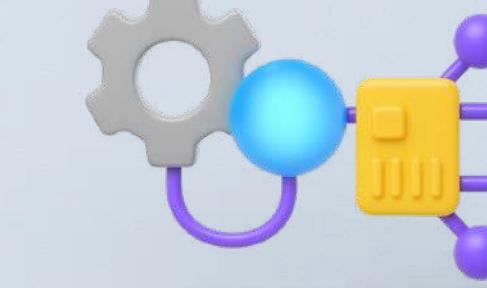
Detects presence or movement and triggers content in real time.



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.

Dexvision

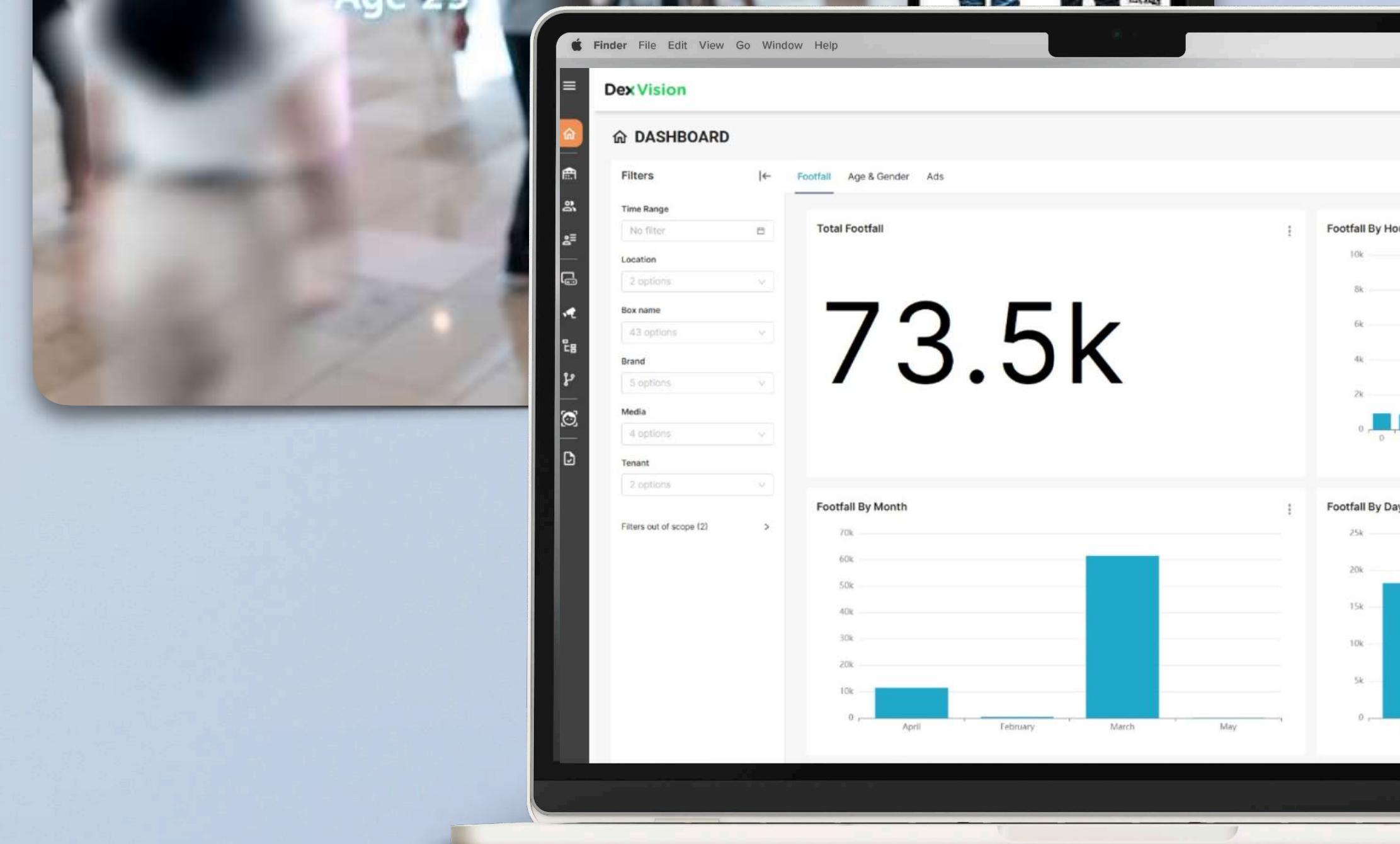
Visual intelligence for retail and physical spaces

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

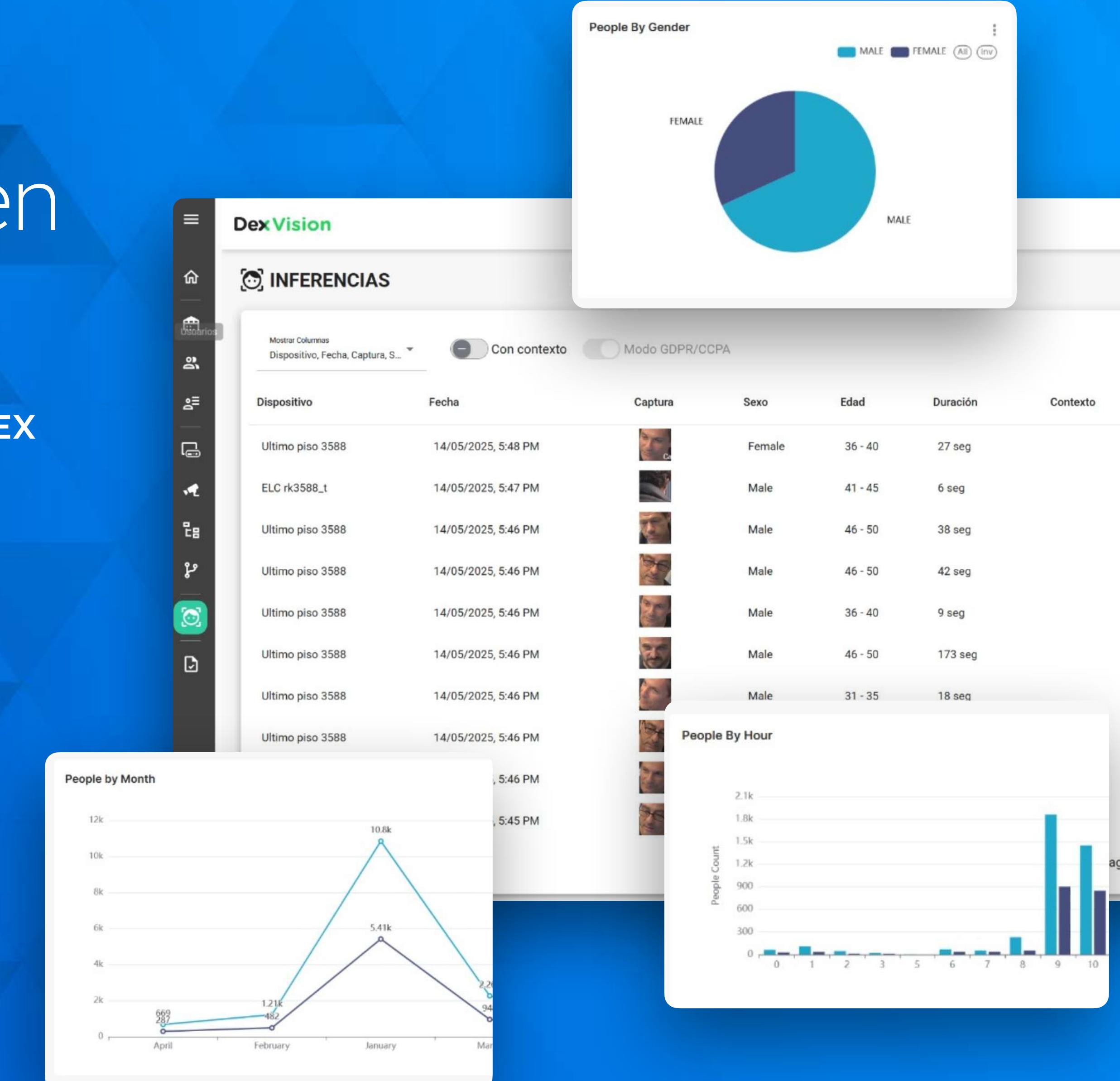


More knowledge, better segmentation, data-driven decisions

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.



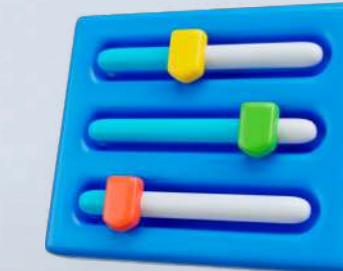
Dex Vision

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.

DexMedia

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.



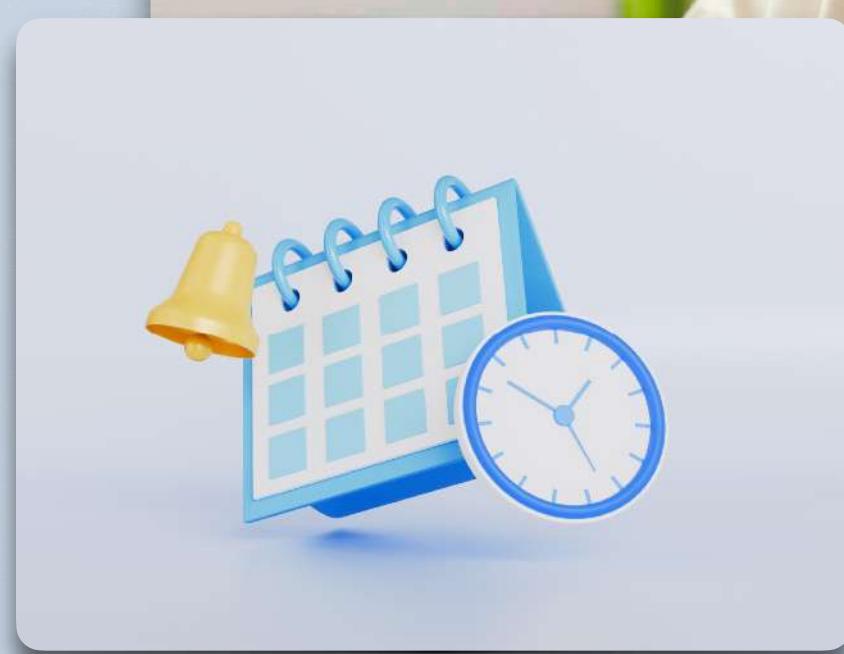
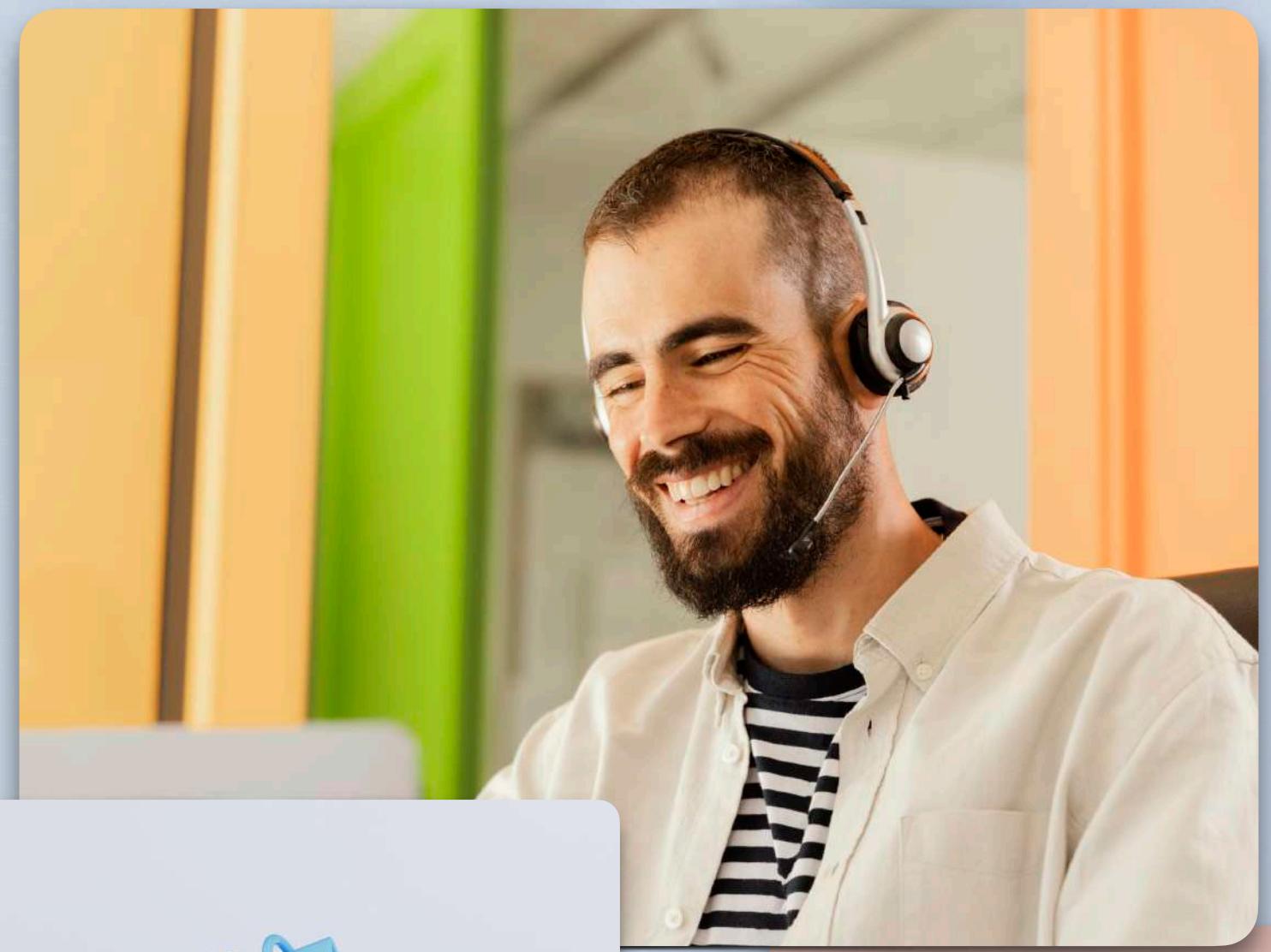
Dex Managed Services

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



Customer
#1 in RM
licenses



Partner
Program

Compatible
with Azure

First
certified
company

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



SAMSUNG

ESTĒE LAUDER

SMIRNOFF

Mondelēz
International

Nestlé

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