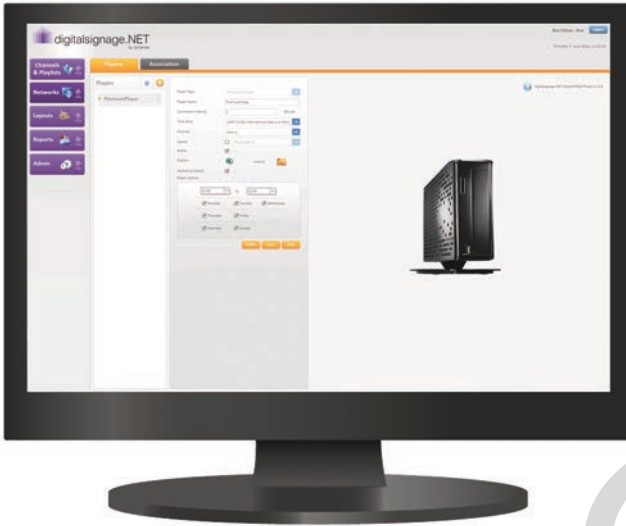


# What you need to know about our digital signage software





# about us

Dynamax are one of the longest standing digital signage providers in the world and a leading designer of digital out-of-home communication solutions for media owners and distributors, retailers, government agencies, universities, and Fortune Global 500 corporations.

During the last decade, POV<sup>NG</sup> our on-premise digital signage software has been used by the world's largest media owners, such as Clear Channel and JCDecaux to power thousands of connected screens and reach over 30 million viewers all around the world, every week.

Since its launch at the end of 2010, digitalsignage.NET our cloud-based product has been used by a variety of organisations, from train operating companies to charities and students unions that needed a simple to use, cost-effective solution for their network of screens.

## quick facts:

- Cost-effective and designed for the cloud.
- Simple drag and drop interface.
- No servers to buy or maintain. Access your account straight from your web browser.
- High content flexibility. It allows you to display JPG's, HD videos, RSS feeds, live TV and video etc.
- HTML5 support. Re-use content created for the web or utilise our ever increasing range of widgets.
- It covers you during Internet downtimes. The software will continue to play the last content received before the connection was lost until this is re-established.

Set up your own account for FREE

"After using digitalsignage.NET for the last 12 months we have found it to be the right digital signage software for us, easy to install and use. It delivers on all levels".

Jonathan Brown, Managing Director,  
Review Systems

# Cloud-based digital signage



## how it works

digitalsignage.NET is part of the larger digital signage ecosystem, a network of interconnected displays showing location-based advertising and information.

### Here are the other elements of a cloud-based digital signage solution:

**The hardware:** the screens and their associated media devices (solid state media players or Windows PCs). Our recommended partners can help you choose the right hardware solution and install it for you.

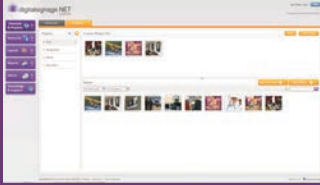
**The content:** the message you display on the screens, which can be anything from images, videos, RSS feeds or any other type of media you scheduled in digitalsignage.NET.

### Here's how it works:

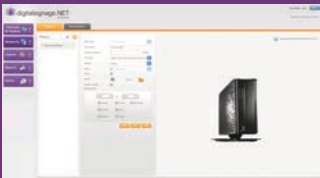
Once you upload your files in digitalsignage.NET these are stored on the cloud. When you click "Publish", your files are sent to the selected media players which will then transfer them to the screens they power. It's as simple as that.

The entire process takes just a few seconds allowing you to refresh your screens with new communications in almost real time.

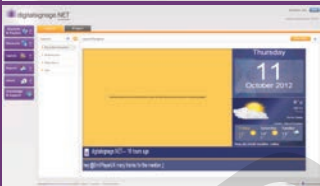
# our software in pictures



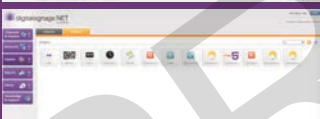
**1** The main scheduling area in digitalsignage.NET Upload your media files and organise them into Playlists and Channels.



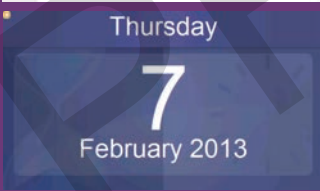
**2** Add your players and associate them to the right content Channel. This will enable them to play the right content on the right screens.



**3** Choose one of our pre-created layouts or display your communications full screen. This particular layout allows you to display HTML5 widgets in conjunction with your own message. You can choose your widgets' colour to match your corporate ones.



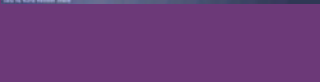
**4** The widgets allow you to show live information available online (news, Twitter feeds or weather) with no efforts from your side.



**5** The Calendar widget in digitalsignage.NET.



**6** Use this widget to show up-to-date local weather information pulled directly from the Internet.



**7** Horizontal Twitter widget. Display your tweets on your screens and promote your social media presence.

digitalsignage.NET — 17 hours ago

Many thanks RT @iDigScreenmedia Digital signage company, Dynamax partners with Vitrx in #cloud - computing push <http://t.co/U9WO60tp>

# media devices

digitalsignage.NET is compatible with a wide range of media devices responsible for the delivery and playback of your content.

## Solid State Devices

Open standard, solid state devices with no operating system that integrate the media player, local storage and can also include a high-brightness display and wireless network. Due to their small size, they can be discreetly installed or used as shelf-edge signage. These devices support images, videos and audio and multi-zone screen layouts on compatible devices.

They allow you to play content stored locally or streamed from the Internet.



## Windows PCs

Can sometimes be the best alternative if you are looking for a cost-effective yet flexible signage system. They can be added to your existing IT infrastructure and can be re-purposed according to your needs. PCs offer remote diagnostic options, support for live video and more flexibility in building bespoke screen installations. The choice between PCs and solid state devices depends on your project's needs and available budget. The number of media devices you will use determines the number of digitalsignage.NET subscriptions you need to purchase.



## Android Media Players

More cost-effective than traditional PCs but providing virtually the same functionality in terms of media playback, these are sold with a 1-year subscription of digitalsignage.NET. Easy to install, resell and use, our Android digital signage solution is available for purchase directly from us.



For more information, please visit our Forums which offer step-by-step instructions on how to configure and add your media player to your digitalsignage.NET account.

# sectors

Digital signage is a versatile technology, suitable in a variety of environments. Generally it is useful to any organisation that has a message to send and an audience interested in it. Here are just a few sectors benefiting from its use:

## Education

Display time-critical, location-specific announcements and inform students, staff and parents about matters of interest to them. Update content whenever needed with just a few mouse clicks and display it only where relevant. Showcase your students' work and promote the achievements of your institution to create an information point that will not go unnoticed.

## Retail

Use digital signage to advertise special offers, promote new products, revive old ones, and influence your customers at the point of decision. Increase sales, brand awareness and store traffic with a system that can serve a multitude of purposes according to your specific needs. Re-purpose content created for the web and bring in live data to ensure your communications are consistent, accurate and relevant to your customers' needs.

## Hospitality

Enhance your guests' experience with targeted, timely information shown on screens in key locations across your hotel or restaurant. Use the displays to present your amenities, advertise your availabilities, showcase your menus, provide way finding information and create a pleasant environment that will keep guests visually stimulated and informed.

## Healthcare

Educate and reassure patients and visitors with an easy-to-deploy, easy-to-maintain communication system that can be updated instantaneously and automatically at no extra costs, allowing you to reduce perceived waiting times, provide targeted health messages and save money on printed materials.

[Visit our website to download our sector-specific white papers.](#)



# who's using digitalsignage.NET

## East End Foods

Leading British cash & carry group East End Foods uses digitalsignage.NET to post communications on digital ad displays in its depots in Aston Cross, Smethwick and Central Birmingham. Multiple 40" digital posters at checkout points display adverts of leading product brands within the stores while digital displays located between the aisles distribute East End Foods' news and communications.

## Merseyrail

Liverpool-based travel provider, Merseyrail has chosen digitalsignage.NET to relay internal communications across its offices and display a mixture of corporate messages and real time information (train efficiency metrics) pulled directly from the Internet. Leveraging the user management tool in digitalsignage.NET, the company allows employees in the depot areas to display their own news and information on nearby screens.

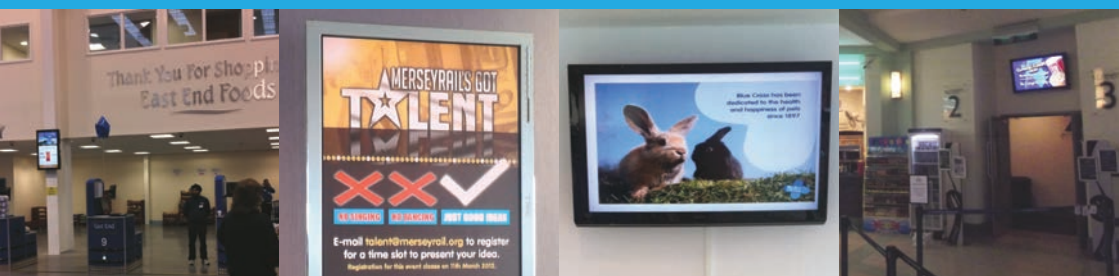
The new corporate communications system reinforces Merseyrail's high quality standards, ensuring that they are known throughout the company and boosts employee engagement and participation.

## Blue Cross

Animal welfare charity Blue Cross use digitalsignage.NET to promote the products of their newly established milkshake business Blue Cow, and explain to customers how the money will be used to support their cause. The QR codes widget in digitalsignage.NET enables them to direct shoppers straight to their Twitter account and keep in touch with them even after they leave the store.

## Broadway Cinema

digitalsignage.NET runs digital information displays in Letchworth Broadway Cinema and allows the venue to generate extra revenue through the sale of advertising space on the screens. Our product is used to present upcoming movies, ticket prices, meal deals and ads of local businesses, making the system incomparably more lucrative, reliable and cost-effective than printed posters.



# references

“digitalsignage.NET by Dynamax is a simple solution that could be deployed over our existing IT hardware infrastructure. The user-friendly interface allowed us to involve staff regardless of their technical skills and enable them to use content already created by their colleagues, further decreasing the amount of work required for updating the system.”

**Thomas Philips, Business Analyst at Merseyrail**

“We wanted a sustainable advertising solution and not just a quick fix. Digital signage enabled us to easily portray who we are and what we do. We’ve chosen digitalsignage.NET because it is a highly effective and easily accessible product.”

**Simon Moore, Commercial Development Manager at Blue Cross**

“HTML5 opens up an exciting page for our industry by providing a non-proprietary standard for dynamic content.

digitalsignage.NET is taking full advantage of the technology by packaging it into easy-to-use widgets that the average user can readily apply to real projects. Dynamax is no doubt a visionary of this trend.”

**John Wang, CEO of IAdea**

## Sign up for FREE

Create your own digitalsignage.NET account in just a few minutes and see what it can do for you.

## Request a consultation

Not sure what you need and would like some advice? Contact us today for a FREE consultation.

## Become a partner

If you want to become our partner and offer digitalsignage.NET to your clients, we look forward to hearing from you.

## digitalsignage.NET comes with:

- Support materials (User Guide, videos, webinars and Forums)
- Free online support
- Free software updates
- Consulting services
- A great network of partners and system integrators



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by dynamax

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