

Telefax Data Systems

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Integrated Corporate Communications

In a world of 24 x 7 media coverage where instant news is the norm, companies face an every growing challenge to keep their customers and employees up-to-date on what is happening in and around the company. And where time is ever more important, the traditional corporate email is no longer the most effective real-time tool for en masse communication to employees or customers, or even to different groups of employees.

Timely real-time communication that is targeted to its audience can create operational efficiencies across the workforce and create competitive advantage when engaging with existing and potential new customers.

Telefax Data Systems has developed a content-rich multimedia communication platform; easy to implement and based on standard Microsoft Windows technology, it establishes a simple and effective way to deliver targeted group communication. Called OmniDisplay, this software app can extract, aggregate and compose information that can be displayed in the user's chosen format and style.

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For example, many company reception areas will have a TV showing a news channel (Sky and BBC usually), but rarely a display that promotes a company's business. Equally, many companies have come to rely on corporate and group emails to communicate with different employee groups throughout their company.

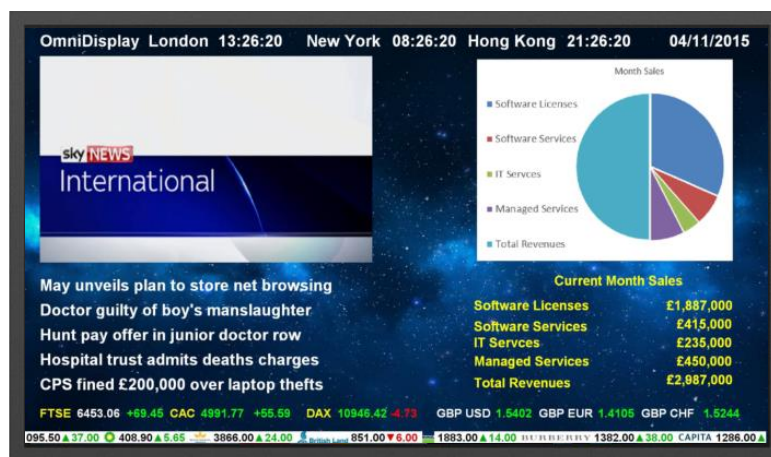
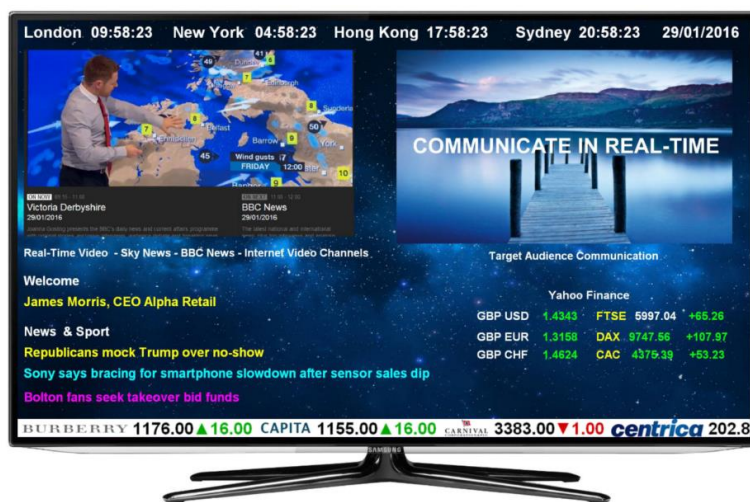
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OmniDisplay is all about making real-time information 'visible' to those who would benefit from seeing it, without having to continually and periodically search for it. This information could include external news feeds and financial data, internal broadcasts and information from a company's internal systems.

From a single Windows desktop, a company can drive multiple display types each with its own content and layout format. For example, within sales, marketing and customer services teams, common real-time information that would benefit all staff can be displayed simultaneously with real-time information specific to each team.

Whereas a main reception display can show the news channel of choice, it can also inform existing and prospective customers about the company: news, financial performance, quality metrics and others successes, along with welcome messages for those visiting the company.



OmniDisplay uses an application dashboard approach for capturing live information and data from a company's existing systems meaning any application live on the media manager desktop can be integrated into any display. Simultaneously, any information available on the internet can be captured in real-time through its URL or RSS feed.

OmniDisplay in most instances can be delivered on a company's existing HD displays, video walls and large-scale LED displays.

Could it be simpler to communicate, probably not.