

## WEB BASED DIGITAL SIGNAGE PLATFORM



**FREE** 30 DAY TRIAL

## WHAT IS SIGNAGELIVE?

signagelive is a multi-award winning, easy to use online digital signage software solution enabling you to quickly and easily update and manage your media content on your chosen hardware players over the Internet using your web browser.

signagelive is used every day all over the world to manage 1,000s of digital signage displays in different types of locations, from schools to football stadiums and everything in-between.

Feel free to visit our website [www.signagelive.com](http://www.signagelive.com) to browse our customer testimonials, project videos and image gallery to see examples of where signagelive is in use.

signagelive has been created to be very simple to use with clearly defined modules enabling non-technical users to easily manage a single display up to a large-scale digital signage network. You pay one all inclusive price per player, no servers, no hidden costs or extras and free software updates and support.





### Layout Creator

signagelive customers want the ability to divide a screen into different areas and show different content in each area. Our simple drag and drop tools make designing and saving a layout simple.



### Media Manager

Enables you to easily manage your assets and create playlists by dragging and dropping the assets onto your timeline. You can also preview the playback of your playlist before it is deployed.



### Message Manager

The Message Manager enables local update control of RSS tickers and text content on user defined templates independent to centrally controlled content scheduling.



### Network Manager

We provide you with simple and easy to understand graphical dashboards and reports to show you how your network is performing and whether any of your players require your attention.



### Data Manager

Many digital signage projects require external data to be incorporated into the media content displayed. Our Data Manager allows for any external data source to be turned into high quality dynamic content.



### Interrupt Manager

signagelive enables scheduled content to be interrupted to display something new. This interrupt capability allows for a whole range of triggers to change what is displayed on screen from a simple key press or touch screen through to a RFID tag or proximity sensor.



### Live Help & Support

A unique feature of signagelive is our free integrated live support. The Live Help feature enables all signagelive users to request a live chat session with our support team and raise and view the status of all queries through the integrated support ticket system.



### Report Manager

signagelive incorporates extensive reports covering all aspects of running a digital network. From the uptime of each player to the number of times an advertisement has played back across thousands of locations, signagelive's reporting capability will meet your needs.

## SIGNAGELIVE FOR YOU

signagelive is in use in thousands of different locations with hundreds of different applications.

### Corporate Communications



signagelive is used as a total media management platform by businesses wanting to communicate with both their customers and their employees. signagelive is used in reception areas in conjunction with Satellite and IPTV feeds to create 'Bloomberg' style corporate branded displays to inform and educate guests. Adding signagelive desktop and screensaver options to corporate PC's enable rich media messages to be distributed to 1,000's of employees and shown alongside or interspersed with IPTV feeds.

### Education



Digital signage within education has exploded over the last few years with schools and universities deploying multi-site 'school information systems' to keep visitors, pupils and teachers informed of the many and varied activities. signagelive has been the platform of choice for many schools, colleges and universities looking for a simple, yet powerful solution for managing a wide range of connected players from a single display in a reception area, through to PC screensavers to keep students informed of school activities.

### Retail



As a pioneer of Digital Media solutions for retail, signagelive offers retailers a simple, yet comprehensive platform to manage all of their in-store activity. From in-window displays to the latest cost effective shelf-edge technology, signagelive offers unrivalled flexibility and scalability for multi-site Retail networks.

### Digital Out of Home (DOOH)



Digital Out of Home (DOOH) has emerged as an established medium for advertisers, alongside traditional posters, TV and Radio. signagelive is used throughout the world to deliver cost effective digital advertising with full playback compliance and integration with the latest audience measurement technology.

## Digital Menu Boards



When combined with the latest LCD Display technology, signagelive offer a great solution for turning static menus into dynamic easy to update digital menu boards for the Quick Service Restaurant (QSR) sector and Pubs and Bars. The signagelive Message Manager allows preset templates to be updated both locally or remotely at the click of a mouse, whilst our Data Manager enables automated price updates to be displayed from EPOS and central data sources.

## Healthcare



From doctors and vets waiting areas through to pharmacies and hospitals, signagelive is in use daily providing patients, customers and employees with up to the minute information on the latest healthcare topics and available products. signagelive is the platform of choice for several Digital Out of Home companies who have deployed large-scale networks of Healthcare locations combining advertising with important health related messages.

## Hospitality



Many hotels, bars and restaurants have selected signagelive to provide a comprehensive range of digital signage displays for their customers. From large format displays in hotel lobbies and in-room information to small 10" displays located outside meeting rooms, signagelive provides unrivalled flexibility and price/performance for the Hospitality sector.

## Transport



signagelive is used by airport and bus operators across the world to provide real time information to customers interspersed with local and national advertising. Our Message Manager and Data Manager offers full dynamic integration with local flight and bus data, whilst support for 3G and GPS enables signagelive to be used on moving vehicles with content reflecting the exact location of the vehicle.

## HOW IT WORKS - IN 3 SIMPLE STEPS

1) Choose your hardware and install signagelive

2) Connect your hardware to the Internet



IAdea XMP-120



All-in-one LCD/PC



IAdea XDS-101



The In  
signa  
●●● delivering

3) Open your web browser,  
login to signagelive and  
manage your network

Internet  
Signagelive  
media to your screens



## **SIGNAGELIVE PLAYERS - WHICH VERSION?**

signagelive is available in four software player versions depending on your specific requirement. The following explains each of the options available:

### **signagelive Display Edition**

The signagelive Display Edition is our flag-ship player used in 1,000s of locations all over the world. The Display Edition works on any Windows PC and when installed, will turn a PC into a dedicated digital signage device offering full support for full screen, multi-zone and interrupt functionality.

### **signagelive Virtual Player**

The signagelive Virtual Player has been developed to work with all SMIL non-PC hardware devices ([www.a-smil.org](http://www.a-smil.org)) and offers an ultra low-cost digital signage player that supports various media content in full screen mode only. In addition to supporting all SMIL Open standards hardware, we have developed a Virtual Player software client using Adobe Air technology that emulates a SMIL hardware device and can be installed on any Windows, Linux, Mac OSX, Google Android operating system.

### **signagelive Screensaver Edition**

The signagelive Screensaver Edition presents as a standard Windows screensaver option enabling unused PC screens to become digital signage devices. The Screensaver Edition is used in customer facing situations to promote products and services, whilst in corporate offices it is used to keep staff up to date with the latest internal communication and to display live IPTV streams to the desktop.

### **signagelive Desktop Edition**

Offering similar functionality to the signagelive Screensaver Edition, the signagelive Desktop Edition will provide a 'you've got media' task bar notification on a Windows PC alerting the user that a new playlist or piece of media has been sent to them to be viewed. All user interaction is tracked and logged on the signagelive servers so you know exactly who has viewed your media content.



**SIGNAGELIVE IN ACTION**



Sky



Harrods



St Louis Rams



UK National Lottery



Chesterford Research Park



Urban Media



Estee Lauder



Michael Graham Estate Agent



Thomson

## **SIGNAGELIVE PLAYERS - HARDWARE**

signagelive supports the widest range of digital signage hardware available, not just high-powered and expensive Windows PCs.

We have signagelive player software versions for Windows, Linux and Mac. You are free to choose which operating system and hardware you want to use from your preferred manufacturer.

In addition to our software only offering, we have partnered with leading hardware manufacturers who specialise in creating devices suitable for unattended long-term use, perfect for Digital Signage applications.

Our hardware manufacturer partners fall into two categories, non-PC devices and PC-based devices. Both have their merits, with non-PC hardware players offering incredible price/performance when combined with our signagelive Virtual Player licence and the Windows based PCs running the signagelive Display Edition offer maximum media content, application support and functionality.

### **IAdea Open Standard Digital Signage Players**

Traditionally, Windows PCs have been used for playback of digital signage media content, but things are changing. IAdea has developed a range of digital signage players that utilise the SMIL open standard and when combined with the signagelive Virtual Player offers unrivalled price, performance and scalability.



IAdea XMP-120

The IAdea XMP-320 offers full 1080p HD output, the very low cost XMP-120 supporting 480p video and the IAdea XDS-101 combines a SMIL player with a 10" widescreen LCD offering an amazing networked solution for counter tops, meeting rooms and retail shelf edge applications. Both products support full screen video and still image media content.

### **signagelive Bundled Hardware Players**

signagelive has partnered with leading Digital Signage hardware manufacturers to provide a 'ready to go' out of the box solution for customers. With each product preloaded with signagelive all you need to do is enter the unique 6 digit code that appears on screen against a valid licence code on your signagelive network and you are good to go.

Visit our website [www.signagelive.com](http://www.signagelive.com) for a full list of vendors across the world.



46" LED Samsung SM460EXn with integrated PC.



The Advantech ARK-DS303 with on board Broadcom "Crystal HD" hardware accelerator



Slim profile Seneca Data i330 digital signage player



AOpen DE7000 with Intel Core 2 Duo processor.

## **SIGNAGELIVE SERVICES**

signagelive provides a range of professional services to assist our partners to deliver a comprehensive digital signage solution to their customers.

### **Consultancy**

Many customers who are looking to utilise Digital Signage have an overall idea of what they want to achieve as an end objective, but need some advice and help to ensure they select the products and services required alongside signagelive.

With 14 years experience in delivering digital signage solutions, our team are well placed to ensure you make the right choice every time.

### **Training**

Whilst signagelive is very easy to use and most customers are up and running in minutes, many would like to benefit from the tricks and tips available through both on-site or web-based training. The signagelive team can tailor your training requirements to meet the exact needs of your business and ensure you get the most out of your signagelive solution.

### **Software Development**

There is only one version of signagelive and that is the current version being used by every single customer. With the capabilities of our Data Manager and Interrupt Manager, our software development team can work with your existing systems to create custom interfaces meeting your exact business needs.

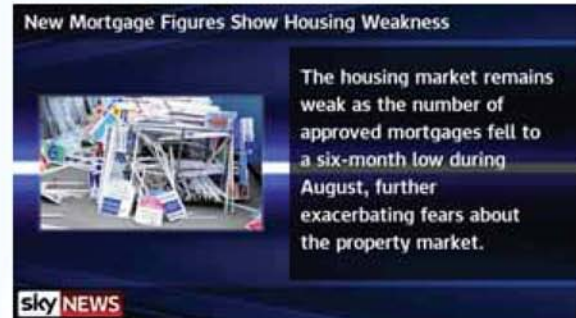
### **Custom Templates**

Let signagelive take your corporate brochure or website design and create one or more background templates that will look stunning on your displays.

### **Content**

Having selected signagelive to deliver media to your screens, you need to decide what content you are going to show.

Working in partnership with Sky we can provide Sky News content and the frequently updated Sky News Video summary as a subscription service.



When added to a signagelive network, every player that subscribes to each of the available feeds will automatically update throughout the day to reflect changes as they happen.

The Sky News feed service is perfect for UK customers looking to add quality dynamic news content to their screen networks to capture and retain customer attention without the costs associated with traditional Satellite and TV subscriptions.

Sky News Media RSS feeds are available in the following packages:

- Sky News Images Bundle – comprising of: News Headlines, UK News, World News, Sport, Showbiz, Politics, Business.
- Sky News Video Headlines – up to 3 minute video summary
- Sky News Video Weather – up to 30 seconds video summary
- Sky News Video Showbiz – up to 2 minute video summary

Similar content subscription services are available throughout the world and can be created as bespoke feed subject to requirement and availability of data.

SOME OF OUR CUSTOMERS



## SOME OF OUR AWARDS



**smarta**



- **Smarta 100 2010** : Top 100 Innovative UK Company
- **AV News Future Editors Awards 2010** : Best Digital Signage Solution
- **AV Award 2009** : Digital Signage Company of the Year
- **Retail Systems Awards 2009** : Best use of In-Store Marketing
- **Retail Systems Awards 2007** : Best use of In-Store Marketing Technology in Retail
- **AV Awards 2007** : Best Digital Signage Project
- **POPAI Digital Awards 2007** : Best Digital Media Network
- **Retail Systems Awards 2006** : Best use of In-Store Marketing Technology in Retail
- **POPAI Digital Awards 2006** : Best Digital Media Network
- **National Business Awards 2006** : Best Innovation (runner up)
- **AV Awards 2006** : Digital Signage Project of the Year (runner up)
- **World Retail Awards 2006** : Best use of Retail Technology (runner up)
- **National Business Awards 2004** : Best Innovation (runner up)

**sirkom**  
europe

[www.sirkom.com](http://www.sirkom.com)