Agenda

→ Corporate Overview
→ Traditional Signage
→ Digital Signage Market Opportunity
→ The News: WebDT Signage System
→ Applications for Interactive Digital Signage
→ Competitive Landscape
→ Summary
## Corporate Overview

- **Founded:** 1995; Privately held
- **Products:** Mobile web-based digital tablets & terminals
- **Customers:** 500+ including Tesco, Safeway, CSX Transportation
- **Employees:** Over 200 worldwide
- **Partners:** BSquare, Intermec, Hitachi, MICROS, NCR
- **Offices:** Headquartered in San Jose, California
  - Offices in Taiwan, China - Partners in Japan, Europe
The Evolution of Signage

Traditional Signage:

- Difficult and expensive to change messages
- Static messages, not exciting or dynamic
- Long planning and production cycle
Digital Signage Market

Market Drivers

→ Static media is becoming ineffective
→ Preference for interactive media
→ Desire to reach the consumer at the ‘last mile’
→ Ability to capture the ‘captive audience’
→ Trend toward localized & time-sensitive advertising
→ Broad adoption of self-service & self-education tools

Digital Signage Industry
2002: USD$388K *
2006: USD$1.5 Billion *
By 2011: Expected to Reach USD$14.6 Billion **

* Source: InfoTrends
** Source: RocSearch
Convergence of Digital Signage & Kiosks

Key Customer Requirements

1. Large touch-screen display
2. Simultaneous delivery of dynamic content & interactive applications
3. Web browser-based content management SW
4. Web browser-based device management SW
5. Fully integrated HW and SW from single vendor
6. All-in-one industrial-grade, modular design
7. Remote auto-recovery
Incomplete Solutions

Display vendors

Content management vendors

Kiosk vendors

media player vendors

Content hosting vendors

Device Management Vendors
Existing Systems Not Pre-integrated

→ Off The Shelf Technologies: Assortment of technologies put together haphazardly

→ Incompatibility: Difficulty in integrating all components

→ Inelegant: Connectivity and wire mess!
Introducing the WebDT Signage System …

First All-in-one System with an Industrial, Modular Design

- Large Infrared Touch-screen Displays
  - Run Dynamic Content & Kiosk Apps Simultaneously
- Fully-Integrated HW & SW from a Single Vendor
- First Remote Auto-recovery of HW & SW
WebDT Signage System

Comprehensive system with fully integrated HW & SW from a single vendor
System Architecture

WebDT Signage System Configuration Diagram

- WebDT Content Manager
- WebDT Device Manager
- WebDT DS3700/DS4700
- Design & Content Manager
- WebDT Management Servers
- WebDT Database Server
- System Administrator & Authorized Users
- Network/Internet
- Display & signage appliances
- Group 1
- Group 2
- Display & signage appliances
- Display & signage appliances

DT Research
*Display-integrated Media Player:*

**WebDT DS3700 & DS4700**

37” & 47” high-definition displays with integrated LCD & media player

- All-in-one with modular design
- Windows XP Embedded OS
- Slim Design, space saving
- Industrial-grade (fanless & metal casing)
- Remote auto recovery / HW Watchdog
- 1.5GHz x 86 processors (low power consumption)
- Resolution up to 1920 x 1080
- Flash-based storage
Touch Screen Option

- Large industrial-grade interactive IR based LCD display
- Infra Red Touch - most accurate for large screen
- Allows interactivity on 8 user-defined zones
- Enables interactive applications
- Superior way to target specific groups
- Measurable results enable dynamic content for optimum effectiveness
- Real-time interactive information sharing
Content Management Software: WebDT Content Manager

- Web-based server software, central management of all WebDT hardware as Media Players
- Remotely manage content played on displays
  - Control what is played and when, from any location with Internet/Server access
  - Schedule messages
  - Group players
  - Verify played content
- Requires minimal training
WebDT Content Manager - Features

- Web-Based Application
- Auto Recovery
- Media Library
- Server-based Preview and Playback
- Group Management
- Account Management
- Scheduling
- Ticker
- Urgent Cast
- Approval System
- Reporting
- Multiple Zones
- Layout Template
- Custom Template
- Playlist Editing
Device Management Software:
WebDT Device Manager

- Remotely manage networked signage hardware
- Web browser interface
- Inventory, organize, control, upgrade and support over LAN, Wireless Network or WAN
WebDT Device Manager - Features

- Inventory all displays & appliances
- Current device power status
- Schedule device management functions
- Group displays by department, store, region
- Shut-down / power-up devices remotely
- Remote operating system reinstallation
- Remote installation of application software
Device Management Architecture

Browser → HTTP Server → Web UI → SQL → DB Manager → CM Manager

Subnet 1

DT Client 1, DT Client 2, DT Client 3
Command/Command Oriented

Subnet 2

DT Client 4
Command/Connection Oriented

Router

Join
WebDT Hosting Service

Benefits For

End Customers

Focus on own Core business

No Ongoing Maintenance

Spend very little up front

Reliable Service

Opportunities For

Reseller Channels / System Integrators

Offer Hosting as a Service

Maintain Ongoing Relationship

Earn additional monthly Hosting Residuals
Solutions & Applications
Retail

- Sales promotions
- On-site product information
- Wayfinding / directory / mapping
- Additional advertising revenue generation
- Catalog access
- Dining menus
- Pharmacy order status
- On-site events

Dynamically change advertising for all 500 stores located nationally – local focused

Touch screen Signage/Kiosk Application
Hotels & Casinos

- Services information & sales
- Event information
- Way finding
- Guest services
- Kiosk check-in
- Restaurant & store sales
- Loyalty programs

Event Information Displayed Prominently
Other Applications

→ Transportation Facilities
  ▪ Up-to-the-minute information
→ Government Agencies
  ▪ Interactive directory information
→ Schools and Universities
  ▪ Emergency communication
→ Corporations
  ▪ Corporate communications
WebDT Benefits

- Large-screen interactive displays offer flexibility for use as digital signs & kiosk applications
- Industrial-grade design offers superior durability and aesthetics
- Fully integrated HW & SW from one manufacturer for complete compatibility
- Highly reliable with remote auto-recovery
- Easy-to-use content management SW requires minimal training
Summary

→ Digital signage is converging with the kiosk market

→ Current solutions are:
  - Difficult deploy & manage
  - Not industrial-grade
  - Require extensive training

→ WebDT offers:
  - First all-in-one system with an industrial, modular design
  - Large, touch-screen displays that deliver dynamic content & interactive applications simultaneously