

NASDAQ

Morgan

Last Value

4500.04

% Change

+1.96



FRAMESTORE

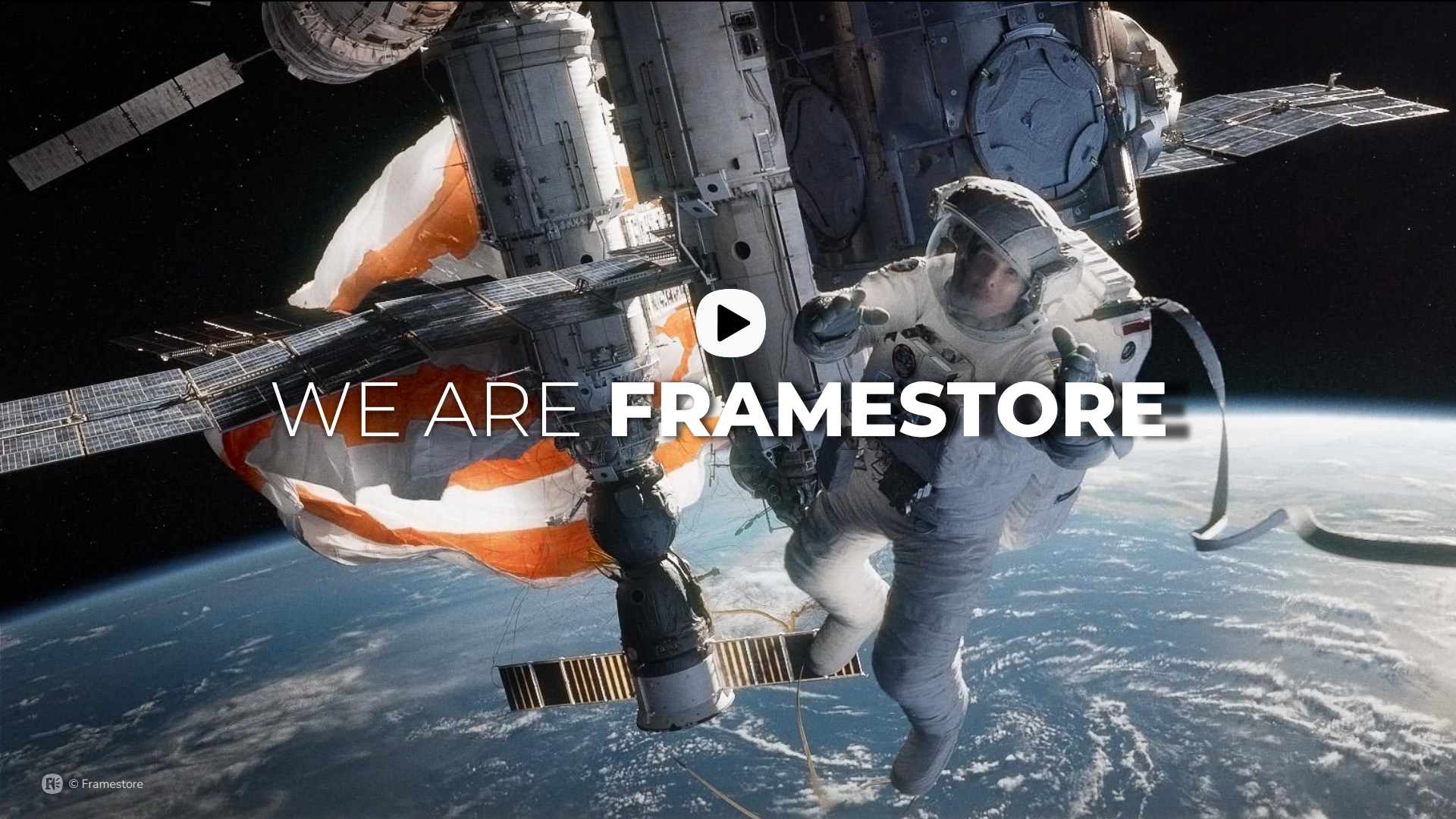
LUX

NASDAQ
4500.04

+1.96%

Delayed
Bloomberg





WE ARE **FRAMESTORE**



[LUX] SIGNAGE

Powered by Framestore

Framestore is an award-winning global creative studio, celebrated for transforming visual storytelling into an art form.

With decades of pioneering experience in creating exceptional digital imagery and developing innovative technology they are uniquely equipped to deliver engaging and captivating digital signage solutions.

At the core of every project lies breathtaking content that turns spaces into immersive visual experiences.

As a world leader in content production, Framestore identified the need for a more advanced integrated solution that would allow clients to run high quality, dynamic visual experiences in iconic landmarks and venues.

Lux meets that need with a choice of powerful media players connected to a cloud based content management system, providing an intuitive interface to create and schedule visually captivating experiences globally across multiple screen formats.



DIGITAL SIGNAGE

Marc Camille Chaimowicz

Mariene Dumas

Helen Chadwick

Jorge Macchi

Louise Lawler

Guillermo

1990

2000

Howard Hodgkin

Per Kirkeby

Anselm Kiefer

Georg Baselitz

David Salle

Neo-Expressionism

Barkley L. Hendricks

Paz Errazuriz

Gerhard Richter

Julian Schnabel

A.R. Penck

[LUX] KEY FEATURES

Stunning bespoke content creation

Seamless integration of third-party data sources and APIs

Highly intuitive interface with advanced design tools

Global Streaming leveraging AWS Cloudfront

Client-driven roadmap - bespoke features & updates

Scalable to multiple global locations

Any screen resolution

Leveraging AWS for reliability and security

Live monitoring of player status

Dedicated support

Regular software updates





[LUX] USE CASES

Corporate Communications: Transform your workplace with dynamic messages and company updates

Financial Services: Keep your clients informed and engaged with visually appealing real-time financial data

Public Spaces: Beautifully crafted information in high-traffic public areas with real-time updates, alerts and wayfinding

Retail: Elevate your brand presence by showcasing promotions that capture attention and drive customer engagement

Events: Enhance conferences, trade shows, and large-scale events with dynamic content

Entertainment and Hospitality: Boost guest experiences with dynamic and engaging content that keeps them informed

Advertising: Targeted, high-impact ads in prime locations

LUX CMS FEATURES

Shot Editor: Design content layouts with highly intuitive tools

Scheduling and Playlists: Timely, targeted messaging

Publishing: Send content to individual or groups of players

Preview Streaming: Directly in the CMS for real-time review

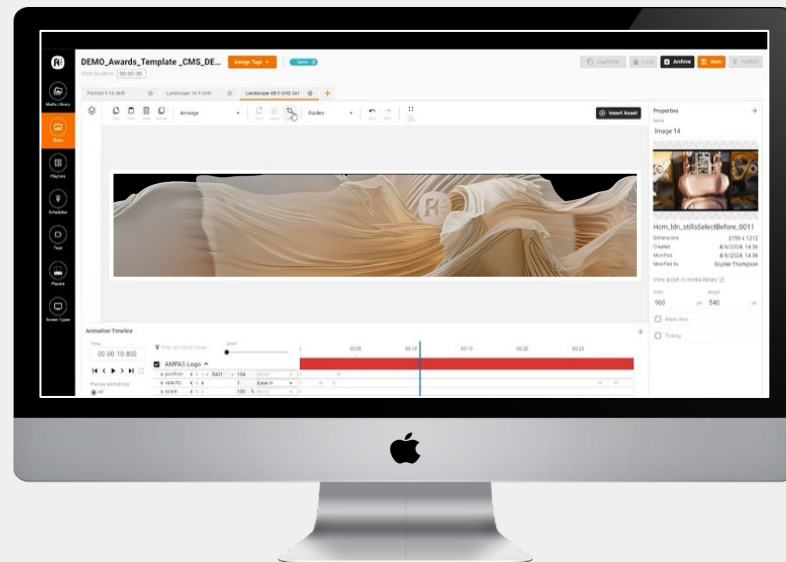
Global Streaming: AWS Cloudfront provides scalable HLS streams for seamless global content delivery and approvals

Triggered Events: Play specific content to predefined triggers

Native Third-Party Integration: Incorporate any APIs for real-time updates, such as weather, news, social media and more

Proof-of-Play Reporting: Access detailed shot logs directly in the CMS user interface

Custom Plugins: Tailored to your specific requirements





[LUX] MEDIA PLAYERS

Small format screens, like UHD or Full HD portrait and landscape screens are served from our FS500 media player based on the Intel NUC devices

Large format for LED screens, large video walls, playback is via our FS1500 media player. This is a 1U server with up to 6 UHD video outputs creating a single image

[LUX] PRICE LIST

Software	Description	Developer	Per Annum \$
License	Global platform license	Framestore	25,000
License	Single location platform license	Framestore	15,000
License	CMS per user license	Framestore	2,000
Per Client Endpoint	Description	Size	Per Annum \$
License	Small	HD	2,000
License	Medium	UHD - 2xUHD	6,000
License	Large	3xUHD - 6xUHD	10,000
Global Streaming	Description	Per Annum \$	
Media Player	1080p60 - 10Mbps 6am to 10pm	2,000	
	1440p60 - 15Mbps 6am to 10pm	3,000	
	2160p60 - 20Mbps 6am to 10pm	4,000	
Client Endpoint	1080p60 - 10Mbps 6am to 10pm	7,000	
	1440p60 - 15Mbps 6am to 10pm	10,000	
	2160p60 - 20Mbps 6am to 10pm	13,000	
Hardware	Description	Per Annum \$	
SaaS Media Player	1080p60 - 10Mbps	7,500	
On Prem Hardware	Description	Model	One Off \$
Media Player	Media player PC large format	FS1400	10,000
Media Player	Media player PC small format	FS500	5,000

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We engage audiences with captivating content crafted by our talented team of artists, designers and creative technologists.

Mike McGee
Chief Creative Officer



1960 LUX 1970

signage@framestore.com

For more detailed information click [here](#)