

# Seeing The Light Of Day

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## Abstract

SMARTVIEW-1 – „Dividing the screen into segments”. That was the title of the first entry in our task system in the ScreenBullet project. The date of entry was February 23, 2009. After over 12 months of work, numerous changes in approach and team composition, we make our system available to our clients. In our second blog entry I would like to present the reasons for commencing the works along with a short history of creating the application which is going to be launched on March 31, 2010 at [www.ScreenBullet.com](http://www.ScreenBullet.com).

For over 12 months the company in which I am the CTO has been working on a digital signage type solution. The decision of commencing works on the system was solely based on the intuition driven by the needs of the clients we have cooperated with. More and more companies and institutions have addressed us with the need of presenting various content through info-panels and info-kiosks. We have succeeded in creating several dedicated systems such as: smartSWOR, smartJob, and smartInfo<sup>1</sup>. In the writing process we identified several reoccurring patterns which led to the decision of creating a generic application for presenting content through the already mentioned info-panels and info-kiosks. At the beginning we didn't know anything about digital signage, DOOH, let alone OOH.

After starting our works we began to understand that we were designing a software solution commonly known as digital signage. It was easy to notice that there already was a large number of such solutions on the market. However, the one detail that decided about continuing the project was the fact that our application was supposed to function in a SaaS model. A quick (Google) analysis of similar solutions led to the conclusion that there wasn't much potential competition. In addition, the advanced technologies that we applied enabled creating a solution whose functionality and ease of operating were well ahead of the competition.



Fig. 1: Ignore the competition. Source: <http://headrush.typepad.com>.

Having made the decision of continuing the works, we also agreed not to watch the competition in any way. We did not want to be guided by already existing solutions. We wanted to create something ideally fitting our customers' needs<sup>2</sup>. Since then we successfully ignored all information, suggestions, or ideas that could in any way influence the direction of our system's development.

Since we are planning to launch our system at the end of March 2010 and we are preparing for an advertising campaign, it has become necessary to learn about the current trends. Attending the DOOH conference which was a part of the ISE 2010 fair in Amsterdam<sup>3</sup> was an attempt at learning what the experts, or so called "people from the DOOH field", thought about such solutions.

In my next entries I will try to show how our solution meets the current trends and even takes a step ahead.

<sup>1</sup> <http://www.smartapp.pl/produkty>

<sup>2</sup> It is necessary to mention that this decision was made under the influence of Kathy Sierra: <http://headrush.typepad.com>. Her decision to resign from blogging was a great loss for us.

<sup>3</sup> <http://www.iseurope.org/kcms/home.php?site=dooh>