

## UNLOCK NEW MARKETS AND AUDIENCES

With lower cost hardware, lower operational costs, and lower total cost of ownership, your business can reach new markets and audiences that were previously out of reach.



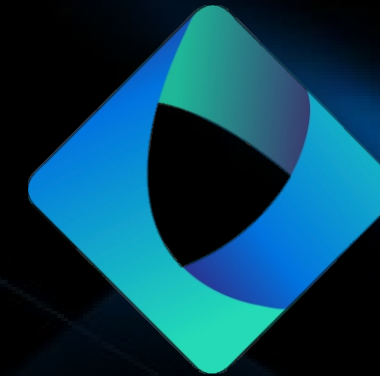
**Synamedia**

## MEET THE CLOUD CONNECTOR

The Cloud Connector used by Senza does one thing: play video. Why? Because that's all it needs to do. Everything else, including the user experience, is handled in the cloud by the Senza platform and streamed to the Cloud Connector - a revolutionary new approach that unleashes a host of new, limitless possibilities.



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**Synamedia  
SENZA**

**CLOUD POWERED USER  
EXPERIENCES TO ANY SCREEN**

**Home Entertainment | Streaming Services  
Broadband Operators | Hospitality | Digital Signage**



The Senza transforms any screen into a powerful, cloud-powered platform, reducing costs and redefining user engagement. Say goodbye to traditional gadgets limitations and experience the future of content delivery today!

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Synamedia Senza transforms content delivery to any screen, shifting all graphics processing the cloud and connecting to a compact Cloud Connector and any HDMI-enabled screen. This new, disruptive approach unlocks new experiences and operating models. It's time to re-imagine the way multiple industries deliver content in the home, hospitality, healthcare, bars, restaurants and more.



### GROW YOUR AUDIENCE AND EXTEND REACH

The low cost Cloud Connector used by Senza – and the simple self-installation it enables – opens your service up to reach lower ARPU markets, trial users, and off-network locations – helping your business acquire new viewers and grow revenues.

## REDUCE OPERATING COSTS & UNLOCK NEW OPERATIONAL MODELS

Reduce the need for on-site engineers and support incidents. Deploy updates instantly with Web-like agility and personalise the experience in ways not possible with traditional operating models and application technologies.



### SIMPLIFY IN-ROOM AND ON-SITE INFRASTRUCTURE

Senza removes the need for expensive on-site hardware and infrastructure. The Cloud Connector connects to any HDMI-capable display and streams everything over Wi-Fi, removing the need for cabling and on-site servers.

### DELIVER DYNAMIC USER EXPERIENCES

With the user experience elevated to the Cloud, Senza provides a powerful platform to innovate around new hospitality experiences including: personalised in-room experiences, in-room ordering, on-site event promotions, and loyalty scheme integration.



### REDUCE DEVICE FRAGMENTATION

Unify your on-site devices across properties to reduce operational and maintenance complexity.

### MINIMISE SET-UP AND INSTALLATION COSTS

The Cloud Connector used by Senza is so small and light that it can be sent to subscribers using a standard postal service. It can also be self-installed by the user, removing the need for an on-site installation visit.