

DIGITAL SIGNAGE

**FOCUS**  
enhancements

## Put your messages on display.

No matter what industry you are in, digital signage solutions from Focus Enhancements give you the power to enrich customer experience, build brand awareness and loyalty, and drive bottom-line results. With the latest development, monitoring, and satellite-delivery technology and seamless integration into even the most complex IT environments, Focus Enhancements provides the flexibility and scalability you need to meet the demands of your business. And, most important, solutions from Focus Enhancements empower you to put the right message in front of the right people—anytime, anywhere.





### Retail

Promote hourly specials, educate customers on new products and services, even entertain and inform them while they are waiting to check out.



### Healthcare

Educate and entertain patients and their families while providing partners and suppliers with targeted promotional opportunities.



### Hospitality

Keep guests informed and entertained as you promote services, attractions, merchandise, and special events.



### Events and Entertainment

Narrowcast integrated, micro-targeted campaigns at highly trafficked venues, such as movie theatres and concerts.

“Best Buy’s unique service focuses heavily on the customer’s needs. Digital media is an important part of our communication strategy and we required a solution that could scale to our needs. We selected Firefly MC early on because of its per-channel playback value, reliability, and flexibility. By integrating Firefly onto our network, we have the ability to customize information for specific consumer demographics with product content and educational information that is relevant to them.”

Anthony Rijken  
Manager, Interactive Display Design  
Best Buy

### Featured Customers

AMNH	Epcot	OTRUM
Best Buy	Exam Room Network	Rock and Roll Hall of Fame and Museum
Carnival Cruise Lines	GAP Inc.	Royal Caribbean Cruises
Chico’s	Hard Rock Cafe	Sears
Daytona International Speedway	Harrah’s	SVI
Discovery Channel Stores	LodgeNet Entertainment	Telehealth
Disney Cruise Lines	MagiNet Corporation	Universal Studios
	Mexicana Airlines	Wal-Mart
	MN Science Museum	

## Digital Media Players



### Digital Signage Products

With the versatile line of digital media players and software from Focus Enhancements, distributing content to multiple displays and locations has never been easier. Firefly digital media players feature single- to four-channel delivery and support a wide array of graphic formats. And with the Firefly MZ, you can even create separate display zones on the screen and display unique content in each.

Mantis products enable you to deliver a wide range of digital applications—in high- and standard-definition formats—across numerous locations. Focus Enhancements also offers media management software to make it easy to set up your digital media network and manage playlists and schedules.

#### Firefly SC

Perfect for delivering single-channel programming to multiple locations, the Firefly SC Digital Media Player enables you to send one standard-definition MPEG stream to a display. This versatile unit supports a wide range of graphics formats.

##### Key Configuration Options

- Optional Media Messenger® software for scheduling and content distribution
- WebView™ browser-based user interface
- Built-in watchdog keeps video playing
- TCP/IP or serial control with Focus Enhancements commands
- Content updating via automated FTP or multicast
- Systems can be controlled by AMX, Leightronix, and Crestron

#### Firefly MC

Combining all the features of the Firefly SC with scheduled content delivery on up to four channels, the Firefly MC Multi-Channel Digital Media Player is an extremely versatile player. The integrated Smartcard reader provides enhanced security and makes it easy to add options such as satellite multicasting, Dolby Digital™ audio, and genlocked external AV input.

##### Key Configuration Options

- Optional Media Messenger software for scheduling, updating, and reporting
- Focus Enhancements IR remote control with on-screen display
- WebView browser-based user interface
- TCP/IP or serial control with Focus Enhancements commands
- Content updating via automated FTP, CD/DVD, or multicast
- AMX, Leightronix, and Crestron commands

#### Firefly MZ

Specifically designed for professional video applications, the Firefly MZ Multi-Zone Digital Media Player includes technology that enables you to designate zones within a display screen and show different content in each zone. Display high-resolution graphics, video, and scrolling messages—simultaneously.

##### Key Configuration Options

- Content updating via FTP or HTTP
- Media Messenger software for scheduling and content distribution
- WebView browser-based user interface
- TCP/IP or serial control with Focus Enhancements protocol

## Media Cards

## Media Management



### Mantis MC

Designed to deploy cutting-edge communications, the Mantis MC Multi-Channel HD Media Player provides two channels of high- or standard-definition video and 32-bit accelerated graphics. The unit is also available in a single-channel configuration that can be upgraded to two channels by adding a Smartcard.

#### Key Configuration Options

- SNMP, satellite, and terrestrial multicast support
- Content updating via FTP or HTTP
- Optional Media Messenger software for scheduling and content distribution
- WebView browser-based user interface
- TCP/IP or serial control with Focus Enhancements protocol

### Mantis MG

Designed for large organizations, the Mantis MG Enterprise Media Gateway deploys numerous digital media applications across multiple locations. Scheduled or interactive playback is available and the Mantis MG supports up to four HD or eight SD independent outputs from a single rackmount system. The unit can be easily updated to accommodate new features and file formats as they become available.

#### Key Configuration Options

- SNMP, satellite, and terrestrial multicast support
- Content updating via FTP or HTTP
- Optional Media Messenger software for scheduling and content distribution
- WebView browser-based user interface
- 8-VSB or DVB PCI card options

### Gemini 1

Move beyond high definition by simultaneously blending 32-bit accelerated graphics from both standard- and high-definition video using the Gemini 1 Universal Media Card.

### Gemini 2

Support two independent channels of MPEG-2 for standard- and high-definition hardware decoding and get outstanding visual clarity and digital sound with the Gemini 2 Universal Media Card.

### Harmony 2ES

Engineered for easy integration and guaranteed performance, the Harmony 2ES PCI Card allows digital content to be overlaid on video with seamless switching between MPEG and "live" content.

### Harmony 4ES

Featuring four independent output channels for component, RGB, S-video, or composite output, and Dolby Digital audio, the Harmony 4ES PCI Card provides industrial-strength MPEG-2 decoding.

### Media Messenger

Media Messenger Remote Media Management Software enables you to quickly and easily create and customize playlists and schedules for your digital media player. And when you combine Media Messenger with a Firefly or Mantis player, you can create a simple, yet powerful solution for distributing high-quality digital media.

#### Features

- Group, organize, and manage all Focus Enhancements digital media players
- Generate customized playlists
- Optimize graphics with transparency, scaling, position, and fade transitions
- Create schedules with targeted programming and day-parting
- Assign unique playlists to individual or groups of players
- Create media updates for on-site or enterprise control
- Monitor and report on players in the network
- Compatible with Windows

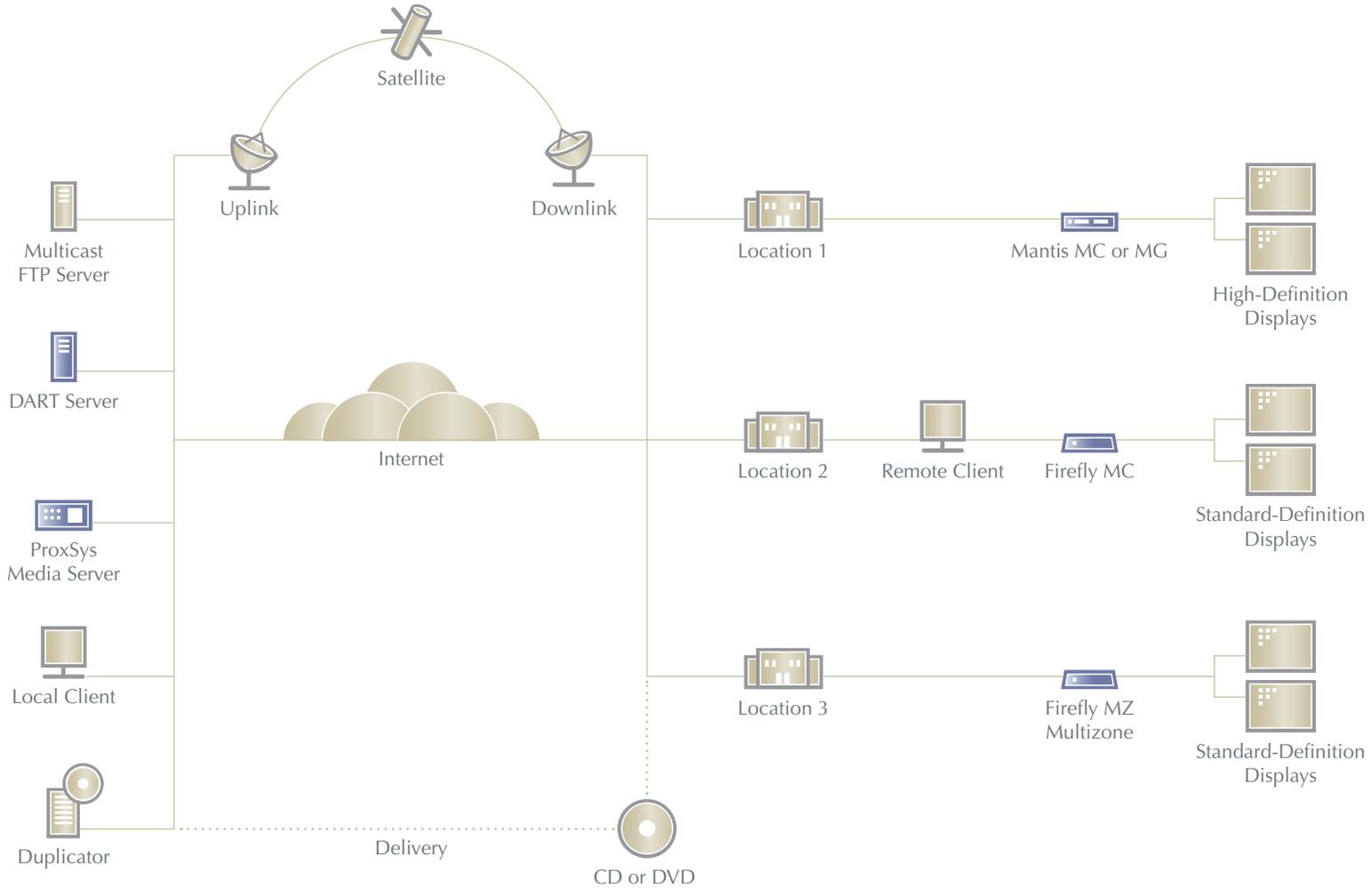
### DART

Designed for enterprises, DART Enterprise Media Management Software is a Windows client/server, SQL-compliant application with the integrated tools you need to develop and manage a large-scale in-store digital media network.

#### Features

- Define media management settings, playback, hierarchical organization, and access privileges across a network of media players
- Monitor media players using SNMP traps and manage exception reporting and alerts
- Reset and distribute configuration variables on a narrowcast basis
- Manage content with browser-based file access, integrated preview, content ingest tools, metadata tags, user access privileges, schedule integration, and workgroups
- Schedule players with time and day-part scheduling and multilayer player grouping using a variety of attributes

# Delivering Your Messages



## Experience the difference.

Innovation, efficiency, and superior quality are the foundation on which Focus Enhancements builds its products. When you purchase digital signage solutions from Focus Enhancements, you not only receive products that perform superbly day in and day out, but you also receive unconditional service and support from a team of seasoned video professionals.

Leverage the experience the Focus team has gained by designing, configuring, and integrating digital signage solutions for leading companies around the world. Take advantage of solution consultation and custom software development services. Get peace of mind with warranties and support contracts that cover installation, training, 24/7 phone support, and priority parts replacement.

Why take chances with your digital signage solutions? Trust the knowledgeable and friendly professionals at Focus Enhancements—energetic people with experience implementing state-of-the-art digital signage solutions for retail, healthcare, hospitality, events, and entertainment worldwide.



# Digital Signage Solutions from Focus Enhancements

HARDWARE	Firefly SC	Firefly MC	Firefly MZ	Mantis MC	Mantis MG	Gemini 1 and 2	Harmony 2ES and 4ES
	Digital Media Player	Multi-Channel Digital Media Player	Multi-Zone Digital Media Player	Multi-Channel HD Media Player	Enterprise Media Gateway	Universal Media Cards	PCI Card
Standard-definition playback	NTSC/PAL	NTSC/PAL	NTSC/PAL	VESA	VESA	VESA	NTSC/PAL
High-definition playback	—	—	—	18 ATSC resolutions	18 ATSC resolutions	18 ATSC resolutions	—
Channels	1	Up to 4	1; unlimited display zones	Up to 2	Up to 8	1 or 2	Up to 4
Video output	DVI-I, S-video, composite via female BNC connectors	Component, S-video, composite, and RGB (sync on green) via female BNC connectors	DVI-I, composite via female BNC connectors	CVBS, S-video, component (YPbPr), or RGBHV per channel	CVBS, S-video, component (YPbPr), or RGBHV per channel	2 composite video outputs per channel, RGBHV or component (YPbPr), 25-pin D-sub for A/V breakout	Component (YPbPr), RGB (sync on green), S-video, and composite
Audio output	Unbalanced stereo via Phoenix (AWG 28-22 wire); Stereo or Dolby Digital via S/PDIF; MPEG Layer II Stereo	Analog: Balanced stereo via Phoenix terminals; Digital: Stereo or Dolby Digital via BNC connectors; MPEG Layer II Stereo	Unbalanced stereo via Phoenix (AWG 28-22 wire); Stereo or Dolby Digital via S/PDIF; MPEG Layer II Stereo	Stereo or Dolby Digital via S/PDIF; stereo analog MPEG Layers 1, 2, 3	Stereo or Dolby Digital via S/PDIF; stereo analog MPEG Layers 1, 2, 3	S/PDIF digital audio output (IEC 60958); Stereo analog	Balanced or unbalanced analog audio; Dolby Digital audio; Stereo PCM audio via S/PDIF
Media loading	Ethernet	Ethernet/DVD	Ethernet	Ethernet/DVD	Ethernet/DVD	—	—
Special features	DVI	Channel upgradeable with Smartcard	RSS/XML support; DVI out; Animated GIFs; Portrait Mode	Channel upgradeable with Smartcard	Options for 8-VSB/RF out	DVI (Gemini 1 only)	Component
Bundled software	WebView	WebView	WebView	WebView	WebView	—	—
Software requirements	—	—	—	—	—	Windows, Linux; SDK	Linux, Windows 2000, or Windows NT 4.0
Form factor	Appliance 4.45 cm (1.75 inches) high (1RU) x 25.4 cm (10 inches) wide x 20.1 cm (8.25 inches) deep	1RU 4.45 cm (1.75 inches) high (1RU) x 43 cm (17 inches) wide x 41 cm (16 inches) deep	Appliance 4.45 cm (1.75 inches) high (1RU) x 25.4 cm (10 inches) wide x 20.1 cm (8.25 inches) deep	1RU 4.45 cm (1.75 inches) high (1RU) x 43 cm (17 inches) wide x 41 cm (16 inches) deep	3RU 4.45 cm (5.25 inches) high (3RU) x 43 cm (17 inches) wide x 41 cm (16 inches) deep	Half-size (Gemini 1) or three-quarter-size (Gemini 2) PCI card, PCI v2.1 interface, Universal (5 or 3.3v 32-bit or 64-bit slot) PCI connector	Three-quarter-size PCI card; PCI v2.1 interface; Universal (5vdc or 3.3vdc, 32-bit) PCI connector
MEDIA MANAGEMENT SOFTWARE							
Media Messenger	Optional	Optional	Included	Optional	Optional	—	—
DART	Optional	Optional	Optional	Optional	Optional	—	—



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