**SPEC TO SPEC**

**Digital Signage**

Software and solutions for the management, operation, and/or creation of digital signage content and networks.

1-2-1VIEW DIGITAL SIGNAGE SOLUTION

**Typical markets/applications:** High traffic retail locations such as shopping malls, department stores, pharmacies, and convenience stores.

**Hardware requirements:** Standard hardware/servers; comes with Celeron 600 MHz CPU with 256 MB RAM for standard definition content and a Duo Core 2 GHz CPU with 1 GB of RAM for high-definition content playback.

**Software requirements:** Linux.

**Network requirements:** Standard peripherals include 1000/10 BaseT Ethernet switches/routers, EEE 802.11 b/g Wifi standards, a broadband ADSL connection, and FTP protocol for content transfer.

The 1-2-1View Digital Signage Solution is an installed solution. Media players connect to assigned servers at regular intervals to retrieve the latest content, schedules, and time synchronization, as well as post back playout statistics to ensure content is played back at the right place and time. Users operate the system via a Web-based user interface that ensures an effective and scalable solution.

An optional Interface module allows operators to provide viewer counts so advertisers can validate the effectiveness of a campaign. It can also monitor and optimize the effectiveness of the network.

**Pricing:** Server Management software, starts at $1,295; Media Player hardware, starts at $495; Player software license, $200; Interface options, contact vendor. 1-2-1View. 801-278-9769. www.121view.com

BESTWAVE DISPLAYIT!

**Typical markets/applications:** Manufacturing, education, government, corporate, building management.

**Hardware requirements:** PC with 512MB of memory and an 80GB hard drive, Ethernet port, and screen that supports 1024x768 resolution.

**Software requirements:** Microsoft Windows running Web server software, including Apache or Microsoft IIS.

**Network requirements:** Local area network (LAN) 10/100 BaseT or wide area network (WAN), via corporate network or Internet. LAN’s use Port 80; WAN’s use Port 21 via FTP protocol.

Server-based installed solution comprises the BestWave DisplayIT! Software, ViewSonic NMP-530 Network Media Player, and ViewSonic Commercial Display. The user interface offers shared multimedia content libraries, unlimited reusable template creation, and built-in templates, backgrounds, and sample presentations for quick start-up. Supports standard media file formats, such as MPG, JPG, TIP, PCT, BMP, GIF, and PNG, as well as Flash and PowerPoint. XML files may be used to provide automated or manual updates of data for room schedules, building directories, menus, and other dynamic content.

**Pricing:** DisplayIT! 1 user license, $600; NMP-530, $1,299. BestWave. 480-368-8900. www.bestwave.com.

BROADSIGN SUITE

**Typical markets/applications:** Large digital signage networks.

**Hardware requirements:**Varies

**Software requirements:** Contact vendor

**Network requirements:**Varies

BroadSign Suite is a SaaS-hosted platform that addresses the issues of time to market, the need for full campaign execution functionality, accountability, and scalability. The software enables operators to target out-of-home audiences, sell network airtime, and reliably play back scheduled content on each screen and account for campaign performance. The suite includes BroadSign Administrator, a desktop interface that enables users to remotely operate digital signage networks of any size. BroadSign Player is the software component installed on playback PC and is capable of outputting to multiple displays, controlled via an RS-232 interface. BroadSign server is configured in a cluster for high concurrency and redundancy, and is completely managed by BroadSign.


C-NARIO MESSENGER

**Typical markets/applications:** Corporate, transportation, finance, retail, public, media, and entertainment.

**Hardware requirements:**Varies

**Software requirements:**Microsoft Windows XP

**Network requirements:**Includes IP-based bi-directional communication, multicasting abilities over unicast networks, scheduling and bandwidth control

C-nario Messenger is an installed, software-based platform that can also be integrated with proprietary hardware for the player. The all-in-one solution provides tools to maintain the whole digital signage spectrum using the same intuitive graphical user interface (GUI), including broadcast playback quality, 1080p support, and display-agnostic screens.

Other features include internal content creation and management tools; multiple scheduling workflows; four (HD) to eight (SD) channels from a single PC; support for external data sources in order to integrate almost any type of content into the system; open architecture that allows specific data sources from various types and shapes to be developed according to the specific client needs through C-nario or C-nario Software Development Kit; monitoring and control; e-mail or SMS system alerts; and remote updates support.


DE RESEARCH WEBDT

**Typical markets/applications:** Retail, transportation, education, corporate communications, hospitality.

**Hardware requirements:** Client included, server requires at least a Pentium 4 2.0 GHz CPU with 1GB RAM and 40GB or more HDD space.

**Software requirements:** Microsoft Windows 2003 server.

**Network requirements:** Comes with built-in RJ45 Ethernet port for deployment throughout wired 10/100 Mbps network; wireless WiFi 802.11 a/b/g option also available.

WebDT is an installed solution that is offered as a full licensing model to customers, so they are free to install and manage their own server software. The system includes the WebDT Content Manager and WebDT Device Manager. The software management tools feature Web-based interfaces for easy remote management and control of all computing displays from any location that has network/Internet access. When offered as an all-in-one solution, the signage system includes both the display and an integrated signage appliance. The appliance supports a variety of screen sizes and includes the ability to remotely manage each screen from a central location.

Additionally, the WebDT Signage System has the ability to pre-install Kiosk applications and have these applications coexist with the digital signage network while being served from a single platform.


HARRIS INTERACTIVE INFOCASTER

**Typical markets/applications:** Casino, retail, education.

**Hardware requirements:** Off-the-shelf PC.

**Software requirements:** Microsoft Windows.

**Network requirements:** TCP/IP

An installed solution, InfoCaster offers the flexibility of multizone screens, allowing users to design layouts that best fit their applications. The TitleMotion character generator graphics tool provides creativity, animations, text, and graphics within the software.
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InfoCaster Manager allows users to manage clients through remote control and monitoring of groups of InfoCaster Players, on which content can play identically or be modified. InfoCaster can also display moving messages from any source file in real time. It also includes Schedule Manager, touch-screen capability, and InfoCaster Online, which allows users to log in and administer content to assigned players from anywhere on a digital signage network.


OMNIVEX MOXIE
Typical markets/applications: Airports, corporate communications, hospitality, sports stadiums, retail, hospitals
Hardware requirements: Dual-core processor, 2GB RAM, enhanced graphics card
Software requirements: Microsoft Windows
Network requirements: Supports a variety of networks including satellite, cell networks, wired (TCP/IP), and wireless

Moxie is a hosted or on-premises content management platform system that uses 3D vector graphics, allowing content elements to change shape and size based on the context of underlying business data and corresponding business rules. Moxie also has a robust data platform, which provides the ability to move data around the network for content updates. Secure role-based views of the network allow IT staff or marketers to monitor and control different aspects of the signage network. The software includes a server, a player, and the Spider network management console for managing a large network of signs.


PLANAR COOLSIGN 4.0
Typical markets/applications: Banking, quick-service restaurants, specialty retail chains, university, government, corporate, gaming, and hospitality
Hardware requirements: Varies, player PC specification on three levels of playback provided
Software requirements: Microsoft Windows
Network requirements: Standard corporate network, supports most IP standards; scalability achieved through Planar CoolSign Transfer Server

Typically sold as an installed solution, CoolSign also comes as a managed service. Available as an enterprise-class “store and forward” platform, it comprises several individual software components. It also combines support for enterprise security, very large networks, and event-driven dynamic content with an intuitive management experience. Other features include support for a variety of displays, including plasmas, LCDs, and LEDs; frame synchronization, Flash 9 interactivity, multiregion configurations, live data feeds, role-based security, integration with Microsoft Active Directory, and new content templates for customers without dedicated design resources.


STRATACACHE ACTIVIA FOR MEDIA
Typical markets/applications: Large-scale digital media deployments in finance, retail, automotive, government, and services markets
Hardware requirements: Varies
Software requirements: Datacenter servers use Linux; media players use Microsoft Windows/Linux/Unix
Network requirements: Satellite, terrestrial, wireless

ActiVia manages digital signage applications end-to-end, from content management, playlist creation, device/user management, and content distribution to monitoring, reporting, and billing. Available as a customer-deployed solution, Software as a Service (SaaS), or as a managed service, ActiVia can manage networks of up to 250,000 concurrent devices. Users can display a combination of multiple types of digital media, such as video, images, and tickers, simultaneously on a single screen or on a multi-screen display.

Other features include scheduling, role-based control system, multilayered playlist creation, drag-and-drop functionality, instant or prescheduled unicast or multicast content, centralized backup and restoration of media player configurations, property- or geography-based player selection, and remote device management.


X2O XPRESENTER
Typical markets/applications: Indoor and outdoor environments in retail, corporate, and education
Hardware requirements: Varies. 120GB SATA II hard drive, Intel Core2 Duo 2.4 Ghz CPU or better for Template Maker and Player, 300GB SATA II 7.2 RPM hard drive, Dual Core Intel Xeon 2.0 GHz CPU for Server Desktop version
Software requirements: Microsoft Windows XP Pro and Microsoft 2003 Server Web Edition
Network requirements: Variety of network protocols, including HTTP, HTTPS, TCP, FTP, and Windows networking

Xpresenter is available as an installed or hosted solution for content creation, management, distribution, monitoring, and live data, and playout. Xpresenter’s authoring tool runs within Microsoft PowerPoint for simplicity, so users are able to create complex display layouts in a familiar interface. Comprising Template Maker and Player, Content Manager, and a Server Desktop version, Xpresenter features broadcast-quality output, Web-based controls, real-time data tools, a central server, and interactivity support.

Pricing: Solution dependent; contact vendor. X2O Media. 888-987-7557. www.x2omedia.com