

# STRATACACHE

Global leader in digital solutions for transportation

SCALA | SUPERLUMIN | PRN | CARMANAH SIGNS  
ENVU | OPTIKA | RDM | WALKBASE

## The STRATACACHE Family

Across the STRATACACHE family of digital media/marketing technology companies, we have wide-ranging success stories that prove our industry leading track recording in solving challenges for transportation, retail, QSR and more. Our marketing technology all falls under one STRATACACHE umbrella, ensuring full flexibility and expertise for bespoke solutions, handling a digital project of any size, scope or complexity.

## Our Proven Success

The world's most successful brands rely on STRATACACHE's scalable audience experiences in wide-ranging areas including retail, QSR, finance, entertainment, gaming, transportation, education and more. Across the STRATACACHE family of complementary digital media/ad tech solution companies, we have the technology, expertise and track record to bring innovation that delivers results.

## STRATACACHE Marketing Technology

- Link online activity to in-person behavior
- Build a 360 degree view of travelers and visitors
- Apply intelligent analytics to drive smarter signage
- Deliver personalized digital experiences on any screen
- Increase sales and engagement with measurable results

## Our Solutions & Services

Our digital solutions - interactive audience experiences on any screen, from mobile to large-format LED walls - have an immediate impact on marketing strategy and sales. Seamlessly bridge the gap between the online and in-store worlds.

## Our Value

A successful traveler experience is reliant upon rock solid stability. With a singular focus on digital signage, we continually refine our tools under the guidance of our in-house industry experts, closely monitoring the ever-changing digital market.



## Information Display Today

In today's airports and transportation centers there are many options to display information to keep passengers informed, but consider the following:

- Does it proactively create personal, unique and memorable passenger experiences?
- Does it convey the uniqueness of your airport, station and community?
- Is it easily supported to create on-demand revenue and efficiency campaigns?

## Create Powerful Passenger Experiences

STRATACACHE's marketing technology and solutions can breathe new life into your facility's operation with an intelligent and flexible digital content network designed to:

 **Inform** passengers to move them fluidly throughout the facility

 **Entertain** with fun, interactive games to pass the time

 **Activate** action with engaging visual content and well- designed mobile campaigns

 **Promote** amenities and concessions

 **Provide** high-touch concierge services

 **Create** actionable insight and improve airport services

 **Communicate** effectively with staff

 **Improve** the overall guest experience, from check-in to customs and baggage claim

## How it Works

The central nervous system of the platform is Walkbase, which privately and securely analyzes connected devices with a network of sensors and an analytics platform which creates an accurate visualization of passenger dwell and flow through the facility.

The Scala Digital Signage Content Management platform connects locally to operational systems such as AODB, building automation and airline hosts, to deliver beautifully designed applications and interactive digital content.

The network provides the optimal platform to innovate optimize, enhance and personalize the airport experience for passengers, tenants and employees.

**For more information visit [www.stratocache.com/transportation](http://www.stratocache.com/transportation)**