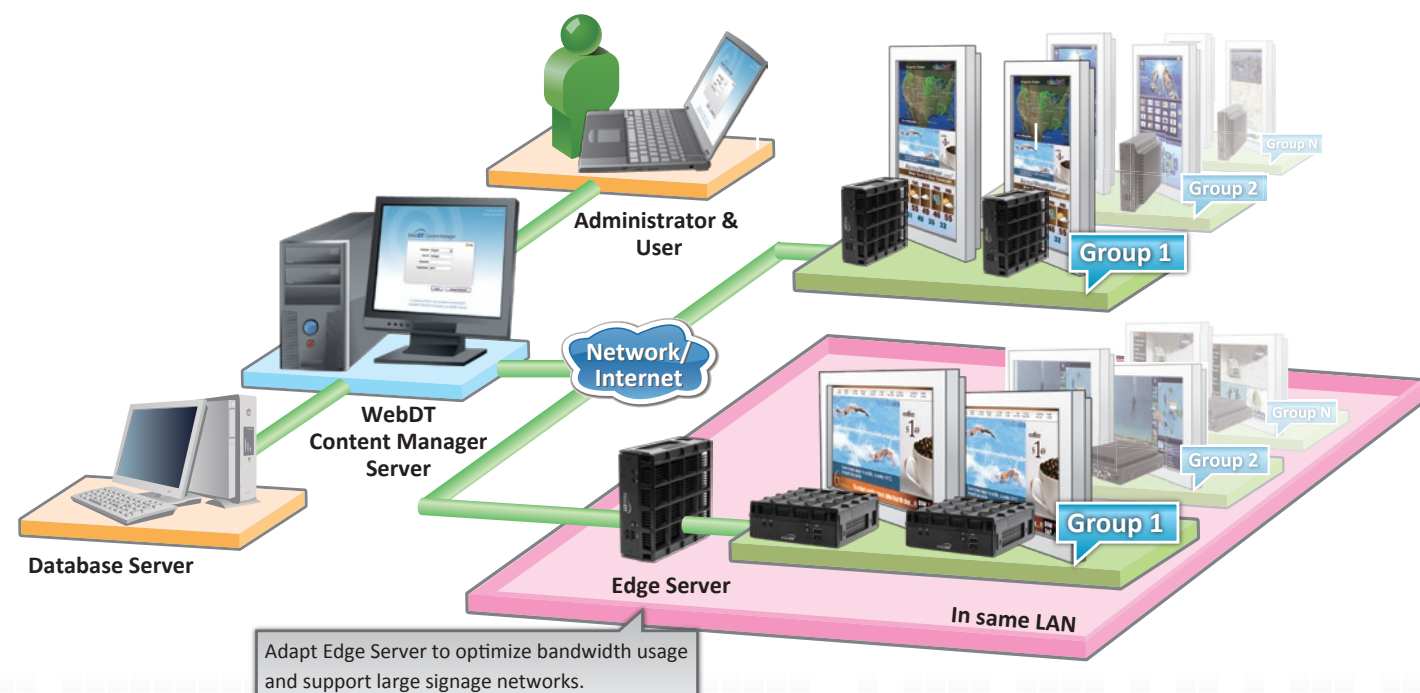


WebDT Signage Appliance/ Signage System Package



WebDT Signage System Architecture



WebDT

Content Manager



Intuitive, Inclusive Digital Signage Management Software

WebDT Content Manager Key Features



Professional Networked Digital Signage

Web-based Browser Interface

- Intuitive, central management. Easily operate anytime and anywhere.
- Applicable for multi-national users and business travelers.

Auto Recovery

- Automatically reload the scheduled content and restart software to continue playback.
- Automatically delete expired or low-priority files to continue new content.

Edge Server

- Support WebDT Edge Servers to improve download efficiency within a large network of WebDT Signage Appliances.

Preview on PC

- Use any computer to see basic layout and content sequence.

WebDT Offline USB Update Tool

- In order to support sites with no Internet access, users can deploy content and schedules to signage appliances with Offline USB Update Tool.

Multi-site Management and Upload Tool

- Manage multiple signage networks, and also manage and synchronize files between local networks and remote servers.

Flexible Layout Tool & Playlist Editing

Multiple Screens and Zones

- Set up multi-screen layout, resolution, and orientation in targeted players.
- Support up to 16 screens and split into up to 16 zones; adjust overlap and order of zones.
- Create new zones with quick buttons and drag to desired size and location.

Preset and Customized Templates

- Built-in templates to quickly apply layout design, options for Landscape or Portrait.
- Create layout and save as template, insert zones and set attributes one by one.

Playlist Editing

- Edit Playlist according to layout template; set media list for each individual zone.
- Create a Combolist (Combination of multiple playlists) to link or embed multiple playlists for faster schedule recurrence settings.
- Add Spot List on top of published schedules to save time when inserting a new playlist.

Frame-based Synchronization across Multiple Screens

- Play synchronized video across multiple digital signs (showing same frame on each screen).

Remote Control & Device Management

Signage Appliance Preview or Playback

- Preview the selected media files or the selected playlists.
- Capture real-time snapshot of content currently playing on WebDT Signage Appliance.

Remote Management Tool

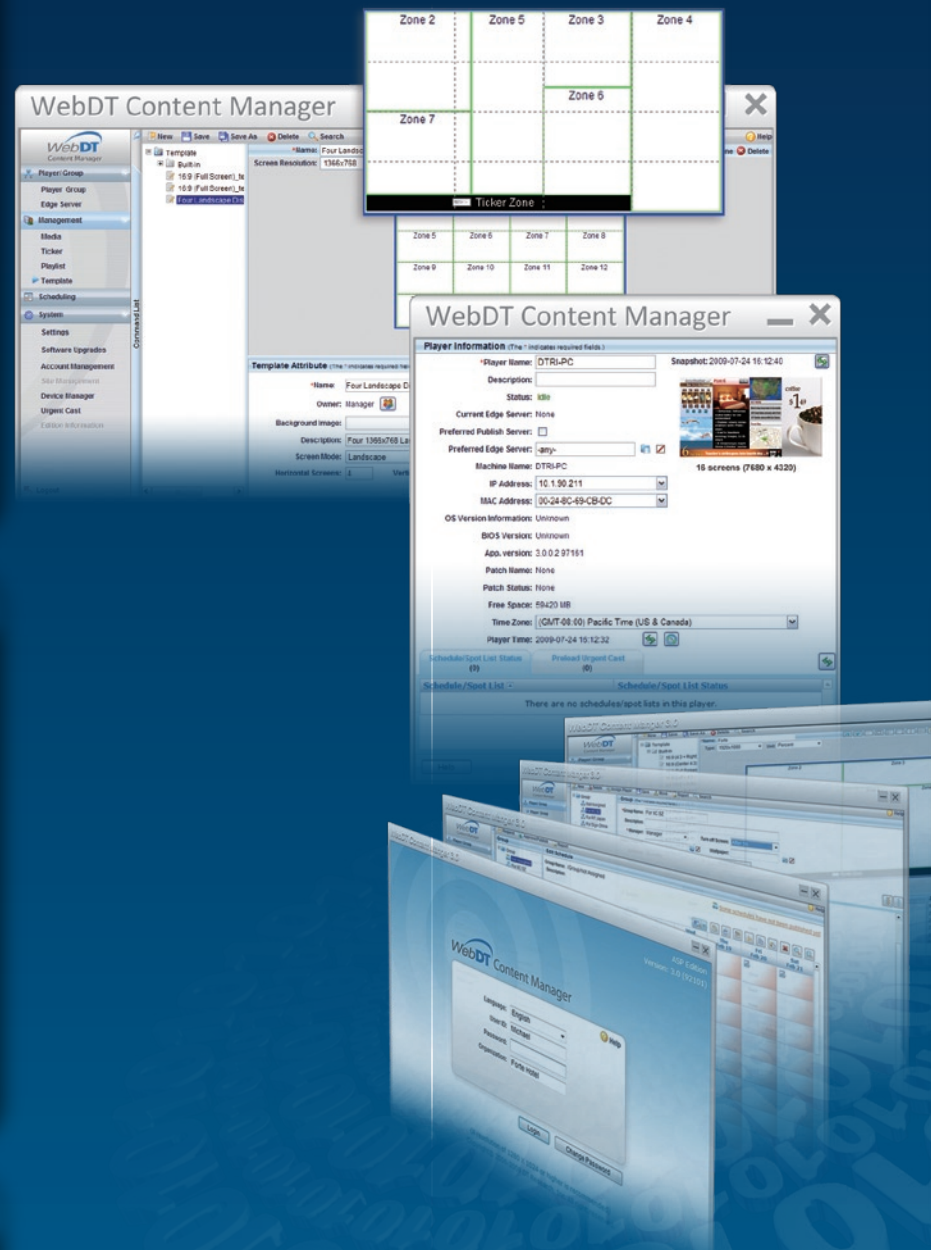
- Enable or disable the remote desktop of the selected WebDT Signage Appliances or Edge Servers. **(Microsoft RDP LAN base only)**
- Remotely rotate screen orientation and adjust the resolution via LAN.
- Turn off screen when WebDT Signage Appliance is idle.
- Schedule power management for each WebDT Signage Appliance.

Reporting

- Review and monitor detailed record of signage appliance playback results.
- Report can be saved as CSV format, read/ export to other database for billing purposes.

Remotely Retrieve Log Files

- Access the server and player log remotely through a browser rather than retrieving it onsite.



Scheduling, System & Account Management

Group Management

- A network of WebDT Signage Appliances can be segmented into groups for efficient scheduling, settings or other functions.
- Query reports can be generated for specific groups and time slots.

Account Management and Approval System

- System administration can manage accounts and assign different authority levels.
- Manager can supervise the account, approve schedules, receive player malfunction emails or SMS alerts, and publish Urgent cast messages.

Privilege Management

- Manager can create roles and assign accounts with specific management privileges to particular folders, players, groups, media, etc.
- Manager can assign roles or accounts with certain management privileges for specific zones.

Scheduling

- Graphical calendar interface for intuitive search and planning.
- Advanced editing for each playlist to set start time, duration and recurrence.
- Published schedule downloadable, and played at designated site.
- Set a specific time range for schedule downloading.

Microsoft Active Directory Compatibility

- Import user names and passwords directly from Active Directory for login accounts.
- Import account roles and privilege settings to use in WCM.

Dynamic Format Support

Media Library

- A variety of digital multimedia formats are supported: html, url, image, audio, video, Flash and PowerPoint.
- Batch Upload – reduce repetitive, time-consuming tasks.
- Preload media files to selected players to save downloading time after publishing.

Real-time Video

- Incorporate Video Input (Analog S-Video or Analog RCA Video) into a zone **(currently available for SA2000 only)**.

Remotely Launch Embedded Executable Programs (.exe)

- Remotely launch and execute programs and/ or Java programs.

TV Tuner/ Live Video Support

- Import TV/ live video signals as media content with the TV Tuner USB adapter. **(currently available for SA3000 and only in some areas)**.
- Touch-control buttons at the player side to select the channel and control the volume.

PowerPoint Plug-in

- WCM “PowerPoint Plug-in” is an application that integrates with Microsoft PowerPoint.
- User can publish and preview the PPT file directly to a player through “PowerPoint Plug-in” application.

Ticker & Urgent CAST

Ticker

- Support up to 2 ticker zones at the same time.
- Create ticker zone of any size anywhere within a screen layout.
- Support static text and real-time information through an RSS feed.
- Adjustable ticker font, color, size, speed and location.
- Flexible ticker scrolling direction; left to right, right to left, up or down.

Urgent CAST

- Create urgent messages for emergency situations in text, audio and multimedia formats; also includes options for uploading a site logo and locking/ unlocking screen.
- Preload Urgent cast messages to signage appliances for immediate playback when a situation arises.
- Urgent messages can be sent to the digital signage network as well as to all computers within a network; includes option to lock keyboards and screens.

WebDT Content Manager Benefits

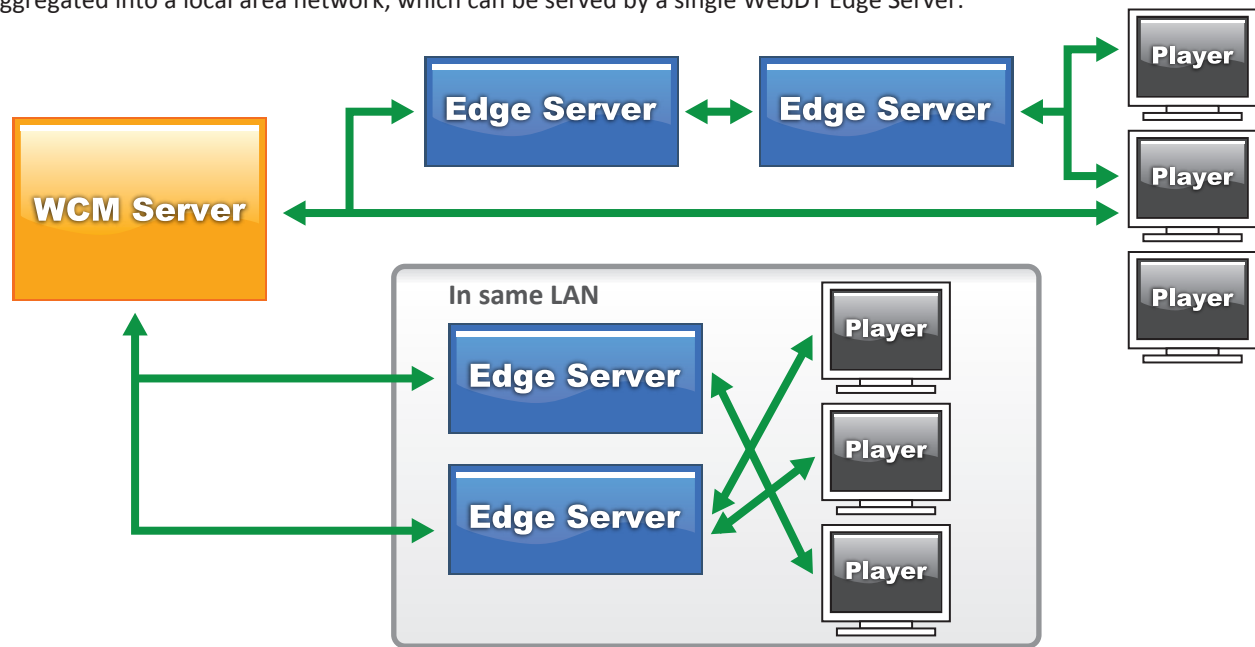
Scalable

The WebDT Content Manager can be scaled up to support up to thousands of players at the same time. Designed for edge server support, bandwidth can be effectively managed for efficient use and download timing can be minimized for large scale deployments.

Supports edge server;
reduces bandwidth demands & supports large scale deployments

As more and more WebDT Signage Appliances are added to the existing Digital Signage Network, existing bandwidth and system resources can be overwhelmed. The WebDT Edge Server resolves this problem by aggregating all connections. It enables administrators to scale up or redistribute access to each WebDT Signage Appliance without dismantling the current deployment. Administrators can add additional WebDT Edge Servers, reallocating existing servers to match changes in the flow of traffic among different sites.

For instance, if the remote site can only be configured with slow cellular phone wireless connection; instead of having all WebDT Signage Appliances connect to the central WebDT Content Manager Server separately, all of the signage appliances can be aggregated into a local area network, which can be served by a single WebDT Edge Server.



Multi Screen support; manage up to 16 screens and 16 media zones

WebDT Content Manager can create up to 16 media zones and supports up to 16 screens; content flexibility for image, flash and many multimedia file formats; files can be stretched across multiple screens or played on a single screen. Ideal for high-definition advertising applications.

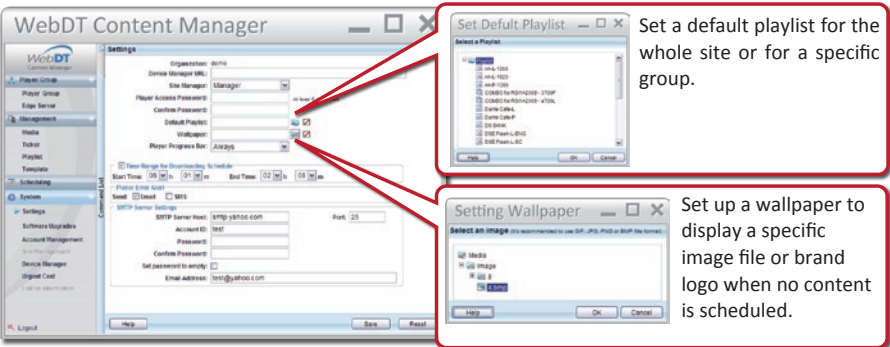


Customizable

The WebDT Content Manager is customizable and extendable for unique applications to fulfill various business needs. The WebDT SDK (software development kit) offers clients the option to customize functions and user interfaces, and also to integrate third-party applications. WebDT Content Manager has been customized for many world-class clients to enhance customer service and brand image.

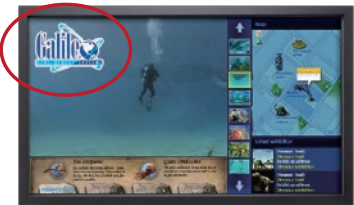
Define default playlist & wallpaper; convenient scheduling & branding

WCM allows a user to set a default playlist for the whole network or for a specific group of signage appliances. This function simplifies the work flow for applications that require simple playlists to playback repeatedly. Setting up wallpaper for a network can ensure a specific image or brand logo is displayed when no content is scheduled.



Translucent Logo

Users can add a translucent logo to overlay scheduled content for consistent branding.



WebDT Software Development Kit

The WebDT SDK is based on the WebDT Content Management Server technology and is intended for systems developers and integrators. The WebDT SDK allows rapid development of third party applications which require the functionality of WebDT Content Manager.

The WebDT SDK Kit consists of the following 2 major interfaces:

Media Control Interface:

Allows a developer to specify media content to be played back in any zone within WebDT Content Manager.

Also allows the control of selected video content (play, stop, fast forward, etc.)

UrgentCAST Interface:

Intended for developers who want to integrate third party applications with the WebDT UrgentCAST feature.

School and corporate departments can broadcast "Emergency" messages instantly and simultaneously using the UrgentCAST feature.

The diagram below shows the WebDT SDK in relation to the WebDT Signage System and third party applications:



Usability

With an intuitive navigation interface, WebDT Content Manager provides easy to use tools, with straightforward operation requiring minimal training. Support for a wide variety of common media files or native content such as PowerPoint, urls, htmls, Flash, mpegs, Java, and Silverlight, adds to the ease of content deployment.

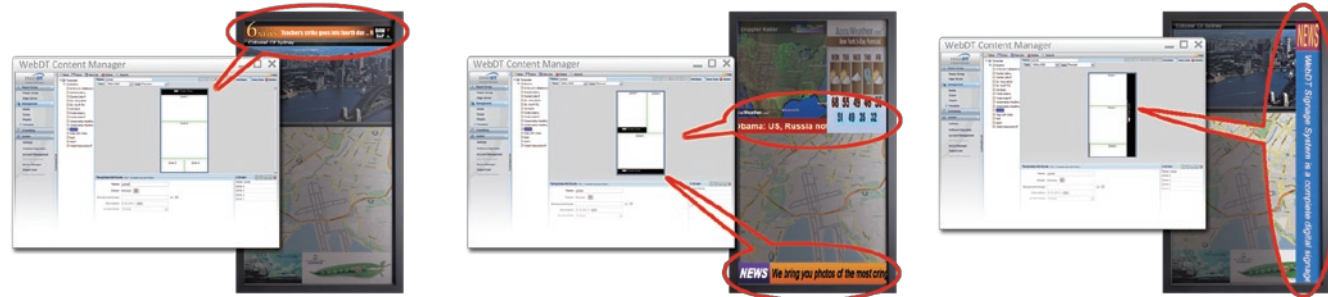
Combined content & device functions with one software program; detailed, yet intuitive to navigate

The WebDT Content Manager can remotely monitor each Signage Appliance status, capture a snap shot, and show detailed information about the signage appliances. Instead of installing other software or extra plugins, the WebDT Content Manager already incorporates many remote management functions.



Ticker flexibility; re-size & move to any location

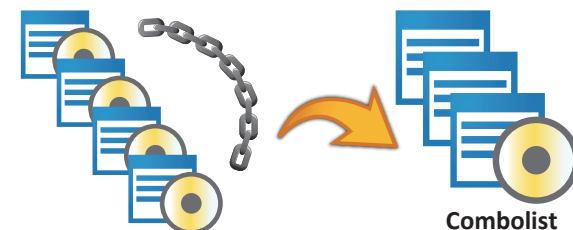
The WebDT Content Manager offers flexibility for ticker function, including multiple tickers, ticker zone location, size and font style, adjustable ticker background and font color, adjustable ticker direction (left to right or right to left; roll up or roll down), reading habits and ticker scrolling speed.



Combolist; efficiently schedule repeated multiple playlists at one time

A combolist is combined multiple playlists. When a set of playlists is recurring, the combolist function can save time to schedule repeated playlists. Different playlists in various layouts can be added and scheduled easily and quickly.

A combolist has options to embed playlists (playlist updates won't effect the combolist) or link playlists (any updates for playlists will update the combolist).



Spot List; insert a playlist on top of scheduled content

With the Spot List function, users can keep scheduled content and simply insert new playlists on top of the already scheduled playlists to avoid re-arranging all playlists and schedules.

Green

With remotely managed signage appliance power timing (scheduled power on/ off), remote updating and software upgrades, the WebDT Content Manager enables energy savings in terms of power consumption and staff time and travel. The WebDT line of signage appliances also offers fanless and low power consumption design for green, energy efficient operations.

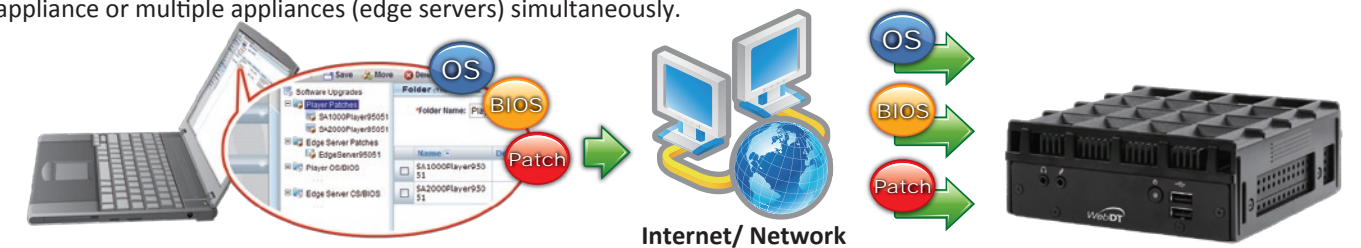
Set startup & shutdown time; save energy with automatic timing

The Power Management function allows users to set start up and shut down time for each group of appliances. For example, a group of signage appliances can be scheduled to shut down at 10PM and powered on at 8AM. There is no need for COM port or other device management software, the WebDT Content Manager provides a straightforward interface to manage power timing and save energy.



Software upgrade program for easy updates or upgrades, including patch file, OS & BIOS

The Software Upgrades menu allows updating of OS/ BIOS or applying new WebDT Content Manager patches to edge servers or signage appliances from the source WebDT Content Manager server. Patches/ OS/ BIOS updates can be applied to a single appliance or multiple appliances (edge servers) simultaneously.



Define specific download time range; avoid bandwidth issues

In System Settings page, users can define a specific downloading time range, for example, scheduled playlists will only be downloaded between 12AM - 6AM. This function is very useful to avoid heavy content transmission during peak network usage time.

Urgent Messages

Time-sensitive messages can be scheduled or immediately sent out to all digital signs in a network to either override content or completely interrupt scheduled content. Weather warnings or evacuation announcements can be displayed on a specific group of displays or all displays within a network, including the option to extend these messages to all computers within a network.

UrgentCAST; supports multimedia & audio files, can be pre-loaded for recurring or anticipated announcements

An urgent message can be created to include text, audio and even multimedia files for time-sensitive messages, especially for schools, hospitals and corporate security.

Preload urgent messages for recurring critical events to save downloading time.

