

INTRODUCING

KEYWEST TECHNOLOGY'S

INFOZONE

PRO

DELIVERING COMPLETE NETWORK CONTROL AND MANAGEMENT OF DIGITAL SIGNAGE COMMUNICATIONS

Keywest Technology's InfoZone software is suitable and affordable for any enterprise needing centralized control of MediaZone digital signage players. InfoZone greatly enhances digital media scheduling and manageability through a web browser and application interface. It also offers the flexibility to allow local content control in specific on-screen zones on a permission-only basis.

Designed to be easy yet powerful to use, InfoZone provides the tools to schedule content playout, including video, graphics and text, monitor playback in near real-time, and alert operators to potential errors on digital signs across an entire digital signage network spanning cities, states or even multiple continents.

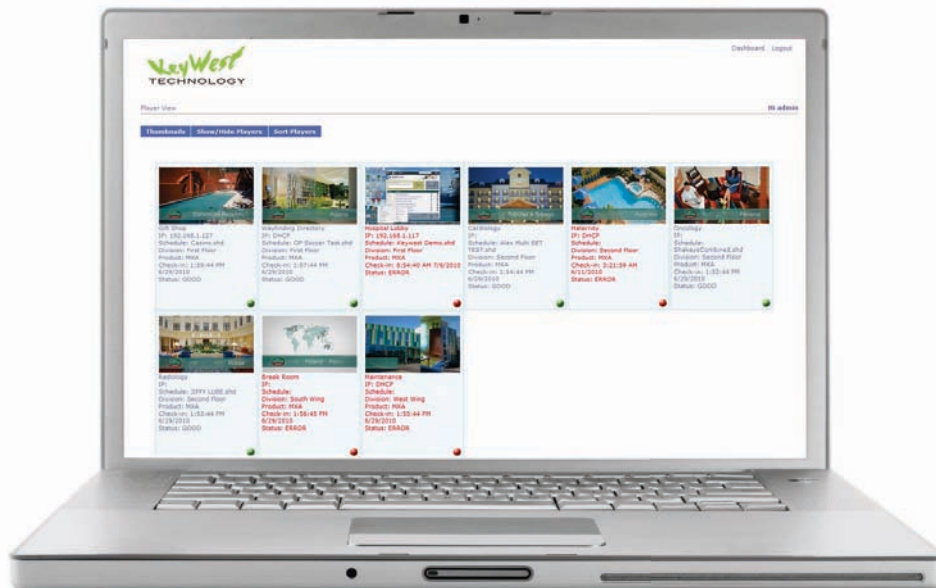
Relying solely on an outbound Internet connection, Keywest Technology's digital signage players can be configured to continuously poll an InfoZone server for new content, scheduling updates and automatically download them.

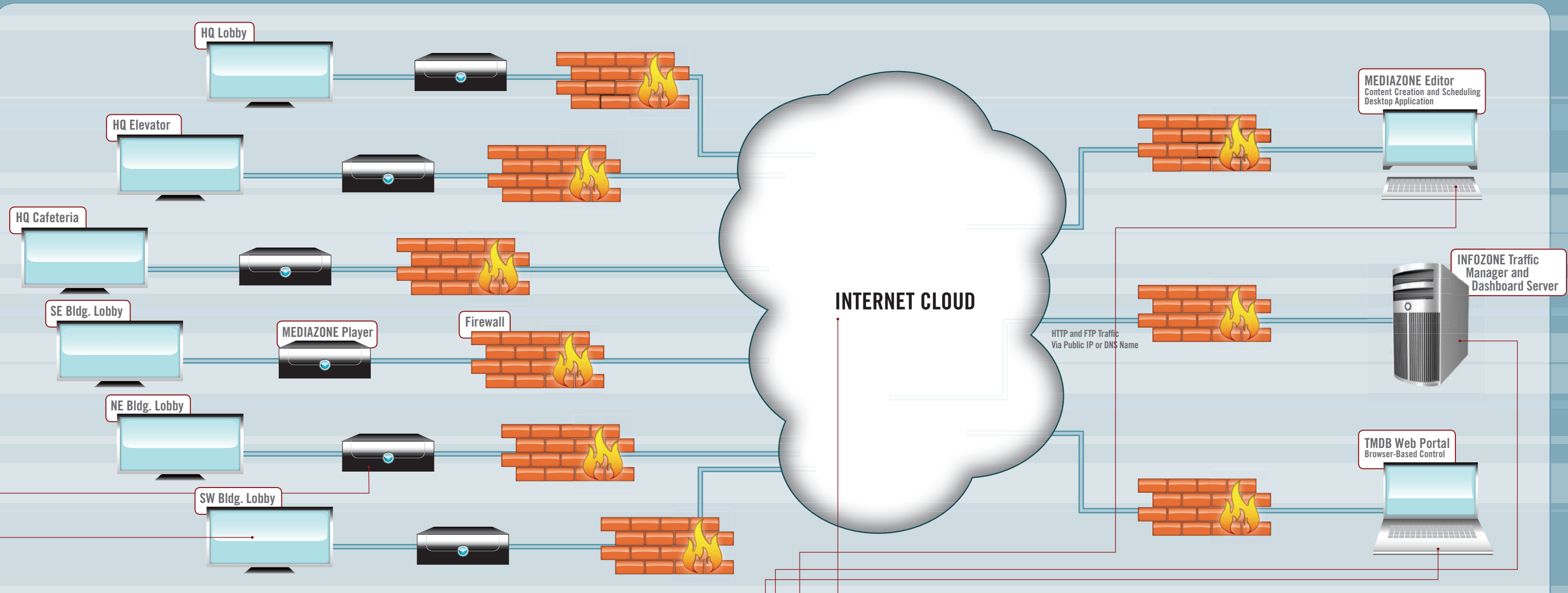
InfoZone's Dashboard feature offers confidence monitoring of playback on all displays in a digital signage network via a graphical display of individual monitor screens that is easily organized and accessed through a web browser. Dashboard also acknowledges communications errors, allows an administrator to change the status of defective players to eliminate redundant error messages, and provides serial control over each individual monitor to schedule and control external on-off events.

Other significant features include Player AutoSense, which makes adding a new player to the network simple, Auto Storage of verification logs to document as-run reports, and Emergency Alert System push control to send emergency messaging to specific monitors within seconds of learning of a contingency.

Professionals looking to take control of their digital signage network need to look no further than Keywest Technology's InfoZone. Offering complete monitoring and management of players and displays on a digital signage network through the convenience of a web browser, InfoZone delivers the secure, yet flexible, control needed to take command of such a critical communications resource.

InfoZone is available as software only or preloaded in a turnkey server-grade package. It is the key product for expanding and controlling a MediaZone-powered digital signage system over a network.





SYSTEM HIGHLIGHTS

▶ DISPLAY CONTROL

InfoZone makes it simple to control individual displays on a network. Users can view and edit when a display or displays scheduled to automatically turn on or off, which is done via a serial control command. Weekday, weekend and special schedules can be created. Access to monitors and players is done via an intuitive tree view divisional structure, which can correspond to different locations and sub locations in an enterprise.

▶ INFOZONE PLAYERS

A key feature of InfoZone client installed on a MediaZone player is the AutoSense functionality, which automatically senses and adds new players to the network as they check in. This reduces set up time when establishing a new network or adding new players to an existing one.

▶ INFOZONE DASHBOARD

Administrators can easily manage and remotely monitor a digital signage network through a web browser. Traffic Manager Dashboard plays an essential role within InfoZone Server, as it provides a front-end interface for monitoring and updating content displayed on the digital signage.

▶ INFOZONE SERVER

InfoZone server software controls your network of digital signage displays, communicating with MediaZone players that control each digital sign. It also performs basic server duties, storing the media for all of the players and assuming the role of a network hub, to manage the traffic between all components of the Traffic Manager network.

MANAGE YOUR DIGITAL SIGNAGE NETWORK EASILY AND SECURELY WITH INFOZONE!

▶ INFOZONE TRAFFIC MANAGER SCHEDULER

Working in conjunction with MediaZone Editor, Traffic Manager Scheduler plays a key role in InfoZone Server, communicating with Traffic Manager Server to schedule and update content displayed on the digital signage. Additionally, MediaZone Editor provides the ability to compose creative templates with multiple media zones, plus it can provide proxy control of individual players on the InfoZone network.

▶ INTEGRATED PUBLIC ALERT AND WARNING SYSTEM (IPAWS) COMPLIANCE

In a regional or national emergency, pushing warning information quickly and reliably to selected displays can mean the difference between life and death. InfoZone interfaces to the national emergency alert system to automatically update screens on a network within seconds.

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▶ KEY HIGHLIGHTS: INFOZONE TRAFFIC MANAGER DASHBOARD SOFTWARE

- Web-based application allows monitoring of InfoZone Server from any browser
- Performs user authentication upon login to deliver user-dependent content
- Company logos and branding can be incorporated into pages
- Offers interoperability with Traffic Manager Server and MediaZone Player
- Includes Local Zone Control, to allow local users to add their own signage content

SYSTEM REQUIREMENTS

- Although Traffic Manager Dashboard was optimized for Internet Explorer 8, it is cross-browser compatible with nearly every popular browser for PC or hand-held device.

▶ KEY HIGHLIGHTS: INFOZONE TRAFFIC MANAGER SCHEDULER SOFTWARE

- PC application to access InfoZone Server from MediaZone Editor or standalone.
- Provides a secure, password-protected connection with Traffic Manager Server
- Retrieves the network structure from Traffic Manager Server in real-time
- Includes easy to use, drag-and-drop functionality to update player schedules
- Provides for creation of a new schedule with either single or multiple playlists
- Allows updating of schedules to multiple players simultaneously
- Permits opening of schedule file in Notepad to view contents

SYSTEM REQUIREMENTS

- PC-compatible server, desktop or laptop with LAN or wireless network connection
- Windows XP, Vista, 7

▶ KEY HIGHLIGHTS: INFOZONE TRAFFIC MANAGER SERVER SOFTWARE

- Provides a single interface for viewing and controlling all players in the network
- Stores content for all players
- Offers interoperability with Traffic Manager Scheduler, Traffic Manager Dashboard and Infozone Player client
- Allows player schedule changes
- Adds new players to the network automatically via AutoSense
- Enables changes to the network hierarchy (Add, Delete, Move, Rename or Disable players)
- Monitors activity of players updates via log files

SYSTEM REQUIREMENTS

- PC-compatible server, desktop or laptop with LAN or wireless network connection
- Windows XP, Vista, 7, Server 2003, Server 2008

▶ KEY HIGHLIGHTS: INFOZONE PLAYER CLIENT

- Uploads a screen capture and data file to Traffic Manager Server for monitoring
- Downloads and stores media content when instructed by Traffic Manager Server
- Offers interoperability with Traffic Manager Server and Traffic Manager Dashboard
- Downloads and installs software updates automatically via AutoUpdate
- Provides a means to synchronize all local media with that stored on Traffic Manager Server
- Uploads log files containing activity of player

SYSTEM REQUIREMENTS

- InfoZone Player Client typically is installed on a pre-configured computer, referred to as a "MediaZone player", provided by Keywest Technology.

ADMIN CONTROL

InfoZone's Dashboard Admin Controls give network administrators the ability to add and remove users as well as change passwords via a browser-based interface. Using the controls, administrators also can create and configure emergency alerts for any contingency prior to an event with the built-in text editor. Administrators also can use the controls to preset default text size, color, speed, and position of all ad hoc emergency messages.

EMAIL REPORTING

InfoZone offers a high degree of control over email alerts used to notify an administrator or other authorized personnel of player failure. Notification thresholds and the amount of time between sending notifications can be controlled. For emergency message notification, the type of complete-screen alert sent to players is reported as is the full text of a crawl.

LOCAL ZONE CONTROL

While the purpose of InfoZone is to put powerful control over scheduling and playback of players on a digital signage network in the hands of a network administrator, the flexibility to accommodate local needs is also important. InfoZone delivers with the ability to locally manage a media zone (or text crawl) for a player or group of players that allow non-graphic artists to insert messages of local interest. Perfect for adding local relevance to a national network.

LOCAL EMERGENCY CONTROL

InfoZone lets authorized personnel quickly organize and deliver an emergency alert message with fast, intuitive mouse

clicks on a simple tree view network structure to identify whole buildings, specific floors or individual monitors for delivery. A full-screen presentation of emergency messages with a time and date stamp to confirm message relevancy is available. Additionally, easy-to-access preset crawls are available with preview to let operators know where onscreen text will appear.

ROBUST, SECURE

Security is paramount on a digital signage network, and once again InfoZone delivers with password protection via an encrypted handshake between the local Traffic Manager Scheduler that sequences content for playback and the Traffic Manager Server responsible for pushing schedules to individual players.

DOCUMENTATION

InfoZone comes with two sets of documentation. The Administrator User Manual offers more than 100 pages of full documentation, which includes installation instructions and complete admin control information. A separate regular User Manual covers commonly used features —just right for authorized users with limited rights.

TOTALCARE SUPPORT

Owning technology should be about benefits —not technical headaches. That is why we offer our "no worry" support—TotalCARE—with every digital signage system for one year of ownership absolutely free of charge. With TotalCARE support, our customer service department can be contacted via telephone or email for quick, expert support. TotalCARE can be extended for a nominal annual fee.