



CORUM DIGITAL

HELPING BUSINESSES ACROSS
THE GLOBE COMMUNICATE
MORE EFFECTIVELY

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*We enable communication so you
can effectively engage, educate and
empower your audience.*

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Amedeo Tarzia
Founder, President
& CEO





MEDIA TILE

A more effective way to communicate.

the company is constantly coming up with new and innovative ways to deliver content that will be most impactful to the desired target audience. They offer everything from large video walls that create a real wow factor, to small merchandising strip displays that can effectively influence decisions right at the point of purchase, to interactive digital tablets and kiosks that create self-service functionality. Corum Digital understands that very often, a customer may set out with very simple objectives that change dramatically as they become more familiar with the potential impact of digital signage. For example, a customer may be looking for a single display, with simple static messaging. Once installed, the customer may decide that they want an individual to be able to interact with the display, empowering them to navigate content. It is therefore important that digital signage offerings be robust enough to handle not only the customers current perceived needs, but also their future requirements. Corum Digital strives to maintain a robust ecosystem that their customers will grow into, rather than out of.

It is clear that the team at Corum Digital truly believes that it can help customers communicate more effectively. It is something that all of its employees are very passionate about. Beginning with sales, right through customer onboarding and on to training and long-term support, the company aims to make its customers better communicators through the use of its technologies.

What does the future hold?

According to Corum Digital, from a technology perspective, display size and orientation are still a significant consideration when purchasing a solution. With the advancement of fine pitch LED modules, the ability to create a display of any size, orientation or shape will soon be commonplace. This would essentially be accomplished by connecting smaller LED modules into one larger display of almost any shape or size. Therefore, a consideration in Corum's development efforts is to ensure that its CMS solutions are designed to handle even non-standard display sizes of any pixel pitch or resolution.

Ensuring Customer Satisfaction

Corum Digital's team worked with Precise Park link for their Digital Signage requirements. Here is what they had to say about their experience dealing with Corum Digital, its

employees and its products; *"Precise Park Link's experience with Corum Digital has been a pleasure. We purchased a 42" and 58" kiosk from them which we are currently using for a virtual receptionist at our head office and for an artificial intelligence project we are working on. We also purchased their 15" touchscreen Signo which we bring to trade shows. Their hardware is very sleek and modern looking. Its performance is fantastic. The part is, that all of their products are very intuitive to the user. We use Corum Digital's MediaTile software to update our Signo and customize the content on it per trade show we attend. We can link to our website, videos, forms images and more from the Signo; replacing the need to display TVs in our trade show booths. – Maria Lato*

The Arbutus Club sought Corum Digital to implement MediaTile's digital signage solution as a way to maximize impact while creating a more sustainable and greener environment. *"Going digital with signage is definitely the wave of the future. We wanted to maximize impact and implement a more sustainable solution."* – says Jeremy Reay, Communications Designer, The Arbutus Club. Since the installation of the new screens, The Arbutus Club has been able to deliver communications to their members in a more efficient way. 



Corum Digital's CMS Software offerings are mature and feature rich offerings that are easy to use and deploy for a handful of displays, but also scalable enough to handle thousands of displays. They are highly reliable with a robust set of remote management and automated maintenance tools. A wide range of innovative features include a full featured Content Designer, Drag & Drop Widgets for News and Social Media Feeds, Anonymous Analytics/Facial Recognition, Video Presence live 2-way video chat, Touch Interactivity, Roles Based Security and much more.

A Technically Minded Leader

The entrepreneurial mind behind Corum Digital is **Mr. Amedeo Tarzia**, its **Founder, President/CEO**. He has been in the technology sector his entire life, with more than 30 years leading Corum and various spin off technology companies. His focus is on creating highly innovative technology companies and surrounding himself with individuals who are truly passionate about the technologies they immerse themselves in. This has resulted in industry firsts, including first entirely cloud based digital signage solution and first commercial use of Android media players. He continues to drive innovation through investment in the research and development of digital signage software and hardware products. Amedeo prides himself on cultivating long lasting relationships with his clients and partners alike.

Customer-centric Approach

Corum Digital listens closely to the needs of its customers to better understand who their target audience is and what message they want to deliver. An internal corporate communication would be delivered very differently than a cross sell or upsell promotion on a retail sales floor. Hence,

Digital communication, via a network of digital displays, is truly a more effective way to communicate, believes **Corum Digital**. Corum Digital is a technology company that is passionate about helping organizations improve the way they communicate. As such, it provides complete digital signage solutions that include Content Management Software, digital displays, video walls, kiosks and tablets, as well as content creation, training and installation services. Its solutions are installed in thousands of corporate, retail, government, educational, and industrial locations globally. Its products enable its clients to communicate effectively so that they can engage, educate, and empower their audiences.

Mature and Feature rich Offerings

Corum Digital designs and develops 2 brands of Digital Signage Content Management Software, MediaTile and firmChannel.

MediaTile is an enterprise level SaaS based Content Management Software (CMS) that is typically sold as part of a complete Digital Signage Solution. Complete solutions include Digital Displays, Digital Media Players, Cellular Routers and Mounting Systems. Digital Displays are purpose built commercial displays and are available in various form factors including independent displays, video walls, interactive digital kiosks, tablets and merchandising displays.

firmChannel is an enterprise level SaaS based Content Management Software (CMS) and as its name indicates, is sold exclusively through a channel of value-added resellers. It is targeted at larger network operators and is either sold as a software only product or sometimes with a media player and/or display.