

# Proposed requirement for interactivity with the call center in web-based signage

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## **R xx** : Interactivity with the call center

Digital signage terminal can provide real-time communication with the call center of the advertised contents. This feature is useful for providing more detailed information and assistance to the end-user.

In general, advertisement in the digital signage device does not have enough information for the prospective buyer in making decision on buying a new product. The digital signage terminal can be used to communicate with the assistants in the call center to get more information which can lead to immediate purchase.

## **Use cases**

[Car Sales]

Monica got consent from her parents in buying her first car. She goes to the famous automobile dealer shop where it is always crowded with people. The dealer shop is facilitated with many self-service kiosks which provide information of cars that are being sold. As Monica manipulates the signage device, she found a car that she is interested in. However, it does not have the detailed information that she needs. Monica presses a box in the touch screen for call contact with the call center. As the call is made through, the signage device sends the information of the car that Monica is interested in. Monica talks with the assistant and requests for more detailed information. The assistant kindly gives explanation to her questions and also sends various information to the signage device in form of pictures, video, text, sound, etc.

## **Motivation**

Sometimes, it is more convenient to talk to a person rather than manipulating digital signage devices. When a web-based signage terminal can provide real-time duplex communication, it can increase the effect of advertisement.

## **Gap Analysis**

For communication with the call center or on-line assistants, WebRTC (<http://www.w3.org/TR/webrtc/>) can be used. WebRTC is under conjunctional work with IETF RTCWEB WG(<http://datatracker.ietf.org/wg/rtcweb/>).

Local media data can be captured by getUserMedia API that is under development within the Media Capture and streams

(<http://www.w3.org/TR/mediacapture-streams/>).

The on-line assistant can send the material or URL to the end-user through WebSocket API. The digital signage terminal can display that information by fetching the material through Ajax.