Clarity

We help Clients use the latest technologies to inspire better customer experiences

Clarity™ Content Management System is a best in class, enterprise level CMS software that's purpose-built to ignite and support any digital menu board experience. With exceptional precision, accuracy, automation, and performance, Clarity delivers robust functionality the industry wants, and the friendly ease of use operators demand.

Considered best in class, and with a significant feature set, the Clarity™ digital signage platform is easy to incorporate and integrate to existing hardware choices and allows for maximum return on investment over time.

WEB BASED DIGITAL SIGNAGE CMS

The Clarity platform is a refreshing change to what can be a confusing, complex set of commands requiring significant time and effort to become second nature for owners and operators.   Advanced functionality makes this platform as comprehensive or as simple as the consumer journey requires. What's even better is the system can evolve as your campaigns, business rules, and customer- requirements evolve – so its future facing and can grow and expand with you over time.

Media Player Agnostic: The Clarity HTML client handles the presentation layer for your digital signage requirements. The HTML client is media player agnostic and can run on an array of media devices including Windows OS, Bright Sign / Linux-based players, Samsung's Tizen platform to SOC [Software on a Chip] displays from LG. The systems can be mixed and match to meet your content requirements and budget parameters.

Integration-Ready: Clarity CMS has a built-in layer that can easily integrate with a variety of point of sale [POS] platforms including Square, Appetize, ByPass, Brink, and Campus Dish – all through API connections. This means your menu board remains dynamic and will always reflect the most current product and price. We also have the flexibility using our own APIs which enable us to easily integrate with other proprietary POS systems.

Extensive Remote Device Control and Monitoring: The Clarity CMS allows for remote viewing of on-screen content and remote device control. Through the Clarity application on a web browser, users can verify the proper content is displayed and control power, orientation, brightness, and resolution remotely. Reporting and device status can be automated, scheduled, and delivered through standard email so you're always up to date on network and content performance.
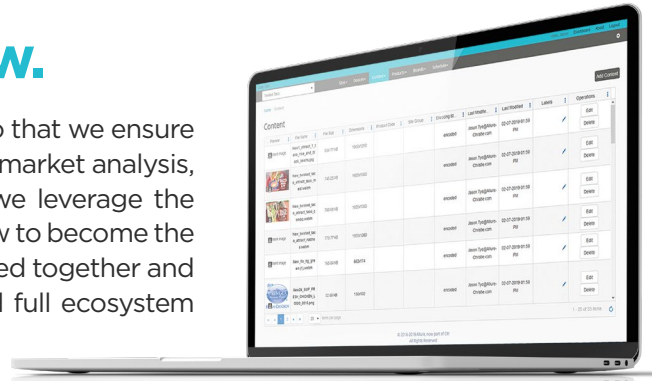
Content Savvy: The Clarity platform leverages a user-friendly web-based design for content creation, monitoring, and management, which utilizes simple HTML5 layouts to create high impact design presentations without needing advanced skills or expensive design resources. These are core factors increasing efficiency and reducing turnaround time.

Multi-Layer CMS Administration: The Clarity CMS has extensive user permission capabilities allowing administrators to grant users anything from read-only access through full control. This allows for platform access from corporate IT teams down to the local or individual location for maximum user permissions and controls.

We're ready for you today and prepared for tomorrow.

Our entire software suite is continually product managed so that we ensure its utility is future-forward: considering customer feedback, market analysis, user feedback and general industry trends. Additionally, we leverage the power of our multi-purpose software platform in ReflectView to become the backbone of Clarity so all digital signage components are tied together and managed under one platform, driving reliability, scale, and full ecosystem integration – all under one connected infrastructure.
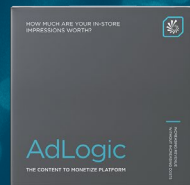
At Creative Realities, the possibilities are endless.

At Creative Realities, we focus on connecting brands and people in spaces and places they love – with contextually relevant, digital signage solutions. From interactive engagements to mobile interfaces, or complex software integrations with other data engines or back-office systems – we can enable your most imaginative use cases, without creating difficult support challenges. These possibilities are wrapped around our full end-to-end service model, which enables us to executed end to end, and at scale:

- **Content strategy**
- **Content design and development**
- **Hardware design and deployment**
- **Application development and advanced integration support**
- **Network valuation models, monetization, and media sales**
- **Day 2 support and managed services**

Our technology is powered by people with the expertise to provide anything and everything you need to leverage your digital signage platform to achieve successful business outcomes.

To learn more about our broad capabilities or to schedule a demo of our Clarity™, ReflectView™, or Reflect AdLogic™ CMS / Software platforms, visit us at cri.com.

Connect with us today, and let's create something extraordinary.

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