



Ahead Digital Media Services

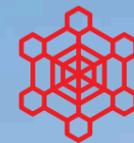
Turning Elevators into Communication Platforms

We Elevate



Schindler

All across the world, Schindler elevators and escalators get people where they're going – connecting buildings and cities. That same mass urban mobility is now moving engaging communication and content. This revolution in mobility services is offering building owners and asset managers exciting new solutions to personalize and monetize elevators, escalators and moving walkways.



Connected
Products



Internet of Elevators
and Escalators



On-Spot
Communication



Infinite
Possibilities



Turning Elevators and Escalators into

Communication

Platforms.

Schindler Ahead Digital Media Services offers a range of products and solutions developed specifically to capitalize on a vast group of content consumers – all of them provided as a service from one reliable source.



1.5bil.

passengers ride a Schindler elevator every day. That's a massive pool of potential content consumers.

30 sec

is the average time one passenger spends waiting for an elevator.

1 CMS

to seamlessly push content to the screens everywhere and at any time



Our elevators, escalators and moving walkways are evolving beyond the reliable mobility solutions that they've been for over 150 years. They're becoming platforms for engaging **communication** – channels that can be serviced and managed from a single source. They can share spectacular **entertainment** and important **information** with passengers every day. We're turning ordinary elevator rides into memorable experiences.

Engaging Communication

A content platform for every message



We're finding innovative ways to make the most of patient waiting times that all elevator passengers share. And this solution makes it possible to monetize mobility assets. Ideal for hotels, malls, office buildings, or anywhere that passengers can benefit from efficient and strategically placed communication – all from a single source.

Communication as a Service

Schindler Ahead offers a comprehensive solution for bringing engaging communication to your mobility solutions. From installation to maintenance, establishing connectivity, hardware, a same-source CMS and much more, our communication solutions come as a service. The best way to monetize your elevators and escalators with one dependable partner.

Benefits

Our new communication platform solutions offer the powerful features that can turn mobility solutions into mobility experiences.

Surprising moments. Unexpected entertainment in an unexpected place. That's sure to catch the attention of every passenger.

Targeted messaging. The lunch menu at noon. Traffic reports at the end of the day. Target your messaging to achieve maximum relevance.

Content of every type. Advertising, information, news, special events, menus, facility information, weather, personal messages and more.



Spectacular Entertainment

Enjoyment for every ride



Commuting and traveling has never been more exciting and more unexpected with a whole new content platform for passengers to enjoy. From thrilling ad campaigns that drive sales to surprising entertainment, Schindler Ahead provides solutions that turn every elevator and escalator ride into a content experience.

Advertising and Entertainment

Schindler Ahead provides so much creative potential for advertisements and entertainment with its eye-catching formats. Passengers can now enjoy surprisingly unique content in the span of an elevator ride. And by the time the doors open, they've learned about new products, obtained important information, received new impressions and much more.

Plannable Sales Increase

By pushing content through the web-based CMS at the appropriate times and locations, you can drive sales in a targeted manner. Share the day's specials for the lobby restaurant, advertise sales at a store, or announce ticket sales for upcoming events. There are so many possibilities.

Concise Information

Moving messages with mobility systems

Schindler Ahead's Digital Media Services can create the ideal platform for sharing useful and relevant information with everyone in a building. From restaurant menus and weather information to news and events, passengers can stay up to date just by riding the elevator.

Dynamic Content

Static posters in elevators can quickly go out of date and fail to catch the public's eye. Schindler Ahead's Digital Media Services allow you to present interesting and ever-changing video content in every elevator ride.

Local Information

In addition to commercial information, locally relevant messages such as traffic reports, weather forecasts and news can also be displayed in a time-relevant manner. Everything outside the elevator that interests passengers – presented inside the elevator.

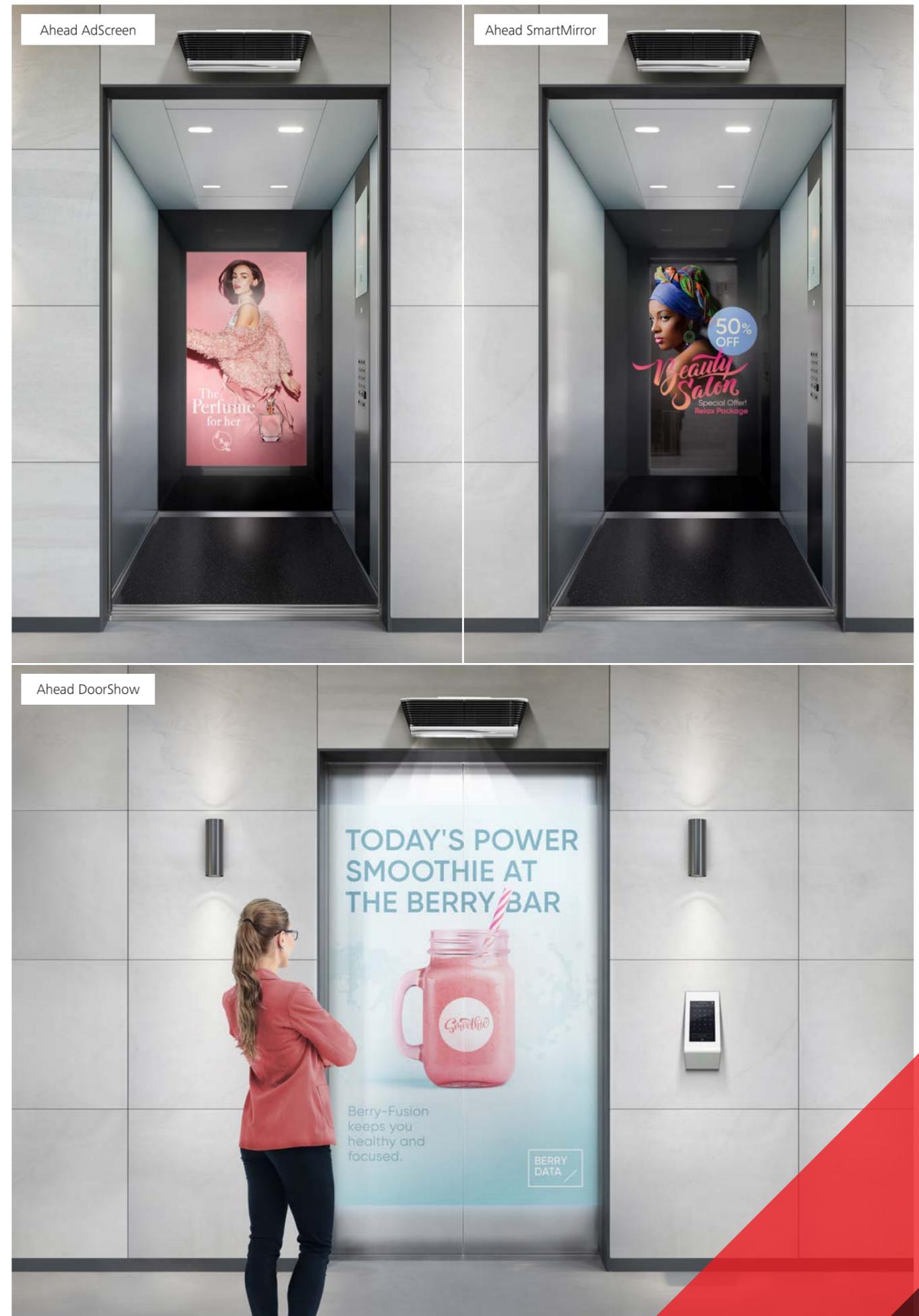
Exciting Solutions

Schindler Ahead offers a range of communication solutions and can easily integrate them into pre-existing mobility systems as a service.

Ahead AdScreen. This screen surface is installed directly in the wall of the elevator and provides an exciting format for all kinds of content.

Ahead DoorShow. This format is a real head-turner. Content is played directly in the doors of the elevator, offering an unexpected and memorable content experience.

Ahead SmartMirror. While most people are used to seeing mirrors in elevators, one that plays content with virtual 3D effects is a real highlight.



Communication as a Service

From connectivity to content management



Schindler Ahead provides communication as a comprehensive service – starting with installation and continuing through long-term maintenance. And while passengers are engaged by new and exciting content formats, we provide the solid backend and CMS to seamlessly push content everywhere and at any time.

Installation and Maintenance

From planning to installation, establishing connectivity and conducting long-term maintenance, communication by Schindler Ahead is an end-to-end solution. All with a minimum of hardware and service interruption. We bring it all together.

Connectivity

Schindler Ahead installs all of the necessary hardware to provide Internet connectivity in elevators and escalators so that content can be pushed to screens remotely.

Content Management and Backend

The web-based CMS software by Schindler is user friendly, allows content to be updated remotely in real time, and is made to work perfectly with our own solutions. One solution from one source and provided as a service.



Unique Ahead Content Management Service

- Access from anywhere
- Real-time uploading/downloading





Digital experience. Personal contact.

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Schindler Ahead

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