

OVERVIEW

The Retail Radio Digital Signage solution is the quickest, most cost-effective way of developing truly dynamic and impactful content for YOUR digital signage. It's the simple process of creating professional content utilizing existing media files, real time live data -- such as news headlines and local weather forecasts -- with YOUR branding that makes us unique. Merge your branding and content with TV to deliver the maximum impact and bring life to each sign.

The key to successful digital signage is to provide flexible and easy software for managing and updating content while delivering captivating content that matches the needs of each store. Retail Radio Digital Signage does just that....

FEATURES

LAYOUT

Customize screen "Zones" to fit dynamic content for that time of day. Split the screen or run full screen with custom commercials or full screen TV.

The custom timeline determines at what time during the day what content runs and each zone. The zone divider allows for a scrolling feeds for stocks, news headlines, and weather, while live TV runs next to a customized Walgreen's content dominate the screen and eyes of customers.



The screen zones can change based upon the selected timeline. Therefore, the Walgreen's content can be scheduled to be full screen every 6 minutes, then full screen live TV, then back to a divided screen. Additionally, this customization can be controlled remotely and updated by any grouping desired.

CONTENT CREATION

Leverage existing content and assets from images, Flash files, videos to create dynamic content. Even power points can be converted to Flash and imported. Additionally, basic animation of assets can be created and controlled within the Content Management Studio (CMS).

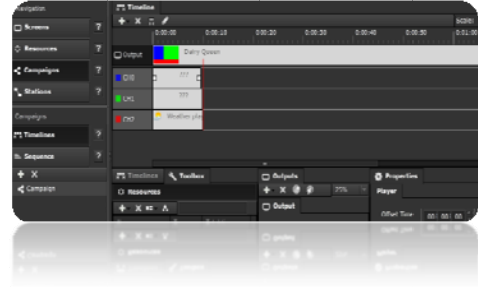
COMPONENTS

Components are one of the most exciting pieces of the CMS as it allows us access to RSS News, Stock tickers, RSS Weather, RSS Video Podcasts, HTML component, TV Tuner, clocks and more. This can bring a static digital signage to life with local content. Weather can be provided at the zip code level and with integration of the TV Tuner component the local operator can configure local news or sports. Components can take the digital signage to a customized local interest with control from corporate over branding and promotions.

SCHEDULING

All content and zone layouts can be schedule based upon time of day, day of week or duration. The scheduling can be controlled down to the individual store level or in predetermined groups.

For example the content in a specific zone displaying the food combo on special can be scheduled to change around noon while the rest of the zones stay the same. That same zone can then change again for dinner or late night food or dessert specials. Content can easily be adjusted via the campaign and/ or timeline manager.



UPDATING

Updating the field players is the preferred and easiest method for updating. The units will only update if the CMS directs them to. Otherwise they simply check in utilizing a nominal amount of bandwidth.

If broadband internet access is not available the field players can be updated via USB thumb drive. Online content to weather and RSS feeds will not be available without internet access. Schedule, content, campaign managers, commercials, etc can all be updated via the USB update.

HARDWARE COMPONENTS

FIELD PLAYER

The Field Players are powerful all-in-one digital signage computers. Designed with a minimum footprint, these players ship with a built in VESA mount directly on the case. That makes mounting the players behind an LCD (32" - 60") screen, quick and simple. At a mere 7.5 x 8 x 2.4 inches, you can also easily hide the player in cabinets or on shelves.

Field Players can have the TV Tuner capture module added to integrate live TV and a simple bracket allows for VESA mounting.



FIELD PLAYER SPECS

- Small form factor of 192x210x62mm or 7.5x8x2.4" inches
- Extremely silent (single fan unit only for CPU)
- Plug N play. Turn key installation. Setup in minutes.
- Wireless and Wired Network access
- Support for both HDMI w/Audio, DVI w/Audio and VGA screen outputs
- Build in mounting holes for hanging on wall
- Additional accessories available for mounting behind free standing monitors
- Total of (12) USB inputs (internal and external)
- SPDIF High definition audio with both coaxial and optical ports
- PCI Express 2.0 x16 (must be used in a different in chassis)
- COM port header input
- High Definition Intel Dolby surround sound with 8 channels®
- Microsoft Windows Embedded OS with smallest footprint
- Available in a range of CPUs. Supports Intel® Core™2 Extreme Processor
- Support both landscape and portrait screen modes
- Auto boots on power failures
- File system corruption protection for safe boot process
- Supports up to (2) monitors of different or same resolutions using nView multi display
- 1 year warranty. Extended warranty available