

MEDIA IMPACT TV

DIGITAL COMMUNICATION TO STAFF

What is Media Impact TV

Media Impact TV “MIT” is an interactive digital communications platform that consists of a management portal, media players, user interface for media management at the site and engaging channels of media to supplement client’s content.

MIT is a popular module of the Media Impact media management system and improves the way businesses connect with staff.

Why use MIT

Medium to large businesses use MIT to improve communication with staff. Our client’s communication is typically designed to train, develop and motivate organisational resource. With MIT your organisation can make staff development and training a highly effective experience and when combined with our entertaining media, it can be fun too!

MIT factors the total media landscape that staff are exposed to together with their expectation of technology and media to deliver effective communication on a cutting edge platform.

MIT is particularly useful for customer facing organisations that seek to improve customer service and sales through its human resource.

“Media Impact TV is an easy to use media management system that improves the way businesses connect with staff. Habitat Digital’s market insights assist in structuring an effective communication strategy”

- Darren Chapman (Chief Developer)



Management Portal



Media Players



Monitor &
App

Media Impact TV

- What is Media Impact TV
- Why use MIT
- The Process
- How it work

“media is stored locally. This ensures immediate playback”

“new media can be transferred overnight ensuring no burden on the sites bandwidth”



Engaging media requires understanding of your environment, staff and objectives

The Process

Through the briefing process we clarify organisational structure and objectives, the training environment, staff personality profiles and budget.

An enhanced understanding of your business enables a recommendation that encompasses a hardware and media solution. We are integration savvy so integration with existing digital training is possible.

After an initial audit, a solution involving hardware and media is recommended. We work with your business to determine the roll out plan including milestones, key stakeholder buy in, installation and system training. This ensures effective utilisation of MITS and therefore return on investment.

We are your partner in building a first class platform for your business to engage, train and develop staff.



How it works

Management Portal

The Management Portal is an online command centre for the media players. On the website we establish your organisation according to rules determined by you i.e. by state, region or brand right down to individual store level. In this way, we ensure that the right message gets to the right staff member. For instance you may have a state specific promotion communicated by an internal video. Upload the media to the stream assigned to that state and MIT does the rest. It's that easy.

In scenarios where it is not possible to get a player connected to the internet, players can still be managed in the same manner as those online via a USB update.



Content

MIT is a highly effective content management tool. It manages various types of media including images, videos, adverts, and RSS feeds (rolling tickers, social media feeds, etc.). This media is assigned to channels and categories defined by your business. If importing your own media, such as training videos, the assignment to the correct channel and cate-



It's a cliché but content is king. The briefing process will assist in identifying the right content mix to deliver organisational objectives and engage staff.

Most setups involve a stream of constant media playing on TVs for passive consumption combined with dynamic playback for active consumption. Typically the stream will have content skewed to entertainment with important internal communications and staff relevant information interjected. Dynamic content is usually new news, training videos and key promotions.

Media is stored locally. This ensures immediate playback; an expectation from today's tech savvy staff. Players are shipped with your media while new media can be transferred overnight ensuring no burden on the sites bandwidth during key trading times.



Entertain, engage and motivate

Hardware

To ensure investment in hardware is aligned with your media playback requirements, MIT has a choice of media players. For most applications we use a Shuttle DS61; a slim, but powerful x86-based Digital Media Platform offering the best quality, performance and connectivity to meet the requirements of processing high quality digital media. With its robust metal chassis and outstanding temperature range the DS61 is an industrial-grade media platform designed for long-term, smooth and reliable operation. It is VESA mounting capable to allow for discreet placement near the output source.



Remote Device Control

MIT allows you to take control of any RS232 or IR enabled device such as TV Screens. The media player can control your TV, ensuring that it stays on and plays what you want it to play. Even if staff try to watch TV or switch it off, the remote device control feature has got you covered.



MIT App

Replacing the external touchscreen that attached to the media player the MIT app allows access to the system via the users mobile phone or smart phone device.



shoalFish

shoalFish is a powerful, yet simple to use tool for securely and privately publishing simple content

Through the shoalFish website, you can publish a simple text only message, text and image or use one of many professional templates to create eye-catching screens for use wherever an RSS feed can be consumed.

When used in conjunction with Media Impact you can get stunning full screen signage with very little user effort. Media Impact can also show a shoalFish feed as a scrolling ticker. Importantly, you can set permissions so messaging can be managed at a head office or store level.

shoalFish has many useful applications. Our client's use shoalFish in situations where important messages or announcements need to be broadcast across a network. It is also an effective feedback tool; Publish sales results or recognise staff performance.

Contact Us

Give us a call for more information about our services and products

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