



The 12 Days of Korbyt

Redefining Digital Signage





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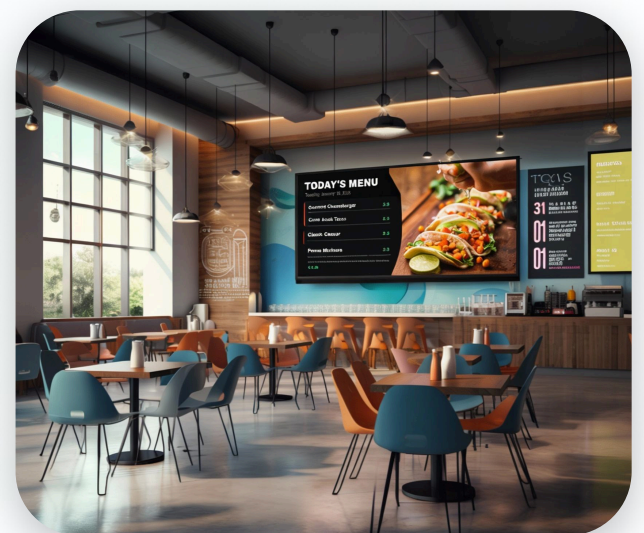
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The 12 Days of Korbyt: Redefining Digital Signage

Digital signage is often limited to static images and scrolling text. But what happens when you combine **generative AI**, **real-time data**, and custom code? You open up a new era of communication where screens become intelligent, responsive, and deeply integrated into the workplace.

We challenged ourselves to explore this new frontier. The result is "**The 12 Days of Korbyt**"—a collection of twelve concepts that transform passive screens into active communication tools. These aren't just futuristic ideas; they are practical, real-world solutions built on the Korbyt platform, designed to solve tangible business problems.

From fostering global connection to gamifying performance, this ebook will guide you through each concept. You'll learn what it is, why it matters, and how the synergy between Korbyt's platform and artificial intelligence brings it to life.





I THE BIG IDEA

Move beyond simple clocks by transforming screens into a live portal showing photorealistic cityscapes of your global offices that change with the time of day. Instead of just telling time, this tells a story, creating a visual, ambient connection for distributed teams. It reinforces the sense that the organization is a single, cohesive unit, fostering a shared presence that a row of clocks cannot.

WHAT KORBYT DOES

Infrastructure: Provides the enterprise signage platform and display infrastructure.

Logic: Handles real-time timezone calculations.

Conditionals: Executes logic like "if LondonTime > 6PM, show dusk view" to switch assets dynamically.

WHAT AI DOES

Creative Assets: Generates photorealistic cityscapes for every location, including day, dusk, and night variations.

Code Assistance: Writes the JavaScript for timezone calculations, image rotation, and smooth animations.



PRO TIP

This concept is highly scalable. Start with major hubs and expand to all locations. For a personalized welcome, use Korbyt's data integrations to show a visitor's home city when they check in.



I THE BIG IDEA

Transform sterile financial charts into a living art installation that morphs to reflect market sentiment—emerald swirls for a bull market, deep burgundy for a bear. This provides a glanceable, aesthetically pleasing overview of market health without needing to decipher complex charts. It turns a stressful data dump into an elegant, informative art piece that makes critical information accessible.

WHAT KORBYT DOES

Data Integration: Pulls market data in real-time via Korbyt Adapters or OnTarget.

Rendering: Provides the WebGL canvas necessary for GPU-accelerated graphics.

Calculation: Handles sentiment calculation from percentage changes and volatility.

WHAT AI DOES

Shader Code: Adapts open-source patterns to respond to market sentiment.

Color Optimization: Optimizes palettes (e.g., red for bearish, green for bullish).

Variations: Ensures infinite variations so the art never repeats.



PRO TIP

This pattern can visualize any real-time metric: production efficiency, customer satisfaction, system health, or website traffic.



I THE BIG IDEA

Automatically generate professional, advertising-quality food photography for every item on your daily menu, creating appetizing images on the fly. Since food is a powerful driver of employee sentiment, a visually appealing menu increases engagement with workplace dining and improves satisfaction, turning a mundane routine into a delightful experience.

WHAT KORBYT DOES

Runtime: Provides a JavaScript runtime that calls external APIs directly from the layout.

Integration: Integrates with menu data sources (POS, spreadsheets, real-time feeds).

Orchestration: Manages the logic that orchestrates the data and display.

WHAT AI DOES

Visuals: Generates advertising-quality food photography via APIs in seconds.

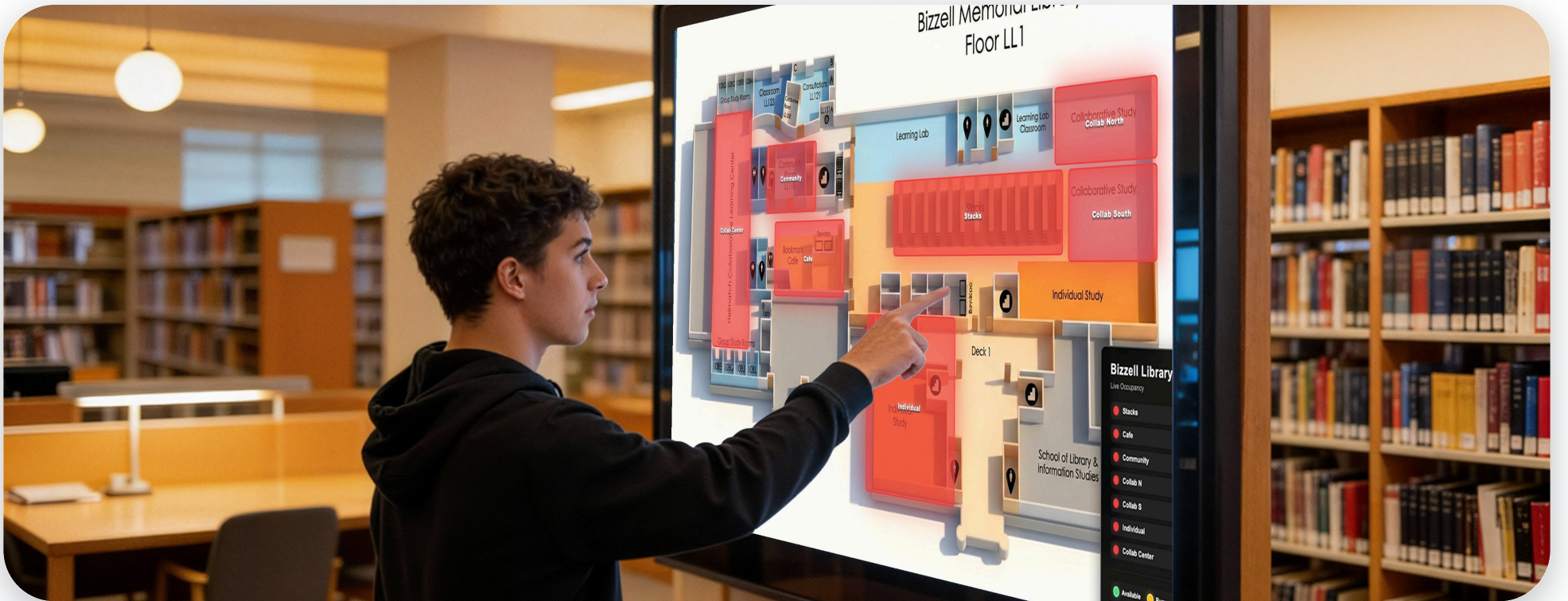
Composition: Handles lighting, professional composition, and even creates floating ingredients.

Variety: Creates fresh variations daily so the content never looks stale.



PRO TIP

This system is fully automated. Add dozens of new dishes, and each gets premium photography without any manual intervention, saving significant time and budget.



I THE BIG IDEA

Transform standard 2D floor plans into 3D isometric maps that look like a video game, using live occupancy data to show students where open seats are. Students waste valuable time searching for study spaces; this provides instantly useful information in an engaging format, reducing frustration and helping them use campus facilities more efficiently.

WHAT KORBYT DOES

Integration: Connects to real-time occupancy data sources (Wi-Fi access points, sensors).

Logic: Applies HTML overlay logic to update zone colors live.

Scripting: Turns static floor plans into live, interactive dashboards.

WHAT AI DOES

Design: Transforms a boring 2D floor plan into an engaging 3D render in seconds.

Aesthetics: Applies a "video game minimap" style that appeals to the student demographic.

Structure: Helps structure the code for applying the colored zones over the map areas.



PRO TIP

Extend this concept beyond libraries to show wait times at dining halls, availability of gym equipment, or open computers in labs.



I THE BIG IDEA

Visualize real-time traffic for key routes as simple, color-coded bars that pulse based on congestion, helping employees decide the best time to leave. The daily commute is a major stressor. This practical, at-a-glance information enhances work-life balance and shows the company is thinking about employee well-being beyond office hours.

WHAT KORBYT DOES

API Connection: Integrates with real-time traffic data sources.

Updates: Runs display logic that updates every few minutes.

Scheduling: Can interrupt other content if drive times exceed a critical threshold.

WHAT AI DOES

Prototyping: Enables rapid prototyping, turning an idea into reality in under an hour.

Animation: Writes elegant CSS animations that make the bars "breathe" and pulse.

Clean Code: Ensures a clean, maintainable code structure.



PRO TIP

Personalize it by showing route clusters for different commuter groups (e.g., "Northbound Routes") or by integrating public transport wait times.



I THE BIG IDEA

Gamify production targets with a visual "Production Pulse" tree that grows and lights up as goals are met. Spreadsheets don't inspire people; gamification boosts morale on manufacturing floors by turning the daily grind into a collaborative game and making hitting targets feel like a shared victory.

WHAT KORBYT DOES

Connectors: Provides real-time data connectors to factory systems.

Performance: Ensures stable 4K playback for complex HTML5 animations.

Targeting: Handles scheduling logic to target specific displays on different production lines.

WHAT AI DOES

Architecture: Optimizes graphically intensive code to prevent crashing.

Animation: Generates complex CSS animations for twinkling lights and swaying ornaments.

Game Logic: Calculates visual rewards based on performance data.



PRO TIP

This gamified approach can be adapted for any goal-oriented team, such as sales leaderboards or call center performance trackers.



I THE BIG IDEA

Trigger an office-wide celebration the instant a deal closes in your CRM, with the scale of the animation tied to the deal's value. Instant recognition is a powerful motivator. This creates a high-energy environment, fuels healthy competition, and makes a win for one person a celebration for the entire team.

WHAT KORBYT DOES

Webhooks: Uses real-time CRM webhooks to trigger on deal closure.

Queuing: Manages a queue so multiple wins get their moment without overlapping.

Coordination: Handles multi-screen takeovers for major wins.

WHAT AI DOES

Prototyping: Rapidly prototypes celebration animations and effects.

Particles: Generates code for particle systems like confetti and fireworks.

Logic: Scales the celebration tiers based on your specific deal values.



PRO TIP

Pair the live celebration with a persistent leaderboard showing monthly and quarterly performance to maintain long-term engagement and focus.



I THE BIG IDEA

Visualize company-wide wellness goals with a live dashboard where rings fill up as the organization progresses toward its targets. Wellness challenges often suffer from a visibility problem. This gamifies the effort and makes progress visible and collaborative, turning an HR initiative into a team achievement.

WHAT KORBYT DOES

Connections: Connects to APIs from wellness platforms (Virgin Pulse, Fitbit, etc.).

Aggregation: Displays aggregated, privacy-safe company metrics with no individual tracking.

Coordination: Manages displays across different locations (e.g., lobby vs. break rooms).

WHAT AI DOES

Animation: Generates circular progress ring animations from design prompts.

Effects: Creates particle effects that pulse with real activity updates.

Engagement: Designs celebratory overlays for when milestones are hit.



PRO TIP

The system updates every 60 seconds, giving real-time feedback on company-wide activity and boosting participation.

The Community Wall



I THE BIG IDEA

Use an AI "Local Editor" to curate positive, brand-safe community news and events for each branch location, displayed on a custom "Community Corkboard." This helps large, impersonal organizations build trust and connection by delivering hyper-local content at scale, making a national brand feel like a neighborhood partner with zero manual effort.

WHAT KORBYT DOES

Infrastructure: Provides the display infrastructure at every branch.

Routing: Uses media player metadata for geolocation-aware content routing.

Security: Ensures enterprise-grade security and playback reliability.

WHAT AI DOES

The Local Scout: Aggregates hyper-local news from trusted APIs and RSS feeds.

The Safety Filter: Analyzes sentiment to ensure only positive, family-friendly news is shown.

The Designer: Auto-formats headlines into a vintage newspaper style.



PRO TIP

This system can run at hundreds of branches simultaneously, each showing its specific town's news without any human curation.



I THE BIG IDEA

Create a **queue board** that manages both customer flow and team morale by intelligently showing **data**. When wait times are long, it hides the timer and shows a positive metric instead, like "**350 Customers Helped This Week**." This motivates staff during busy periods by shifting focus from a stressful timer to positive achievements, reducing anxiety for everyone.

WHAT KORBYT DOES

Connections: Connects to real-time queue management systems (Qmatic, Qtrac, etc.).

Layouts: Supports split-screen layouts for operational data and motivational content.

Triggers: Can launch "Celebration" takeovers when milestones are hit.

WHAT AI DOES

Priority Algorithm: Auto-sorts the queue so staff always know who is next.

Sentiment Logic: Decides which metric to show based on the branch's current stress level.

Praise Engine: Formats 5-star customer reviews into pop-up "Achievement Cards."



PRO TIP

This transforms a source of anxiety into a tool for motivation by intelligently filtering what data is shown based on performance context.



I THE BIG IDEA

Make ESG data tangible by turning it into a **living visualization where environmental wins create calming ripples on screen**. Static text like "4,500 kWh Saved" is invisible and emotionless. To make people feel the impact of sustainability initiatives, the display needs to move, capturing attention and inspiring support for environmental goals.

WHAT KORBYT DOES

Connections: Connects to Building Management Systems (BMS) or ESG platforms.

Engine: A high-performance web playback engine runs graphics at a smooth 60fps.

Scheduling: Shifts the "mood" of the lobby based on time of day.

WHAT AI DOES

The Math: Writes the complex shader code that creates the ripple physics.

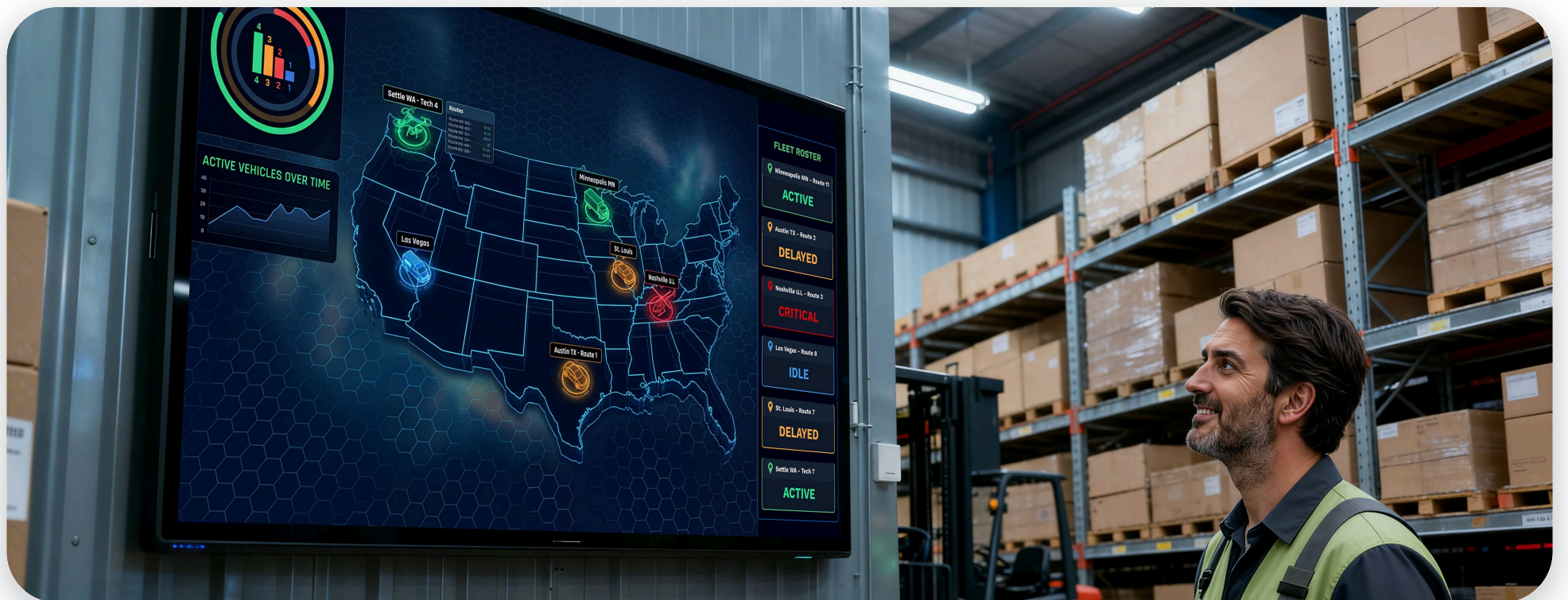
Optimization: Refactors code to keep GPU usage low for smooth playback on standard hardware.

Aesthetics: Generates color palettes that make the data feel "clean" and environmental.



PRO TIP

This visualizes the energy pulse of the entire building, turning dry metrics into an engaging, ambient experience.



I THE BIG IDEA

Visualize your logistics network as a living system where each vehicle pulses with a "bio-rhythm" reflecting its status—steady green for smooth movement, urgent red for delays. This gives operations teams an intuitive, at-a-glance way to "feel" the health of their network and spot issues quickly, moving beyond chaotic maps of static dots.

WHAT KORBYT DOES

Ingestion: Ingests real-time telemetry from systems like Samsara or Geotab.

Engine: Renders hundreds of simultaneous SVG animations.

Infrastructure: Provides the "Control Tower" display infrastructure for an ops center.

WHAT AI DOES

Bio-Rhythm Code: Writes logic that translates vehicle speed and status into a visual "pulse rate."

Organic Motion: Writes timing logic so the fleet pulses naturally, not robotically.

Visualization: Generates glowing, sci-fi aesthetics for high readability.



PRO TIP

When you combine Korbyt's data power with AI's creative coding, your operations don't just run. They breathe.



About Korbyt

Korbyt helps **corporate enterprises create impactful workplace and customer experiences across digital channels** and physical locations to engage any audience effectively. The Korbyt Anywhere platform empowers organizations with **dynamic, data-driven communication through digital signage, desktop, email, mobile devices** and space booking solutions, enabling seamless collaboration across all touchpoints. Headquartered in Dallas, TX, Korbyt transforms customer and workplace experiences (WEX) with integrated digital signage, workplace communications and workplace management solutions. For more information, visit [GoKorbyt.com](https://www.gokorbyt.com).

Bring your branch vision to life. Start a conversation about redefining the in-branch experience.

