



**IDEAS UN LIMITED**

» promise delivered

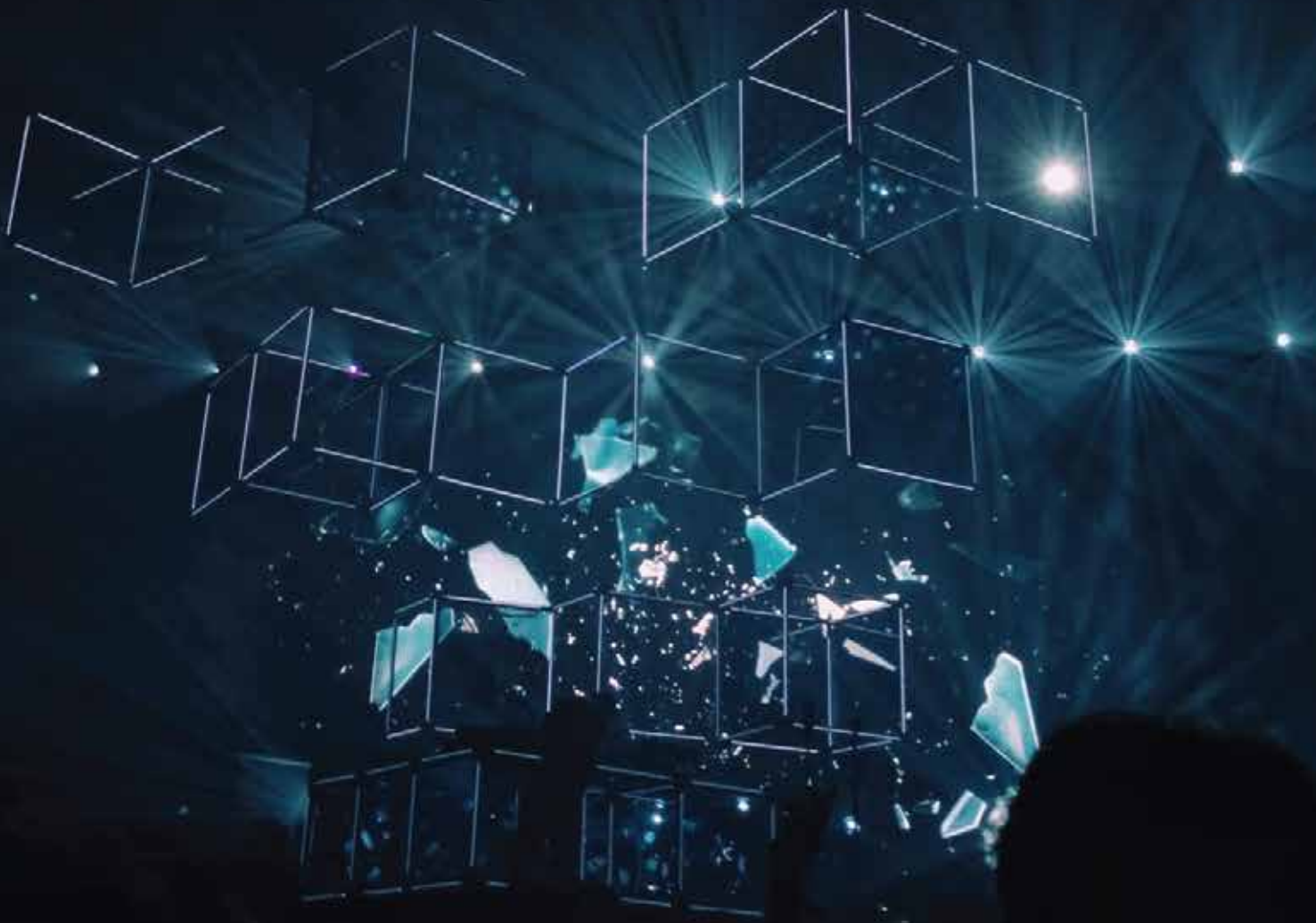


# Company Profile

• DIGITAL SIGNAGE SOLUTION

“Quality is the result of a carefully constructed cultural environment. It has to be the fabric of the organization, not part of the fabric.”

*Phil Crosby*



# The Birth of Ideas Un Limited

**W**elcome to Ideas Un Limited where our expertise in Digital Signage picks up where nature ends – beyond just branding.

Ideas Un Limited was established in 2006. It started as a Digital Signage company pioneering Digital Out of Home solutions in Kenya. Today we are known across East Africa for cutting edge **Real Digital Signage Solutions**.

Which are examples of Global best practices within the region. We spear-head innovations through reasearch and always deliver solutions as per clients expectations. With our expertise you can control the content in multiple locations.

Guess what! all controlled & managed remotely.

We understand the importance of promoting a business and protecting a brands image through innovative, yet relevant digital signage solutions that meet their needs. That's why our Higher Purpose is **"to power businesses into digital signage."**



**Promise Delivered** is an expression of what we stand for and is the promise that we make to all our clients and the society at large – to power prosperity by providing digital signage solutions that result in Global best practices through digital solutions, for both individuals and businesses.

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## Our Philosophy

# VISION

Our Vision is to provide cutting edge Digital Signage Solutions which are relevant to each sector of the industry and create a fundamental difference in the society around us.

# MISSION

Our Mission is to Grow collectively by delivering Right solutions to our partners. Partners for us are our clients, suppliers and our people.



## Our Objectives

- To Surpass Clients expectations.
- To minimize Client costs and maximize their return.
- To continuously evolve by bringing efficiency and transparency in all our engagements.
- To spearhead innovation in all the solutions we provide.
- To be a Leader and achieve Leadership in all product segments.

## Our values

- Dynamic
- Innovative
- Growth Oriented
- Integrity
- Teamwork
- Accessibility
- Lasting Relationships







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**Welcome to**  
**Ideas Un Limited**

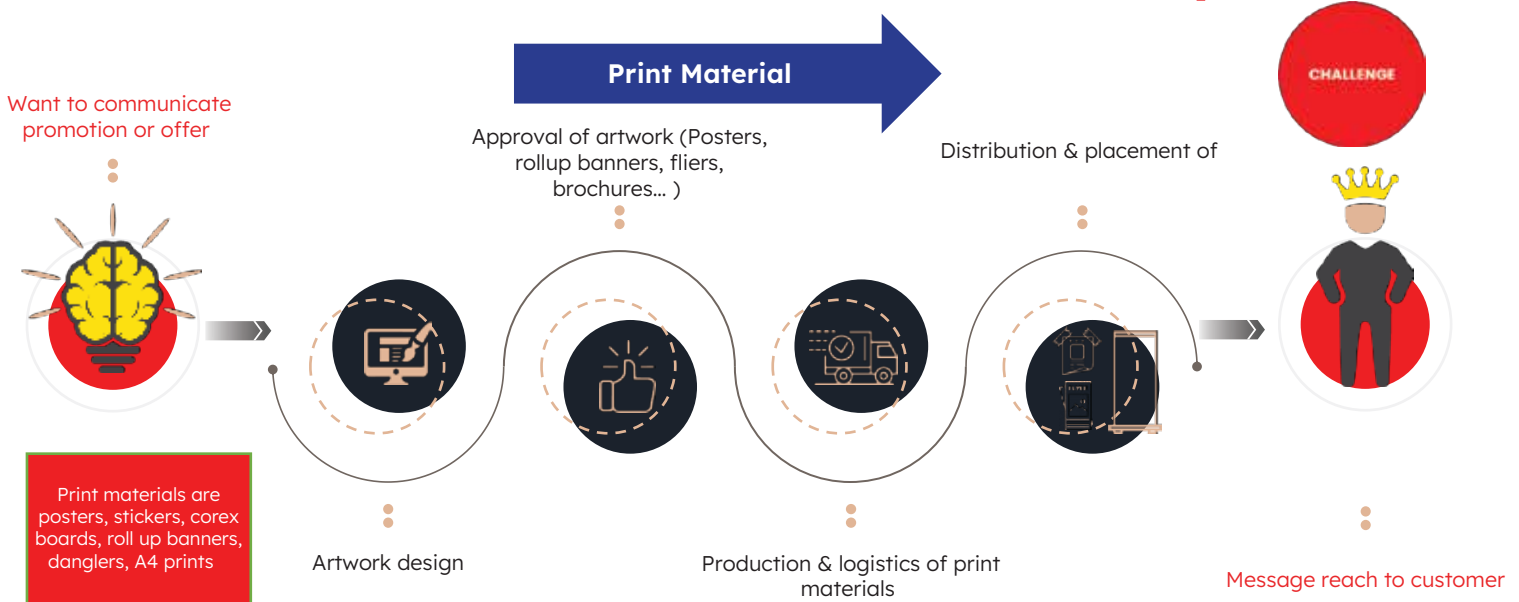
**Digital Signage** is about

- » **RIGHT MESSAGE**
- » **AT THE RIGHT TIME**
- » **TO THE RIGHT AUDIENCE**
- » **AT THE RIGHT PLACE**

- ✓ Have the right message delivered to your Target Audience!
- ✓ Whether 1 Message or 100 Messages!
- ✓ Whether 1 Message in 1 location or 100s different messages in more than 100 locations!
- ✓ Digital signage is about simplicity in communication.
- ✓ Relaying your Message at the click of a button within seconds.
- ✓ Digital signage gives you the freedom to communicate.



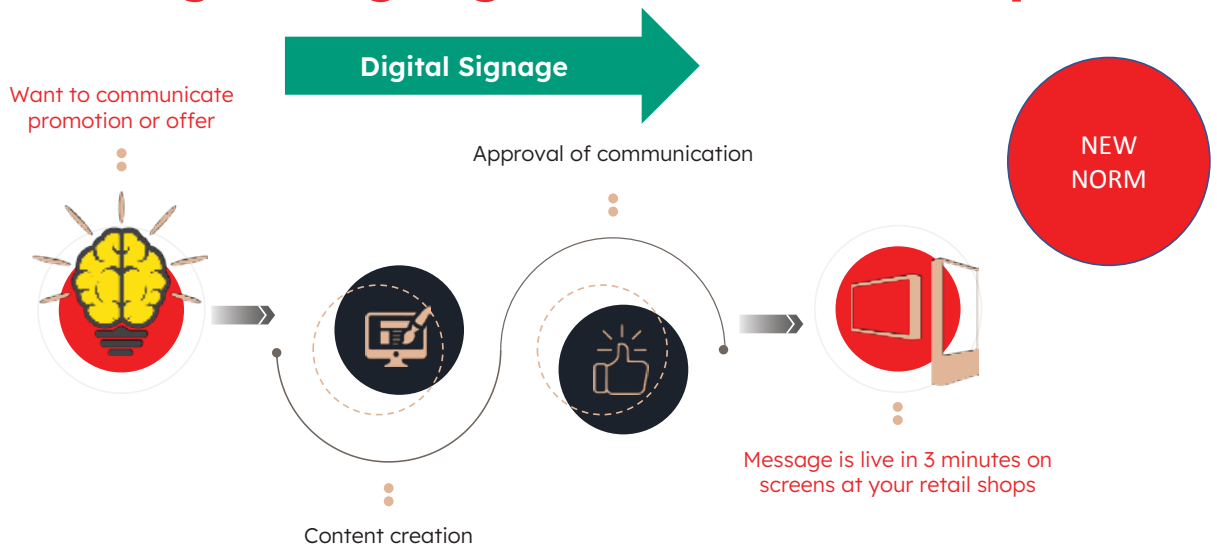
## Your current customer communication process



**Takes 7 to 21 days**

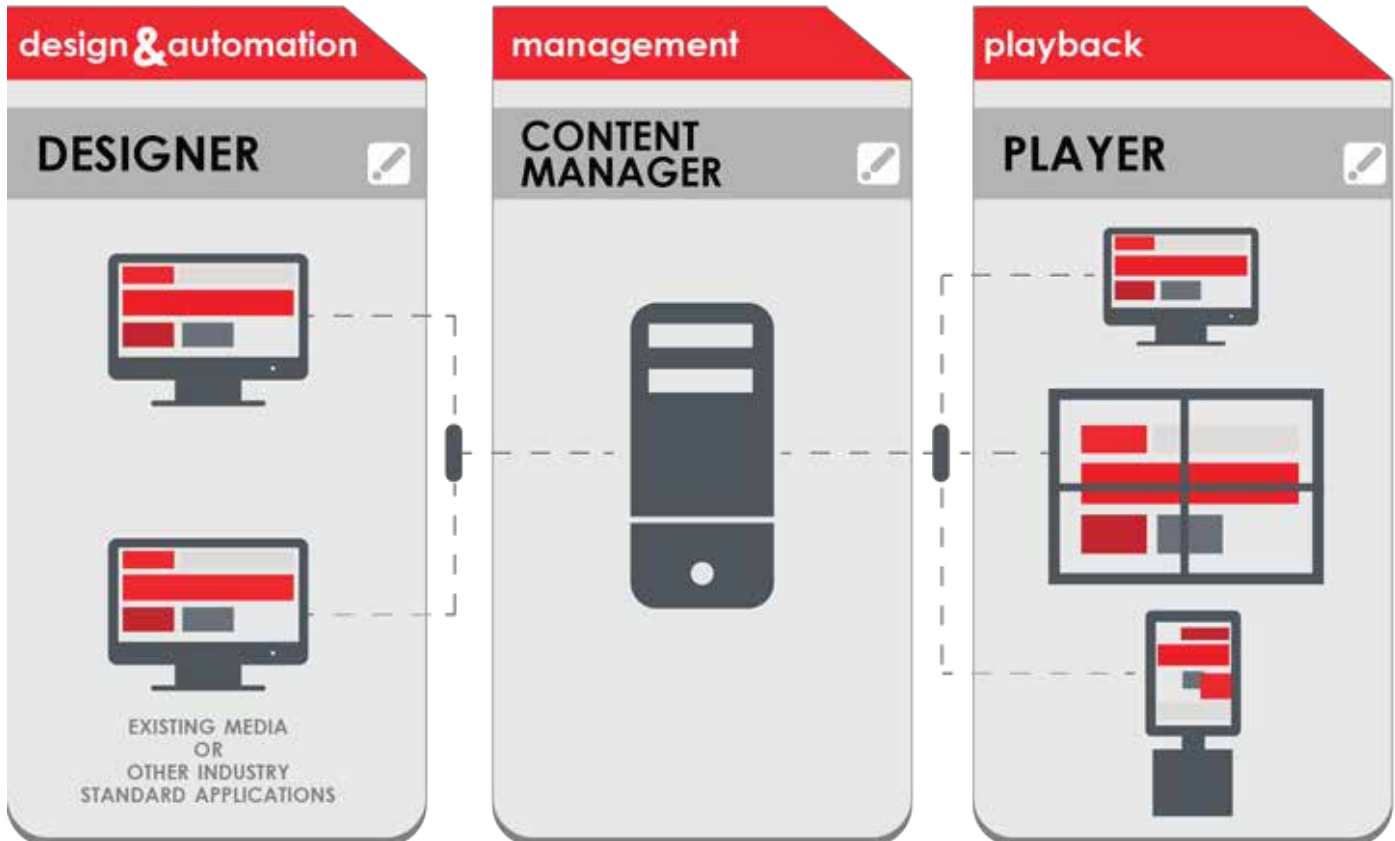
We got the solution

## Proposed digital signage communication process



**Takes 1 to 2 days**

## Centrally Managed Digital Signage Solution for Africa

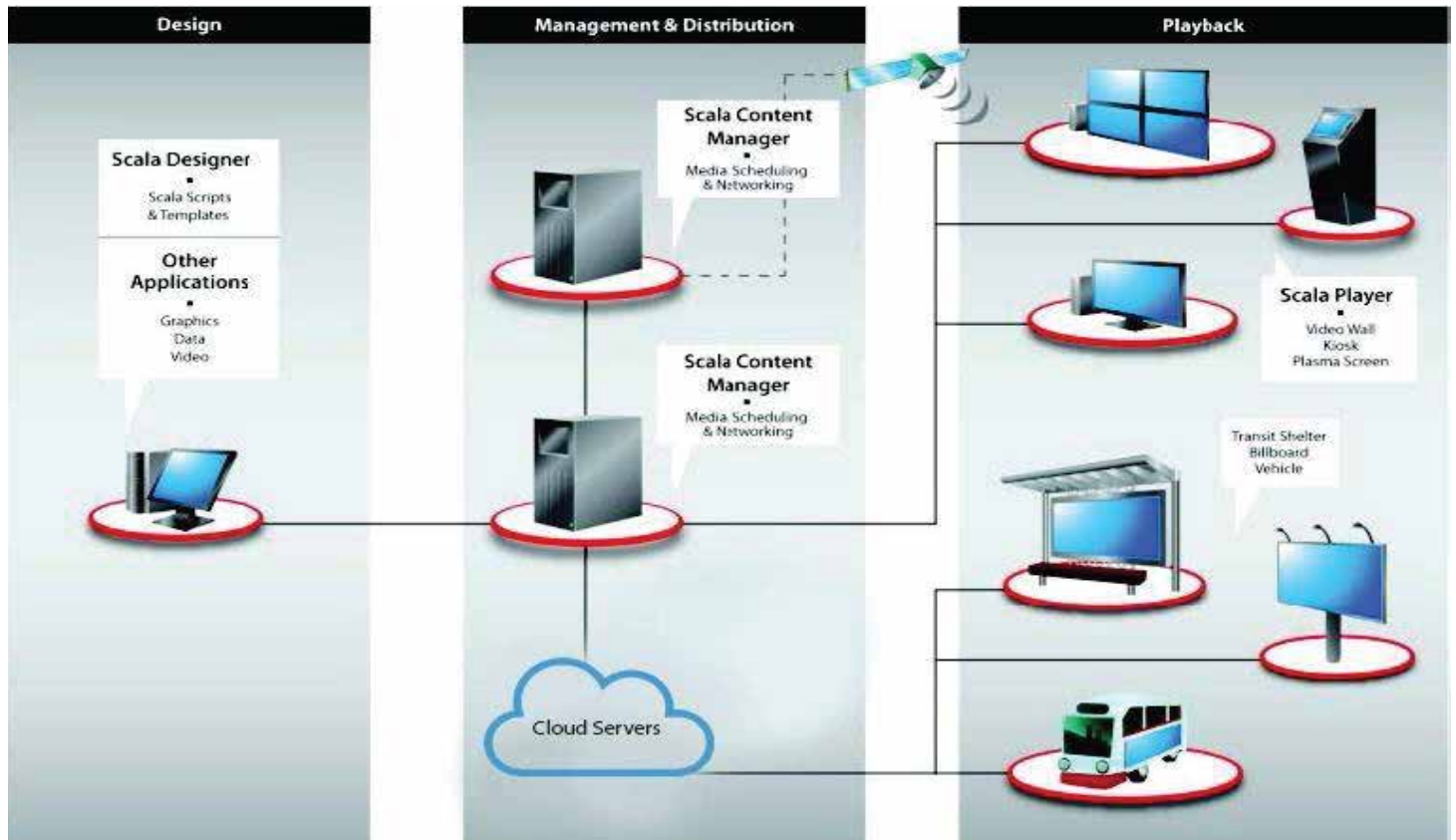


**Working seamlessly** with any digital signage displays, Ideas Un Limited, Scala solution allows users to simply create and schedule messages, campaigns, manage devices, and **remotely update content.**

Using an **intuitive interface** with the power to manage more than 1000 displays from a central location through the world's most **robust digital signage** software which makes it a **truly End to End solution**



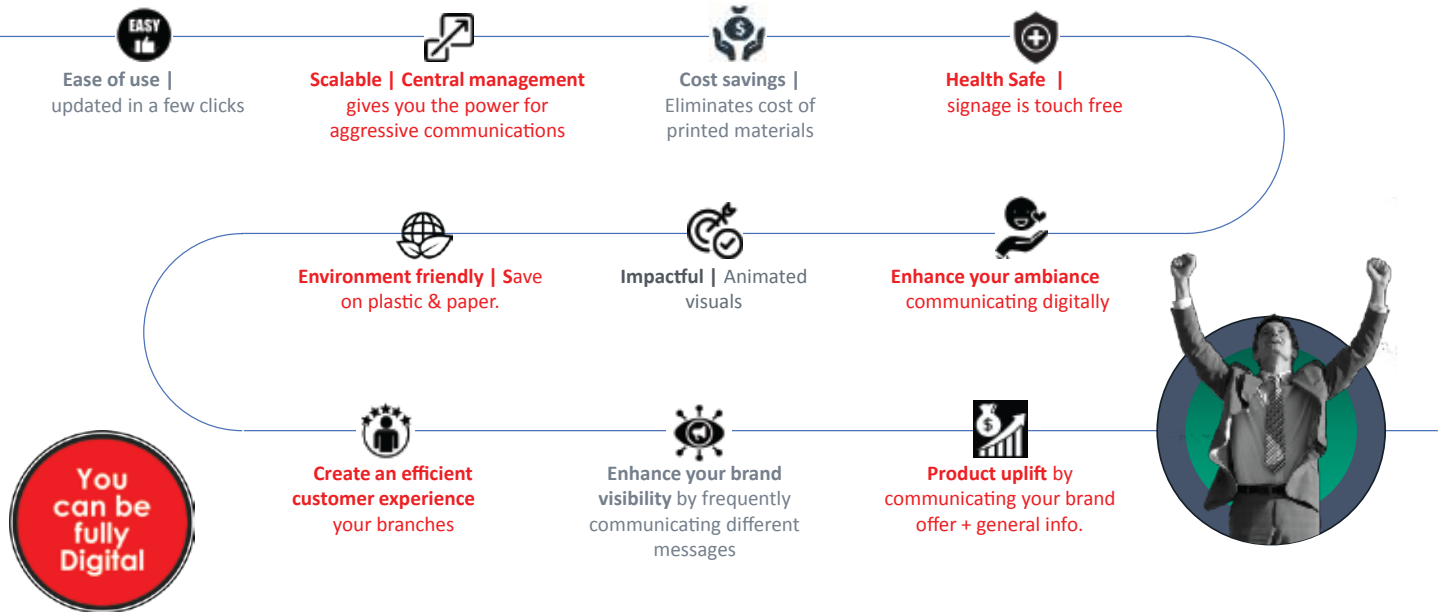
## Any Screen is a Display that works for you



With our digital signage **software architecture** which is easy to operate and scale you also have the power to operate **formats** of indoor or outdoor, interactive, or non Displays.

**Experience your brand** digitally via a screen as small as your palm to an entire building used as a Display. Furthermore, you can **measure results** through time network monitoring as well as campaign specific **reporting tools**.

## Digital Signage for customer Communication



### 1 Improved Communication

Digital signage allows businesses to communicate messages effectively and efficiently. It enables businesses to share information in real-time, which is especially important for time-sensitive announcements or emergency notifications.

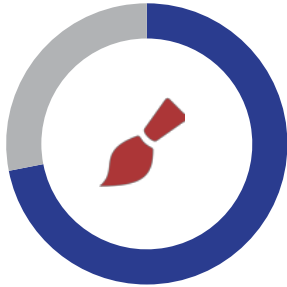
### 2 Enhanced Engagement

Digital displays capture 400% more views than static displays, and 8/10 customers claim to have entered a store simply because digital signage caught their attention. So how does this affect business? Well, more views mean more opportunities to impact sales, and more interest means more customers in your doors, all of which can lead to opportunities for greater sales.

### 3 Greater Satisfaction

Digital signage can have a huge effect on your customers' overall experiences. In fact, according to a Digital Signage Today article, customers that interact with digital signage report 46% higher satisfaction. Part of that is almost certainly due to the 35% decrease in perceived wait time that Burkhart notes as being "one of the best things you can do to improve customer experience."

## Scala Components



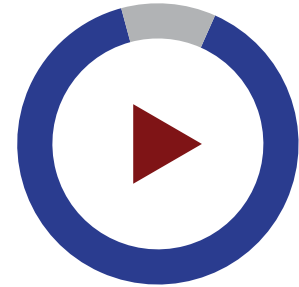
### Scala Designer

- ✓ Layout/Compose your dynamic scene
- ✓ Integrates with 3rd party systems
- ✓ Interactive (touch screen) capabilities
- ✓ Supports multiple languages



### Scala Enterprise Content Manager

- ✓ Media management
- ✓ Playlist / Scheduling
- ✓ Media Player Management



### Scala Player

- ✓ Download Content / Schedule
- ✓ Content Playback
- ✓ Time / Event Trigger
- ✓ Reporting
- ✓ Can control multiple types of displays

## Either own & operate or outsource



We provide **Digital Signage as a Solution** for your customer communication and engagement. Should you want to operate it inhouse! we train your team &/ or You can also **rely** on us to provide a wide era of managed services, so you focus to engage with your clients at **ease** with **freedom** and a system that **delivers** to your expectations. Yet keep it **controlled**. Remember, either way you can **Scale Integrate & Upgrade**.

## Choose any or all from below

Within **2 days** we design beautiful content with your brand guidelines from templates to layouts to messages to create a **WOW!**

### Content Design



We **view, track** and **manage** entire network of screens & every month report proof of play to you.

### Reporting



## Simplified Management

### Content Management



We schedule, manage and monitor location specific customer focused messages within **7 minutes**.

### On site management



Our highly dedicated professional team, ensures **pro active & On call** service and maintenance of screens and other hardware on site.

All above with leasing of equipment helps you get an accountable and reliable solution



The background features several dark grey, faceted polyhedrons. Each polyhedron is outlined with a network of glowing red lines, creating a complex, crystalline structure. The lighting is dramatic, with the red lines appearing to glow against the dark grey surfaces and the black background. The overall aesthetic is modern and technical.

EXPERIENCE &  
**PAST PERFORMANCE**

### Service Provision

The service provider has been providing the client with Digital Signage Solution, which consists of the following services

- 1 Content Inventory Management
- 2 Content Animation
- 3 Content Scheduling
- 4 Content Publishing
- 5 24/7 Monitoring of the network
- 6 Whats app based support group and ticketing of Support queries
- 7 Online Support and remote troubleshooting
- 8 Scheduled On-Site Monthly Maintenance
- 9 Internet
- 10 Leasing of Media Engine + Software License



Service Provided: **Managed Services**

Screens & Players: **13** Since: **2018**



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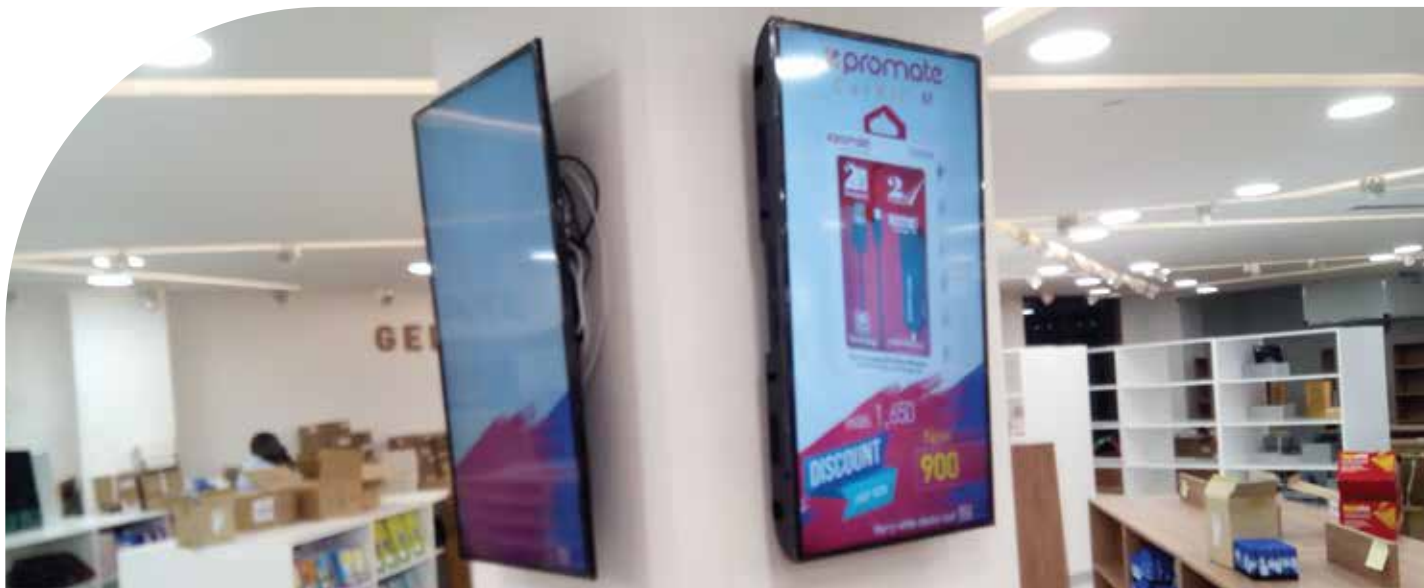


Service Provided: **Managed Services**

Screens : **12**

Since: **2018**

Players : **6**



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Service Provided: **Managed Services**

Screens & Players: **36** Since: **2021**

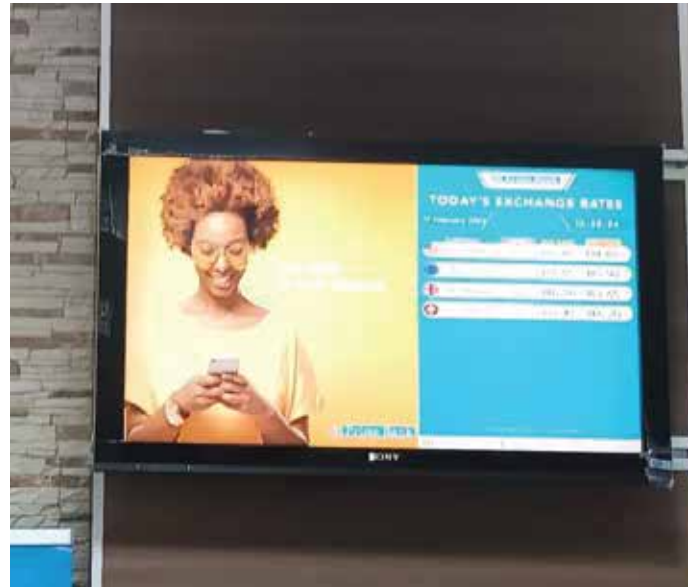




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Service Provided: **Managed Services**

Screens & Players: **21** Since: **2022**



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Service Provided: **Managed Services**

Screens & Players: **5** Since: **2018**





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Service Provided: **Managed Services**

Screens & Players: **186** Since: **2019**







FOR SUPERMARKET & RETAIL CUSTOMER COMMUNICATION



FOR SUPERMARKET & RETAIL CUSTOMER COMMUNICATION



INTERACTIVE TOUCH SCREEN







LED FRONT FACIA



FOR RETAIL, BANKS, HOSPITALS  
CUSTOMER COMMUNICATION



FOR INTERNAL CORPORATE  
COMMUNICATION

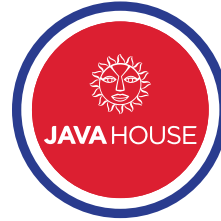


What clients think and say about us forms an integral part of our growth plan. It helps us to improve on our products and service delivery. The appreciation we receive from our satisfied clients is a great motivation for us to keep exceeding their expectation. We believe that a happy client is the best and cheapest form of advertising that any company can utilise,



“Since the very beginning of our partnership, their team has gone above and beyond in providing excellent service, highlighted by their promptness and professionalism.”

**Charles Gichane,**  
Marketing Manager



“After our partnership, we are now agile, and can cost effectively & efficiently, communicate different menus, offers, promotions etc. Either generally or targeted at specific locations.”

**Alfred Mugo,**  
Chief Information Officer



“We would like to confirm that Ideas Un Limited are in our current panel of service providers and they have maintained a good relationship and track record with the bank. They supplied & maintained LED Ticker to the bank.”

**Christopher Tiren,**  
Head of Procurement



“Ideas-Un-Limited is one among the preferred supplier for NMB Bank for some years. They have been supplying and installing digital signage network system (Scala) and licenses. We are satisfied with their performance in terms of timely delivery of services & assured after sales support.”

**Abdalla Salim,**  
Head of Procurement



“For the past year or so that we have worked together, the team has attended to all our request in a timely manner, always at hand to offer technical support for all our locations countrywide. They have also trained us on how the Scala platform works, which helps us to design our content to match our audience.”

**Charlene Kibenwa,**  
Digital Marketing

Our growing client base includes a variety of organizations ranging from Banks, Retail businesses, Hospitality, and even individuals, Some of this clients are here categorized in no particular order.



JAVA HOUSE



Artcaffè  
coffee & bakery



Avenue  
Healthcare

PETSTORE KENYA



Newmont™ Simba Corp. growth evolved+





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