VIDEO CONTENT OVERLAY FOR HOTELS, RESTAURANTS & CAFÉS (HoReCa)

Get Your Message Across

Display and manage content-over-video from anywhere in the world

Easily Engage Your Audience with Targeted Content Overlay

In a single click, engage audiences with static or animated overlay content for promotional campaigns, timely information, emergency alerts, and more. Kramer's powerful Video Content Overlay (VCO) solution displays targeted messages in full HD and 4K over live HDMI video to multiple screens in venues such as bars, lobbies, restaurants, and conference rooms.

Complete, User-Friendly Solution

Kramer VCO is a complete solution for video content overlay and digital signage with both modular software and scalable hardware. It can be integrated with any customer management system and is scalable to any number of displays in any location. The solution supports single- or multi-channel control and enables easy, centralized operation and management. Hardware includes Kramer VCO specialized distribution amplifiers, HDMI equipment, Ethernet switchers, a control server, and Kramer's award-winning cables.

Cost-Effective, Modular Scalability

Whether it's a single display in one bar or hundreds of displays in numerous areas of a hotel, Kramer's VCO solution can overlay one, five, eight, or 16 independent images to any number of displays over standard HDMI in full HD (1080p/60 or 1920 x 1200) and 5 independent images in 4K.

VCO-1

VCO-5UHD

VCO-8

VCO-16

Genuine ROI

The Kramer VCO solution significantly decreases installation and overhead costs by using existing display network infrastructure and reducing the need for printing ads, flyers, special offers, etc. The solution also provides a viable, cost-effective supplement or alternative to emergency notification systems.

Diverse Applications

Designed for a wide range of Hotel, Restaurant & Cafe (HoReCa) applications, the versatile Kramer VCO solution seamlessly displays visitor information, promotional messages, emergency alerts, and much more over your display network infrastructure.

Foodservice

Restaurants, cafes, diners

Hotels

Lobbies, lounges, guest rooms, conference rooms

Bars

Sports bars, nightclubs, special venues

Reliability Guaranteed

The Kramer VCO solution provides problem-free installation, immediate error reporting for each connected display and a Global Warranty with localized expert support across six continents.

Easy to Install, Easy to Use

Kramer VCO offers a simple plug-and-play setup and user-friendly interface. Just connect the solution to each display with a single HDMI cable and choose any standard PSD graphics file for overlay. That's all! The solution enables easy, strategic scheduling for dynamic messages and provides an array of overlay templates for initial use.

Key Features

- Static or animated dynamic color image overlays in full HD and up to 4K with VCO-5UHD
- Any-size content overlays with full transparency control
- Multiple-overlay templates for multiple applications
- Built-in looping output for daisy chaining (VCO-5UHD / VCO-8 / VCO-16 only)
- Centralized control of all overlays
- Integration with customer management systems for dynamic modification of promotion/pricing overlays
- Support for unlimited number of overlays and displays
- Secure access from any web browser anywhere in the world
- Comprehensive error reporting for connected displays and overlays
- Automation for entire overlay process from design to display in multiple locations
- Easy-to-use feature-rich software: design, schedule and display
- Digital signage with unlimited viewing zones
- Global warranty with localized expert support across six continents

Installation Example

AV BEYOND THE BOX

Kramer is a recognized market leader in Pro AV with numerous global awards for innovative solutions and customer support. Find out more about Kramer's Video Content Overlay solution at: **kramerAV.com/VCO**

© 2017 Kramer Electronics, Ltd. All rights reserved. Reproduction in whole or in part without written permission is prohibited.

2902-000969

2902-000972