

Call **MIDCOM Today...**
(800) 643-2664

Web Signage System

A Complete Digital Signage Solution

Superior digital signage solutions combine the power of mass advertising with the precision of niche marketing, allowing direct communication with consumers at critical junctures, in close proximity to the point of purchase or point of decision. Automated and remotely controllable, digital signage systems are able to effectively:

- ▶ Educate and inform
- ▶ Build brands
- ▶ Improve customer experience and drive sales
- ▶ Offer flexibility to change messages efficiently
- ▶ Provide comprehensive control over when and where messages are delivered

The Web Signage System is such a solution, facilitating the creation of a unique and powerful communications medium that offers unparalleled opportunities to capture an audience's attention at key decision-making locations. It enables the routing of messages to specific audiences via demographics, psychographics, time-of-day, geography, store zone, and other customer-centric parameters.

Web Signage System offers a complete solution comprising of signage hardware, device management software, and content management software. With available wireless connectivity and remote management, deployment is quick and locations are easily changed. The Web Content Manager and Web Device Manager software tools provide content and device management, offering an active monitoring system for tracking and reporting to ensure optimum uptime and issue resolution.

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The resulting digital signage package is characterized by:

- ▶ Immediate, versatile deployment
- ▶ Web-based, intuitive usage experience
- ▶ Effective content and display management
- ▶ Timely, targeted, and relevant messaging
- ▶ Dynamic delivery of marketing, news, and training

The Web Signage System's combination of display/computing hardware and content/device management software provides remotely controlled distribution of digital content across a network of displays. It is ideal for delivering visual messages at point of purchase, or at any decision-making locations.

Advancements in processors, in multimedia capabilities of software operating systems, and in networking technology make delivering and driving dynamic content over a network of Web display-integrated signage terminals a compelling alternative to non-integrated displays that require inefficient computing units, often mounted in difficult-to-service locations.

**The Web Signage System:
Communicate, Connect.**

The Total Solution System

The Web Signage System is a package of complementary hardware and software products that enables the delivery of compelling content throughout enterprise networks of digital displays deployed for the distribution of timely information.

The Web Signage System consists of:

- (a) The Web 537 (37") and Web 547 (47") High Definition Integrated Computing Displays. Each offers an integrated LCD and media player that has fully embedded components with metal construction, requiring no fan cooling and incorporating the Microsoft® Windows® XP Embedded operating system.
- (b) A software package comprising Web Content Manager and advanced Web Device Manager. The Web Content Manager is an exciting multimedia and electronic content management system. It offers a wide range of important management features, ranging from content organization to reporting and billing. The Web Device Manager features an elegant web browser-based console to manage all installed Web hardware, with a comprehensive set of device management and support features.

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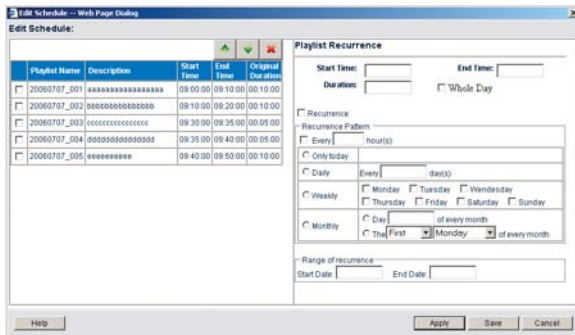
Web 537 and Web 547 LCD-Integrated Computing Displays

- ▶ Integrated Computing Display unit (All-in-One)
- ▶ Optimal x86 processor
- ▶ 512MB to 1GB RAM
- ▶ Embedded flash memory module with choice of sizes from 1GB, 4GB and 8GB
- ▶ 37" and 47" LCD options
 - › 37" – 1366 x 768 resolution
 - › 47" – 1920 x 1080 resolution
 - › 500 cd/m² brightness
 - › Wide angle viewing
- ▶ Microsoft Windows XP Embedded OS
- ▶ Fan-less operation with no moving parts
- ▶ VESA compatible
 - › Wall, ceiling, or stand mounting
- ▶ Slim design with durable metal enclosure
- ▶ Optional Integrated mini-PCI 802.11 a/b/g WLAN adapter
- ▶ Optional IR Touch with anti-reflection glass



Web Content Manager

Web Content Manager software is designed to complement the comprehensive Web family of network-ready, display-integrated, computing terminals. The Web Content Manager is a web-based server software that provides central management of all



Web digital signage hardware as media players, and automates the design and distribution of a wide variety of multimedia file formats into playlists. Playlists are then set into schedules and stored in a central database for distribution to the network of Web media players.

With the Web Content Manager, the message to be played is assembled, scheduled, and delivered for dynamic playback over the network of displays using standard file formats and protocols.

Features

The Web Content Manager includes numerous advanced features such as device grouping, multimedia file setup and import, media playlists, single line ticker functions, urgent notification casts, scheduling with manager execution approval, email notifications, reporting, and advanced billing reports along with overall system management administrator functions.

The Web Content Manager features:

- ▶ **Groups and Players** – Segment a network into groups for easier player scheduling. For example, segment a network by geography (e.g., Southeast locations). Players are auto-discovered within the system and can then be assigned to different groups.
- ▶ **Media** – A wide variety of digital multimedia formats are supported. They include image files, audio files, motion videos, Adobe® Flash® files, and Microsoft PowerPoint files.
- ▶ **Ticker** – Fully configurable and controlled from remote locations using the Web Content Manager's browser-based graphical interface.
- ▶ **Playlists** – Enables sophisticated content blending and multimedia playlist development of media clips or files.
- ▶ **Scheduling** – This function provides playlist and ticker arrangements within a graphical calendar structure and facilitates management approvals prior to player publication.
- ▶ **Urgent Casts** – Provides urgent messaging on remote player units.
- ▶ **System Management** – Site and account managers have the ability to create normal and manager user accounts; establish overall system settings; configure system alerts and incorporate Web Device Manager support.
- ▶ **Reporting** – Advanced reports are generated that provide detailed player execution schedules that can then be used for account management and billing purposes.

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Web Device Manager

The Web Device Manager is a comprehensive software management tool to remotely manage networked Web hardware clients. The Web Device Manager provides a web browser interface fronting a database management system which will readily support — e.g., inventory, organize, control, update — an ensemble of Web clients over the LAN, WAN, or wireless network.

The Web Device Manager allows the management of networked Web systems using any Internet browser, no matter where the devices are located, as long as they are connected through a corporate LAN, over the Internet, or VPN.

Complementing the back-end SQL or MySQL database of the Web Device Manager, each Web client runs an agent application that advertises itself to a Central Manager. The Web Device Manager utilizes “push and pull” technology with remote client agents, allowing system administrators to inventory hardware, update applications and registry entries, shutdown/reboot/wake devices, update system BIOS and operating system, along with advanced logging and scheduling capabilities.

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Features

Within each major module of the Web Device Manager (modules include CLIENT, SCHEDULE, MANAGEMENT, SYSTEM, and LOG), support for the following main functions is provided:

- ▶ Send Message
- ▶ Refresh Client Information
- ▶ Delete Clients from database
- ▶ Update Image and BIOS (Image Management)
- ▶ Install Package (Package Management)
- ▶ Push and Pull Registry Keys (Registry Management)
- ▶ Cluster Command (Cluster Management)
- ▶ Change Group (Group Management)
- ▶ Change Listen Port from CManager
- ▶ Change Communication Settings
- ▶ Shutdown/Reboot/Logoff
- ▶ Wake Up Clients over LAN
- ▶ Reset Client Properties to Factory Defaults

The Web Signage System

An elegant solution for effective communication,
in the right place, at the right time.
