



## Premise

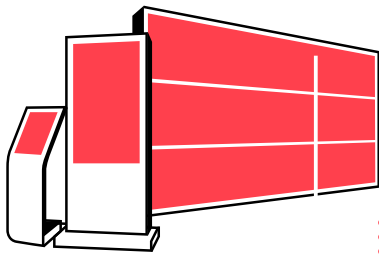
# A Digital In-Venue Enablement Platform

Premise is a fully adaptable, radically customer-centric platform for enabling unparalleled in-venue experiences. With a strong digital foundation, Premise combines the best of Publicis Sapient innovative platform solutions with the power of the Microsoft Azure Cloud.

Premise is built to enable the ability to focus on providing an experience, not the logistics, of deploying an in-venue platform. Premise has been under development since 2010, providing the foundation for a range of client solutions:



# Premise



Premise Agent  
Premise Player Software  
Local File Storage

## IN-VENUE COMPONENTS

In-Venue Enablement Platform

## ↓ ↓ ↓ CLOUD COMPONENTS ↓ ↓ ↓

Premise Service Proxy

Admin Web Tool

Display Configuration & Deployment

Real-Time Updates & Operational Alerts

Template & Content Scheduling

Content Management System

Integration Services

Data APIs

Content Mgmt.

## ENTERPRISE COMPONENTS

### CONTENT TRIGGERING AND ACTIVATION:

Premise is designed to switch from one package of content to another on the fly, without requiring a trip back to the cloud.

Content configuration occurs in the Premise Management Application – where certain trigger events can be connected to content delivery outcomes. All content and conditions are cached locally on the in-venue device.

### FUNCTIONAL CAPABILITIES:

- Content Scheduling + Templating
- Remote Content Management
- Remote Software Update
- Device Monitoring + Heartbeat
- Real-time Updates + Alerts
- Advertising / Monetization
- Offline Support

### OPERATIONAL MODES AND EXPERIENCES:

- Immersive Brand Experiences
- Transactional/Kiosk
- Retail Sales Assist
- Wayfinding/Interactive Map
- Tablet Based Experiences
- Digital Signage

## Let's Talk

Learn more about the possibilities with Premise.

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### POWERED BY:

publicis  
sapient

 Microsoft Azure