

Innova to Introduce DS Analytics at the Integrated Systems Europe (ISE) Trade Fair

Türk Telekom's subsidiary company Innova continues introducing the innovative products and solutions developed by native engineering. Innova's sub-brand Kiosk Innova will showcase end-to-end solutions including software/hardware production, content management, and servicing at Amsterdam's ISE trade fair 5-8 February 2019. Innovative digital signage app DS Suite's DS Analytics is among the solutions expected to draw the most attention at the ISE, the world's greatest systems integration event.

Engineered by Kiosk Innova's specialists, the DS Suite solution and DS Analytics that serves up customized content to viewers enable enterprises to analyze customer profiles where they broadcast and make detailed assessments and reporting on most watched contents and viewing durations.

Broadcasts tailored to customer profiles

With Innova's DS Analytics, it's also possible to customize content according to viewer demographics and weather data as well as modify content automatically.

Ensuring that businesses obtain reliable data on customers and products, DS Analytics serves as a guide in their sales planning by eliminating the need for demand analyses and surveys in locations of interest.

About Türk Telekom Group

Türk Telekom, with 177 years of history, is the first integrated telecommunications operator in Turkey. In 2015, Türk Telekomünikasyon A.Ş. adopted a "customer-oriented" and integrated structure in order to respond to the rapidly changing communication and technology needs of customers in the most powerful and accurate way, while maintaining the legal entities of TT Mobil İletişim Hizmetleri A.Ş. and TTNET A.Ş. intact and adhering to the rules and regulations to which they are subject. Having a wide service network and product range in the fields of individual and corporate services, Türk Telekom unified its mobile, internet, phone and TV products and services under the single "Türk Telekom" brand as of January 2016.

"Turkey's Multiplay Provider" Türk Telekom has 14.1 million fixed access lines, 10.3 million broadband, 3.3 million TV and 20.2 million mobile subscribers as of June 30, 2018. Türk Telekom Group Companies provide services in all 81 cities of Turkey with 33,615 employees with the vision of introducing new technologies to Turkey and accelerating Turkey's transformation into an information society.

Türk Telekomünikasyon A.Ş., providing PSTN and wholesale broadband services, directly owns 100% of mobile operator TT Mobil İletişim Hizmetleri A.Ş., retail internet services, IPTV, satellite TV, Web TV, Mobile TV, Smart TV services provider TTNET A.Ş., convergence technologies company Argela Yazılım ve Bilişim Teknolojileri A.Ş., IT solution provider Innova Bilişim Çözümleri A.Ş., online education software company Sebit Eğitim ve Bilgi Teknolojileri A.Ş., call center company AssisTT Rehberlik ve Müşteri Hizmetleri A.Ş., corporate venture capital company TT Ventures Proje Geliştirme A.Ş., Electric Supply and Sales Company TTES Elektrik Tedarik Satış A.Ş., wholesale data and capacity service provider Türk Telekom International, and indirectly owns 100% of subsidiaries of Türk Telekom International, TV Broadcasting and VOD services provider Net Ekran Companies, telecommunications devices sales company TT Satış Ve Dağıtım Hizmetleri A.Ş. and payment services company TT Ödeme Hizmetleri A.Ş. and counselling services company 11818 Rehberlik ve Müşteri Hizmetleri A.Ş.