

YoYo INFOSHEET

# YoYo : Powering Interactive Digital Signage

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# YoYo : Interactive Signage Revolution



Creates a more efficient and engaging experience than traditional displays.



Boosts audience engagement through personalized, on-demand information.



Enhances engagement by enabling dynamic, interactive content based on customer interactions.



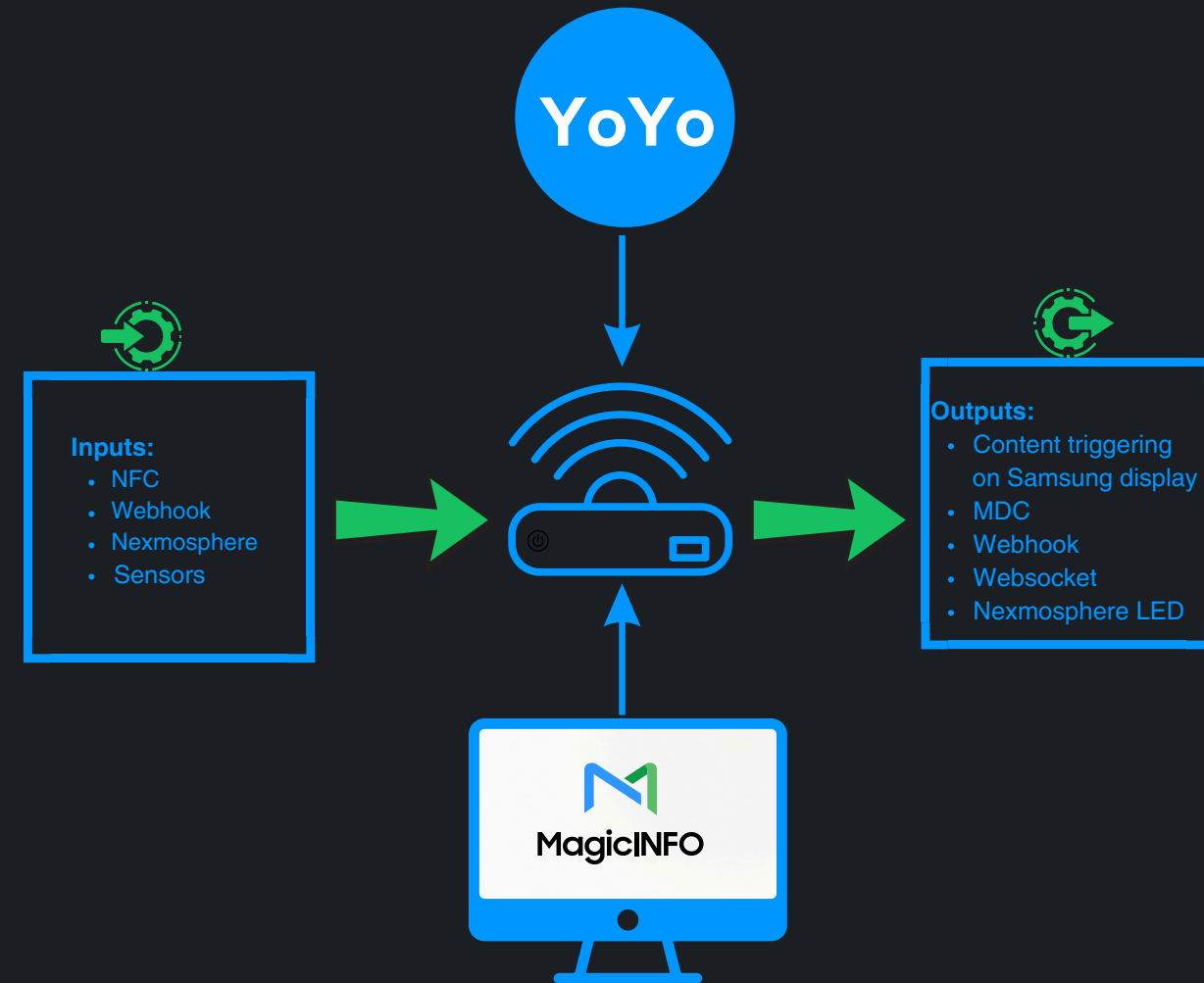
Fosters audience relationships through education, information and engagement.

# Trigger based signage using MagicINFO and YoYo

YoYo is a MagicINFO add-on that works seamlessly with this software or digital signage in combination with Samsung smart signage displays. YoYo sends out a signal to MagicINFO that reacts to event triggers and sends content to displays.

The YoYo software is fed by the NFC-technology, Nexmosphere sensors or webhooks which provides the trigger. The triggers are combined with content that is created in MagicINFO and then published to your display network. A single YoYo kit with multiple sensors can control and trigger multiple Samsung displays simultaneously.

YoYo allows signage networks to react to customer interaction and display with dynamic content. Combining an NFC-reader, NFC-chip, the MagicINFO Player and YoYo software is the Lift & Learn solution, suitable for every industry. All incoming information from the NFC-technology is tracked and you can see how often a product gets picked up, the duration and the time.





# Trigger based signage using MagicINFO and YoYo



## Responds to a variety of sensors

YoYo supports multiple trigger types, including NFC and various Nexmosphere sensors. These triggers activate specific content on digital displays, enhancing interactivity.



## Multiple content types

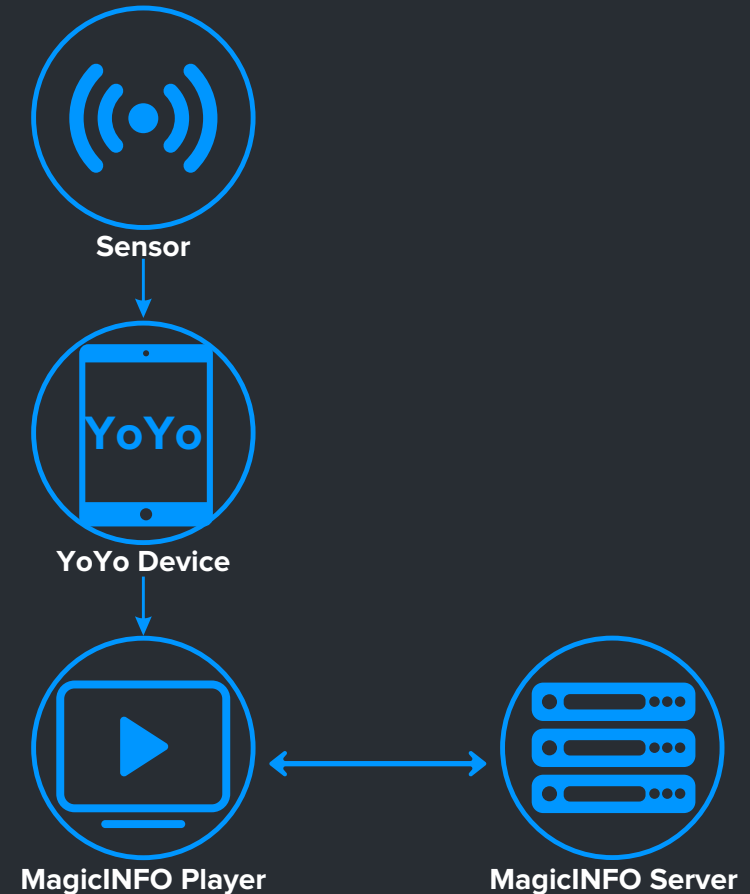
Sensors and triggers can publish various content types to Samsung smart signage displays. Content is stored locally for reliable playback, except for web content.



## Statistics for insights and optimizations

YoYo tracks consumer engagement and campaign performance through trigger statistics. This data helps optimize content by identifying the most effective triggers.

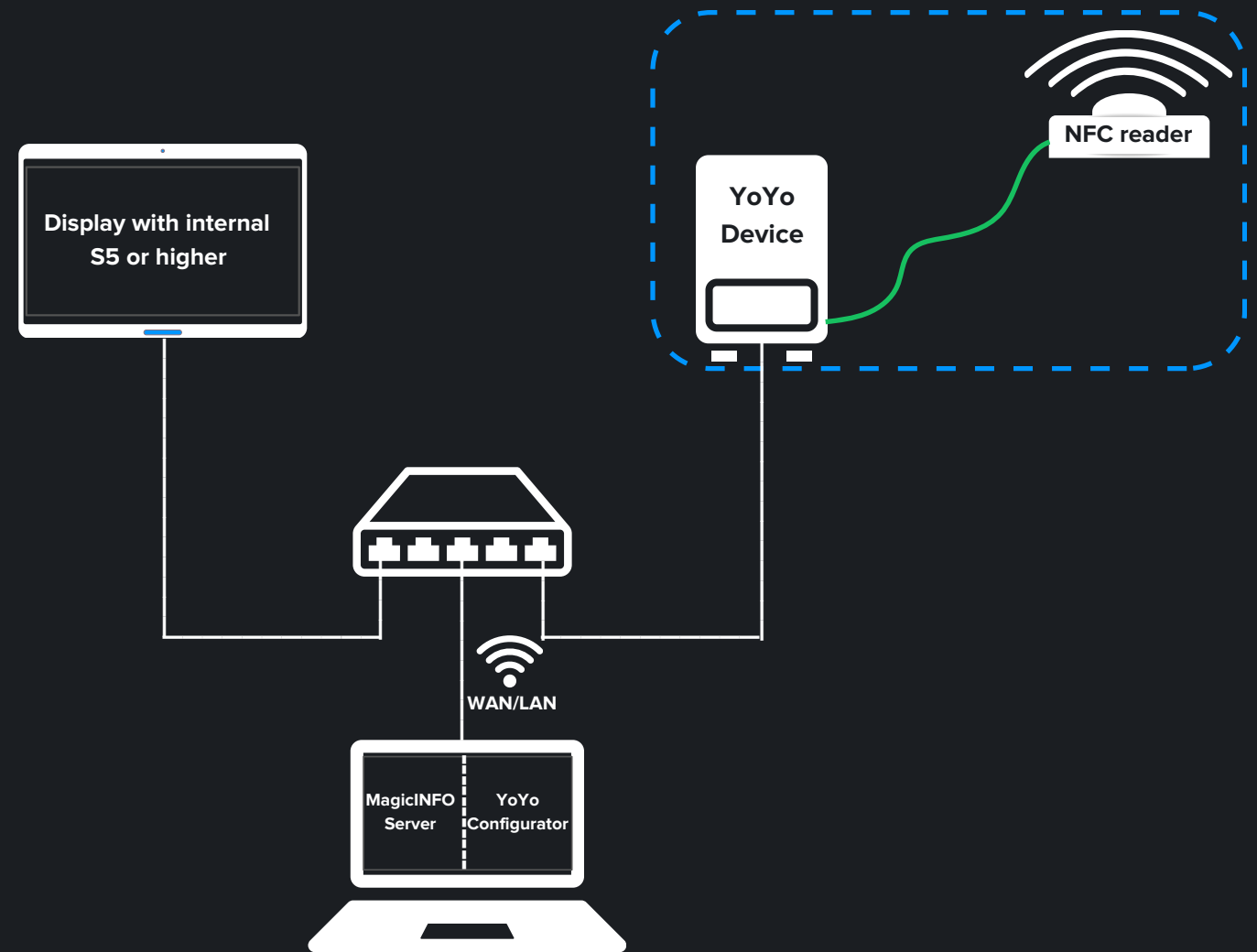
## ScreenCom YoYo



# YoYo and NFC

How does it work?

YoYo can function as a MagicINFO add-on and works perfectly with NFC technology. NFC stickers or tags on products trigger content changes on displays when placed on or removed from NFC readers. Multiple readers (up to 4) can connect to one YoYo, offering versatile product interaction options.



# YoYo Nexmosphere Sensors

YoYo software integrates with Nexmosphere's extensive sensor range. This combination enhances customer experience and optimizes information delivery in digital signage environments.

Examples of Nexmosphere sensors:

- Air gesture control
- People tracking
- Wireless pick-up sensors
- Object detection
- Distance detection
- Environmental sensing
- Touch buttons
- Physical buttons
- Magnetic pick-up sensors

For the output it is possible to trigger Nexmosphere LED strips, to highlight products, visibility and increase the customer experience.

How does it work?

Combine YoYo with triggers like physical buttons, touch buttons, presence and proximity sensors. These sensors send out a trigger to the YoYo computer and the YoYo computer sends out a signal to the MagicINFO displays. The displays react to these triggers and send specific content to the displays.



# Webhooks, Websockets and MDC Usage

## 🔌 Webhooks

YoYo uses webhooks as inputs (triggering events via unique URLs) and outputs (calling specified URLs when events occur). This functionality allows YoYo to connect with custom sensors or services, whether on-site or in the cloud.

## 🔌 Websockets

The combination of YoYo and websockets allows users to add interaction within your local webpage or web-package with sensors. For example, build your own HTML touch application and use YoYo's websocket integration to trigger a LED-strip or another screen in the room.

## 🔌 MDC (Multiple Display Control)

MDC is a great addition to the YoYo output family. With the MDC control you can make adjustments to the settings of your display. This way you can change the volume, channels, source and many other settings on the displays. It brings the customer experience to a different level. You can combine the MDC with different sensors and triggers too.





# YoYo Requirements

Samsung Digital Signage Display with S5+ player  
or dedicated Windows computer as external player



Subscription per YoYo kit



YoYo has to be installed in same network as  
Samsung Display



MagicINFO Premium cloud connection or Premium  
license



# Additional information



YoYo pricing includes:

- One-time hardware kit purchase: YoYo device, NFC reader, 5 NFC stickers, quick start guide
- Annual subscription per YoYo kit

We offer custom pricing based on your specific needs. Contact us for a quote.



Discuss your project

You can easily schedule an online meeting with one of our consultants using the button [Schedule a meeting](#).

# About

MagicInfo Services is the knowledge platform for Samsung digital signage software and the official distributor of MagicINFO licenses and cloud solutions. With a team of MagicINFO experts, the company supports every MagicINFO end-user with high-quality support, consultancy and additional signage solutions.

MagicInfo Services is a trademark of ScreenCom B.V. based in The Netherlands.

For more information about MagicInfo Services please visit [www.magicinfoservices.com](http://www.magicinfoservices.com)



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