DYNAMAX TECHNOLOGIES LTD

Specifications Sheet

digitalsignage.NET

October 2012

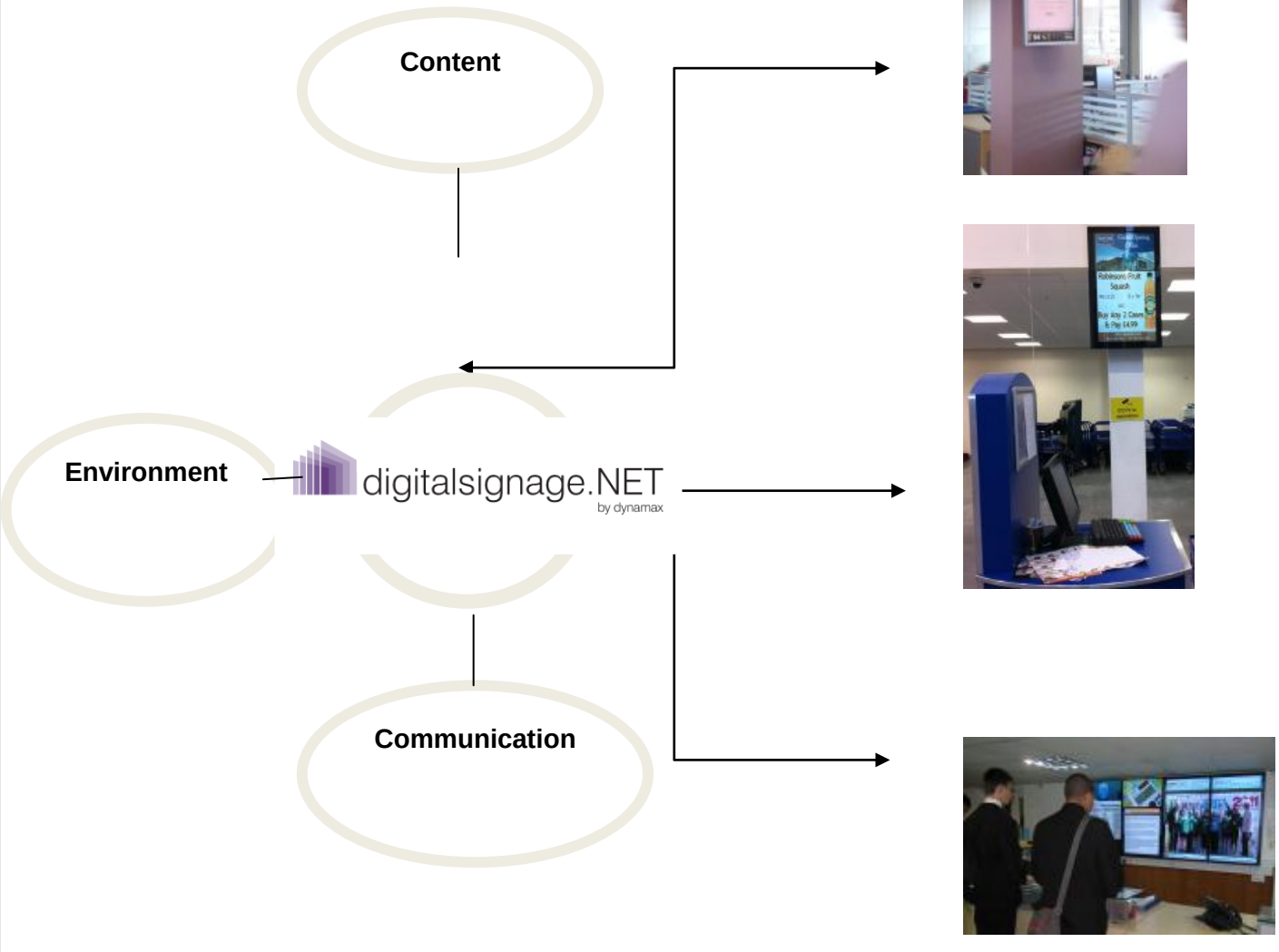
Digital Signage Specialists

dynamax

digitalsignage.NET
by dynamax

Digital Signage Specialists

The Right Message, At the Right Time, At the Right Place



digitalsignage.NET is a cloud- based digital signage software that gives its users full control over their communications. While easy-to-use, not requiring advanced technical skills for being operated, the application embeds all the rich features of an enterprise solution, as explained below.

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1. User rights assignment



By assigning user rights you allow several members of your organization to access your digital signage system while not compromising the security of your network. Administrators decide which users can control which players (and implicitly screens).

By allowing users access to specific playlists and channels you enable them to control their assigned screen/s and to add media and change playlist order.

2. Internet connectivity



You can use any Internet connection type: *wireless, wired and 3G* but keep in mind that this determines the speed with which your network of screens is updated. From a reliability perspective the best option is the wired one.

3. Media Support

Full support for popular modern media formats

SD SMIL embedded devices and Photoframes

H264, JPEG. Running full screen

Premium Player and HTML5 SMIL devices

including HD videos RSS feeds, Twitter, HTML, Flickr and many more via our Dynamic widgets and layouts.

Maximum file sizes: 1920 x 1080 pixels for high- definition videos

- **Account types**

SD player/ Photoframe

A simple solution allowing SMIL based photo frames from sizes as small as 10” to be connected and deployed singular of as part of a network.



HD SMIL embedded player

An HD SMIL embedded player allows users to show HD videos and JPEG’s only, full screen.

Thus you would have one video and one image per screen.

This enables the creation of an uncluttered communication solution. It allows you to focus your audience’s attention on one important message, eliminating the risk of distraction.

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Premium Player

The Premium Player offers a wider choice in terms of Layouts and Dynamic widgets

Examples include:

Layout template selector

Weather

Clocks

Flickr

Calendar

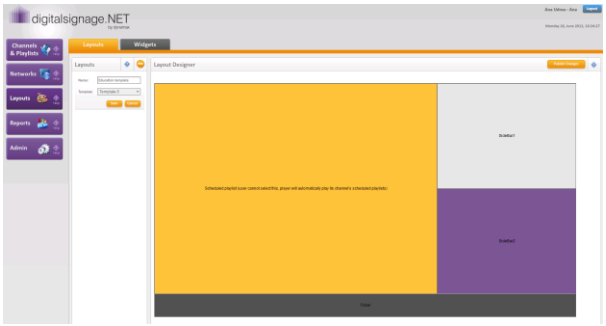
Live video including Exterity IPTV



Content and HTML5 widgets in digitalsignage.NET

The Premium Player allows you to make use of predefined layouts and dynamic widgets thus displaying complementary information simultaneously.

If several users are controlling your network, you can grant them to access to the running playlist/s and make desired changes



One of the layouts in digitalsignage.NET

SMIL HTML5 Devices

SMIL HTML5 devices have access to the same predefined layouts and dynamic widgets as the Premium player but without the need of a PC based operating system and software installs.

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Examples include:

Layout template selector

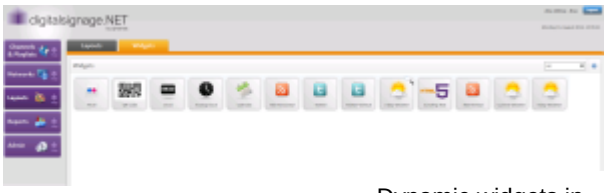
Weather

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Dynamic widgets in digitalsignage.NET

Other features include:

- Vertical and Horizontal RSS and Twitter feeds allowing you to customize the way your feeds are displayed.
- Scrolling text allowing you to add your own words to a scrolling ticker bar i.e. Opening times
- QR codes. Encourage user interaction by displaying QR codes that once scanned via smartphones unlock offers and downloadable content
- Performance Playback reports providing proof of playback (saying which file has played and when & where). This can be downloaded as a PDF and CSV file.
- The content (or in other words your news, info, ads etc.) once downloaded to the players will



Horizontal news feeds in digitalsignage.NET



QR codes in digitalsignage.NET

continue to play even when the Internet connection fails;

6. A cloud-based product

digitalsignage.NET allows you to:

- Update the information displayed at any time, from anywhere provided there is an Internet connection available.
- Show real-time information about subjects that matter to your audience interspersed with news, live video or TV
- Design a workflow that fits your needs by determining who can access and control your network.



The cloud- based feature of our product relieve administrators from the task of managing:

- storage;
- band- width;
- data back-up;
- servers hardware.

All you need to control your digital signage network is an Internet connection and a web browser and you're up and running within minutes.

Being a cloud-based product, digitalsignage.NET is a more cost-effective solution than a premise-based one, saving you *server capacity and IT manpower*. Its use doesn't involve maintaining servers nor does it require a high level of technical expertise, being accessible to any person with basic Internet- operating skills.

7. Industry best-practices in terms of security and privacy



digitalsignage.NET operates on a secure *https* network ensuring that all your data is secure and encrypted. *https* stands for HyperText Transfer Protocol Secure. Using *https* the computers agree on a code that is then used for transmitting messages between them that cannot be read by a 3rd party.

This implies that no one can steal your information.

The protection we provide relies on SSL certificates that encrypt the online data. digitalsignage.NET operates on a 2048 bit *https* encryption connection which ensures a very high level of security. As an example, for a 128 bit strong encryption, at

current computing speeds,a hacker would need a trillion years to break into a data transmission session. This also implies that the system is reliable.

Our cloud- solution- Amazon EC2

digitalsignage.NET is built in accordance to industry best-practices, providing end-to-end security and end-to-end privacy.

This enhanced security includes, but is not limited to, greater protection against network attacks and real-time detection of system tampering. A wide range of information regarding Amazon's IT control environment is available through whitepapers, reports and certification from Amazon's website http://aws.amazon.com/security/.

7.1. Multiple levels of security

Using the Amazon Elastic Compute Cloud solution, we are able to provide users with an enhanced level of security at different levels, such as:

- Host Operating System. Administrators that need to access the system are required to use multi-factor authentication. When the administrator no longer has a need to use the relevant system

or administrative hosts, his/her access rights will be revoked.

- Guest Operating System. Dynamax has full access to its guest OS while Amazon cannot access it nor log into it.
- Firewall. We manage a mandatory inbound firewall that comes part of Amazon's EC2 solution. This allows us to offer granular access to different administrative functions, further enhancing the security of the system by separation of duties. Our solution comes with a well-informed traffic management and security design on a per-instance basis.



More information about the data security provided by Amazon EC2, the cloud-computing solution we use for digitalsignage.NET, can be found here.

7.2. Accreditations

Amazon EC2 has received the ISO 27001 certification and has gone through the control implementation and independent security testing required to operate at the FISMA-Moderate level.

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Quick features sheet	
Platforms supported	SMIL/Windows
Hosting	Cloud- based
Payment method	Subscription
Maximum number of players and screens supported	Unlimited
Maximum number of separate content channels supported	Unlimited
Feed types supported	RSS feeds, Twitter, Flickr, IPTV
Admin levels	Administrator, Simple User
Scheduling feature	Time of the day, day of the week, day of the month, Random playback
Raster formats	JPG
Video and animation formats	No restrictions. Any uploaded video is transcoded to supported device formats
Sound formats	MP3
Font types	OT
Live video input support	CV, S-video, Exterity IPTV
Player Health Monitoring	Monitor your players real-time health with player polling and email error reporting

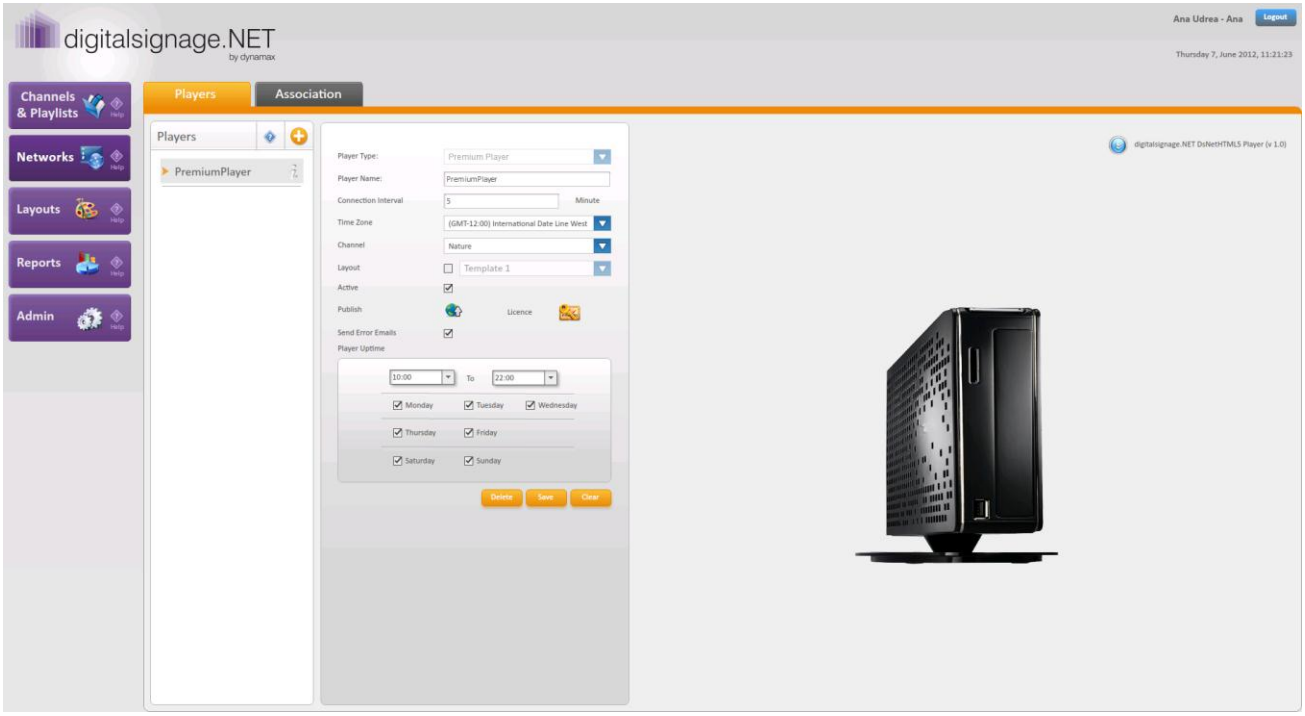
Other features:

- Error detection logic (auto-playlist correction on corrupted/missing file)
- Ability to set expiration dates/times for content items;
- You decide when your player comes on and goes off using Uptimes

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- Categorise your media content for ease of management
- Compatible with Windows and SMIL Media playback devices.

digitalsignage.NET by Dynamax – simple, scalable and reliable digital signage



If you need help with digitalsignage.NET, please send us an email at support@digitalsignage.NET or visit our Forums and log in a support ticket.

To create an account, go to https://home.digitalsignage.net/.

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