

signagelive—media logistics for media channels



Digital Signage
Manufacturer
of the Year 2009

“signagelive eliminates point of sale compliance issues and does not negatively impact our IT network”

— Doug Glenwright, Marketing Manager, TUI

Delivering Media Channels over the Internet

signagelive enables the creation and hosting of dynamic Media RSS and SMIL channels for delivery over the Internet to any compatible software or device.

Unlike expensive and inflexible on-premise alternatives, signagelive is a multi-tenant, subscription based solution hosted in the Cloud. Using a standard web browser, signagelive customers can create Virtual Players that enable thousands of devices to dynamically update new media content using the Media RSS and SMIL standards.



All the Functionality You Need, none of the Headaches

Only signagelive offers an on-demand solution that meets the varied digital media needs of everyone from a small school to a large global organisation. signagelive provides your organisation with a comprehensive 360 degree view of your media channels with integrated live support and help, enabling you to focus on delivering your visual message and not on the technology being used.

- :: **Loved by users.** Users of signagelive want a solution that is easy to use and simple to update. signagelive’s intuitive user interface and workflow sets it apart from the pack, offering powerful features accessible to all, regardless of technical ability.
- :: **Trusted by executives.** Executives need fast, top-down reports and dashboards showing the performance of their syndicated media channels from any location at anytime regardless of where they are in the world. signagelive provides executives with a top-down view with the ability to drill into key data as and when required.
- :: **Approved by IT managers.** signagelive uses standard Internet connectivity to deliver and manage digital media content. No requirements to setup FTP servers, Ports and Firewalls ensure maximum adoption from IT managers. Comprehensive network monitoring and reporting ensure IT managers can look after the operation of their signagelive Virtual Players delivering dynamic media content.
- :: **Strategic for resellers.** AV and IT resellers are building new profitable revenue streams to compliment their signagelive sales. In addition to supplying signagelive for displays and desktops, resellers are providing signagelive Virtual Players with supporting hardware, creating a fully integrated digital media network for their customers. Incremental signagelive licence renewals enable resellers to retain customers beyond the initial sale.

“the ideal media platform to satisfy our customers digital signage needs”

— Doug Glenwright, Marketing Manager, TUI

“forward thinking and innovative, signagelive makes digital signage available to all”

— Scott Young, Senior Vice President, Ping HD

“signagelive keeps down travel time and costs of running our media”

— Alasdair McWilliams, Web Manager, East Herts District Council



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signagelive Virtual Player Features: The Details

Content Management. signagelive enables users to upload, schedule and deploy a vast array of media content including all leading video, still image and animation file formats. In addition to physical media files, the signagelive Virtual Player enables RSS feeds to be stored as assets ready to be scheduled alongside your physical media files.

Media RSS Creator. Create your own RSS feeds with support for both textual feeds and the latest Media RSS standard enabling images and video to be delivered as a live feed to Media RSS and SMIL capable devices.

User Generated Content. Utilising the Media RSS capability of signagelive, content uploaded and stored on third party platform including Flickr, Photobucket, Google Picasa and Twitter can be automatically added to signagelive and interwoven with physical media files then delivered as a Media RSS and SMIL channel to supported devices.

Dynamically Updated Commercial Content. Add commercially available dynamic content channels to signagelive to incorporate entertainment to your schedules. Choose your supplier from the list of signagelive approved partners, add your chosen channels including News, Sport, Showbiz and Weather and signagelive will ensure your SMIL and Media RSS capable devices always show the latest information.

Layout Creator. The signagelive layout creator offers the easiest way to create professional looking multi-zone templates for your SMIL compatible devices.

Playlist Creator. Select your media assets, add them to a playlist, organise them in the order you want them to play and save ready to be scheduled and deployed to your signagelive Virtual Player ready for publishing to your Media RSS and SMIL capable devices.

Deployment. Having uploaded your media assets and assembled them in a playlist, you are ready to deploy to your signagelive Virtual Player. With full control of dates, times and recurrence for deploying your playlists and media to full-screen and SMIL multi-zone layouts, signagelive provides simple but unlimited flexibility to schedule what you want to display and when and where you want it to be shown.

Network Monitor. Dynamic dashboards show the live status of your signagelive network including monitoring the health of every signagelive Virtual Player, recording every time a new content is collected and the overall amount of data delivered by your media channel through the Virtual Player.

Live Help. From within signagelive click on the Live Help button to be connected to the signagelive support team who can assist you with any questions using a live chat session. Raise a support query or feature request and monitor progress within signagelive.

Reporting. A comprehensive range of reports are available to be displayed or downloaded from within signagelive covering all aspects of your signagelive network. Options include, Virtual Player connectivity and the amount of data delivered.

Comprehensive Hardware Support The signagelive Virtual Player offers industry support to any Media RSS and SMIL capable device including mobile phones, digital photo frames, optimised low-cost HD devices and the latest Internet enabled televisions.

Unrivalled Price Performance Unlike other Media RSS and SMIL compatible solutions, the signagelive Virtual Player is not licensed per device connected, but by the total number of times content is collected and the overall data delivered. This commercial model coupled with our 'on demand' platform, enables our customers to benefit from the most cost effective digital media delivery solution available today.