



*Experts in  
Digital Signage*

## Digital Signage – points to consider

### What is the Initial/future size of the network i.e. how many unique end points are required?

Some of the systems have recommended physical limitations on pure end points they can control: SuperSign: 20-25 Max, MagicInfo Pro up to 50 from a single server, Signagelive several hundred plus.

### Will the solution be used across single or multiple sites?

Technically all 3 solutions support LAN and WAN use although due to the nature of firewalls, routers, IP addressing etc. LG and Samsung are better suited to LAN based use. Signagelive is web based so can operate across multiple different networks.

### What existing hardware does the customer have?

Does the customer have anything they can use already (displays, projectors, old windows PC's etc?). If they have absolutely nothing then MagicInfo contains everything they need in one box (Screen, PC and software). If they have existing displays then SuperSign gives a cost efficient way of turning standard monitors into networkable digital signage end points without the expense of replacing the screens. If they have some surplus PC units then they could simply purchase signagelive software and "dumb" displays, and apply the signagelive software to their existing IT kit.

### What Technical experience does the customer have?

If the customer has limited onsite IT support then the simpler the solution the better. SuperSign is probably the simplest to get up and running with immediately, although with training all 3 solutions can easily be used.

### Who will run the Digital Signage network?

Assuming the IT dept are responsible for making sure the screens are running on the network, who on a day to day basis is responsible for creating and scheduling the content (receptionist, office junior, marketing dept, Headmaster etc). A person really needs to be nominated to take ownership of the content and distribution to ensure the content is refreshed and updated.

### How many people need to send content to the screens?

Both MagicInfo and SuperSign rely on a nominated physical PC to send the content. As a result anyone wishing to send content to the screens must do it from that physical PC.

If there are multiple contributors from physically different areas that need to send content at different times then a web based solution such as signagelive would be better, as the content is all centrally stored in the "cloud".

### What are the requirements for offline content creation?

Is there a requirement for different people to create the content "offline" and then someone else actually distributes it to the screen? MagicInfo Pro has an export function which can be used to create content on a machine other than the main server. SuperSign can also export and save to USB enabling local playback of the exported template directly on the SuperSign box.

### What file types will the customer use?

Does the customer simply want to send PowerPoint around the building or are there specific content types they must use? All of the systems support the main file types although if they require content to be linked to an existing database then signagelive can offer this service. If having daily updates on weather in pictorial form is key, then SuperSign supports Widgets. Do they require external inputs to the display? (Such as Freeview, CCTV camera etc) In which case certain MagicInfo Pro displays support Picture in Picture as part of the layout.

### Will the DS network be able to access the internet?

Signagelive requires internet access. Samsung and LG can run on an isolated network, although some of the content type (RSS, Web pages etc) will not be available.

### What is the budget?

Is it sensible? Have ALL the potential costs been included, such as cabling, improved network infrastructure, installation, renewal licence fees etc?

### What is your involvement?

There are numerous opportunities to make additional value add revenue with Digital Signage. From installation and training right up to managing the customers network entirely for them. So all the customer does is make sure the screens are turned on each day and provide you with the "raw" content which you can then put into an attractive template form and schedule. All 3 solutions offer a wide range of revenue opportunities, over and above the actual hardware sale.

# Digital Signage – quick reference guide



|  |                        |                    |                      |
|--|------------------------|--------------------|----------------------|
| LAN  | Yes                    | Yes                | Yes                  |
| WAN  | No                     | Yes <sup>1</sup>   | Yes                  |
| Maximum recommended individual clients     | 20 – 25                | 50                 | Unlimited            |
| Secure User sign on to Server S/W          | Yes                    | Yes                | Yes                  |
| Can client S/W run on existing PC          | No                     | No                 | Yes                  |
| Compatible with existing display/projector | Yes                    | Yes (SBB)          | Yes                  |
| Embedded PC Display Option                 | Yes – Q1 2011 (NC2000) | Yes                | Yes (Samsung)        |
| User Hierarchy                             | No                     | Yes                | Yes                  |
| Multiple Simultaneous Users                | No                     | No                 | Yes                  |
| Requires local server S/W                  | Yes                    | Yes                | No                   |
| Access from any internet enabled PC        | No                     | No                 | Yes                  |
| Web Hosted                                 | No                     | No                 | Yes                  |
| Internet connection required               | No <sup>3</sup>        | No <sup>3</sup>    | Yes                  |
| Annual Subscription Service                | No                     | No                 | Yes                  |
| Sample Template layouts included           | Yes                    | No                 | No                   |
| Wireless Support for client                | Yes <sup>2</sup>       | Yes <sup>2</sup>   | Yes                  |
| Drag and Drop layout creator               | Yes                    | No                 | Yes                  |
| Support for MS PowerPoint                  | Yes                    | Yes                | No                   |
| Support for Movie Files                    | Yes                    | Yes                | Yes                  |
| Support for Flash                          | Yes                    | Yes                | Yes                  |
| Support for JPEG/BMP Image Files           | Yes                    | Yes                | Yes                  |
| Support for RSS Feeds                      | Yes                    | Yes                | Yes                  |
| Inbuilt Custom RSS Creator                 | No                     | No                 | No                   |
| Instant Live Text Ticker                   | Yes                    | Yes                | Yes (via Custom RSS) |
| Client grouping                            | Yes                    | Yes                | Yes                  |
| Full screen local preview                  | Yes                    | Yes                | No                   |
| File playback logging                      | Yes                    | No                 | Yes                  |
| File export for standalone operation       | Yes                    | Yes                | No                   |
| Player software upgrades                   | Manual via server      | Manual each client | Automated            |
| Server software upgrades                   | Manual                 | Manual             | Automated            |

1 - requires external static IP address for server

2 - requires wireless USB dongle.

3 - required for RSS and web page scheduling



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