



The future of OOH measurement

Ormax OHM partnered with Intel India, Times OOH & Quividi to showcase world class solutions that enable advanced audience analytics and automation to deliver experiential OOH campaigns

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By Our Insights Desk

Summary

- Indian OOH industry is in a transformative stage with digitisation, technology upgrades, 3D anamorphic content, and above everything else, the use of audience analytics to drive transparency and integration with global digital ecosystems
 - Ormax OHM integrates with DOOH & OOH media networks to enable advanced audience analytics and screen level automation to deliver experiential campaigns with guaranteed reach and delivery data
 - To test our platform, its reliability, competence and the use of the latest technologies and solutions it offers, Ormax Media partnered with Intel Media, Times OOH and Quividi to showcase this world class solution and its capabilities
 - Bangalore was selected as the focus market and the bus shelter network within Bangalore were the choice for the media assets to be enabled with this technology
 - Watch the video in this article for more details
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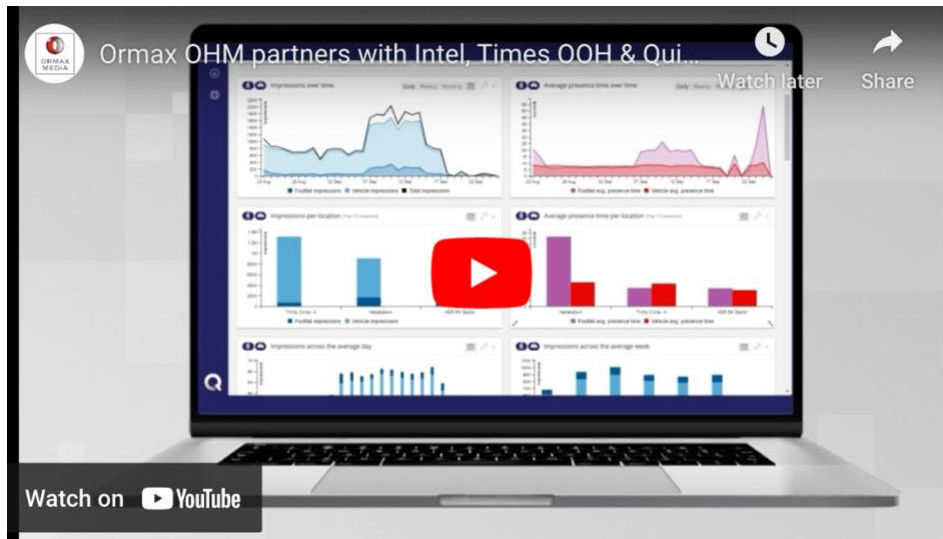
Indian OOH industry is in its most transformative stage with digitisation, technology upgrades, 3D anamorphic content, and above everything else, the use of audience analytics to drive transparency and integration with global digital ecosystems.

Ormax OHM integrates with DOOH and OOH media networks to enable advanced audience analytics and screen level automation to deliver experiential campaigns with guaranteed reach and delivery data.

To test our platform, its reliability, competence, and the use of the latest technologies and solutions it offers, Ormax Media partnered with Intel India, Times OOH and Quividi to showcase this world class solution and its capabilities. Partnership with Intel enables access to the vast array of edge computing devices, proprietary remote access technologies such as AMT / vPro® and customised development options to address the specific requirements of the Indian OOH industry. Bangalore was selected as the focus market and the bus shelter network within Bangalore were the choice for the media assets to be enabled with this technology. Spread over time and several bus shelters, the audience numbers reported by our platform were an eye opener for the reach delivered and the granularity it provided was stunning.

Further, system itself (camera, minicomputer, internet access points etc) installed at each of the bus shelters proved to be resilient and working continuously even under the ever-changing Bangalore weather conditions.

The test exceeded all our expectations, and we are on the path to drive credibility and value that Indian OOH and DOOH media assets deserve. Since the audience counts and profiles come via tech, they are guaranteed deliveries and accurate for audiences that are actually in front of the media assets at that precise time!



If you want to know more about Ormax OHM and our new initiatives in the OOH space, email us at satyen.sharma@ormaxworld.com we will connect with you.