

New Solutions For Digital Media Applications

DIGIMORE

Equinox™ Network Edition



Equinox™

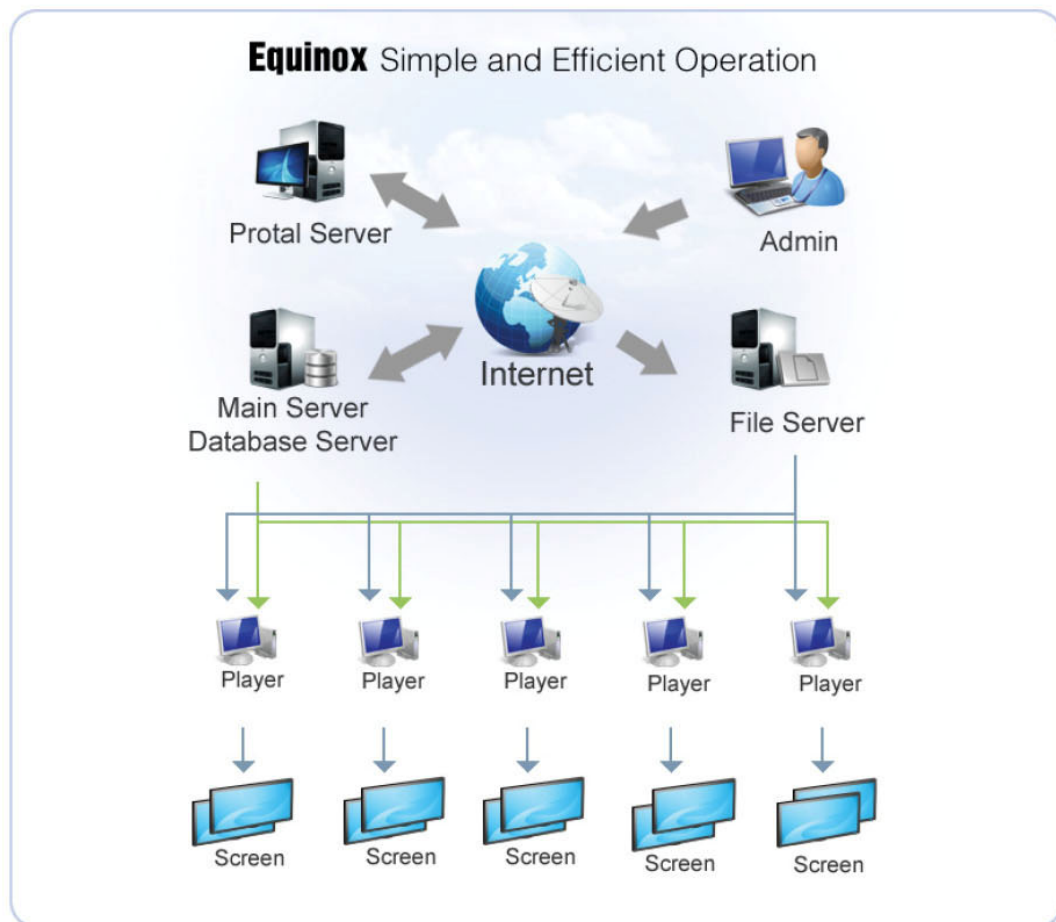
Overview



Equinox Network Edition is a web-based Digital Media Platform enabling you to manage and schedule content, monitor attached devices and any PCs, and distribute messages across a digital signage network of one to thousands of display screens from one central location. Playlists and schedules are programmed using your web browser and stored in a central database for distribution to your network of screens.

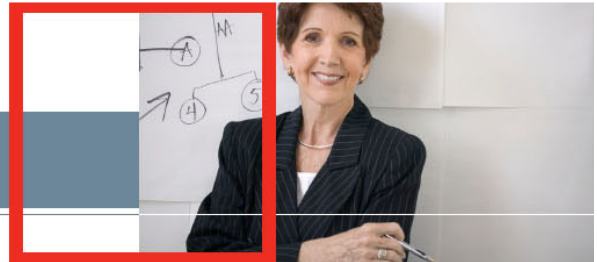
The process of Equinox Network Edition is to place text, graphics, video, and other media files and content onto a dynamic display positioned in a venue area that helps reach your targeted audience at the right time with the right message in almost any location.

Equinox Network Edition is used for a wide range of purposes, including generating advertising revenue, influencing buyer behavior, building brands, increasing sales at POP (point-of-purchase), collecting customer information, and improving their experiences. By using Equinox Network Edition in your network, businesses can manage the system at a lower cost and with greater efficiency.



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Features



■ Equinox Server System

Allows you to:

- ▶ Upload media, text files, and web resources into a central media content library
- ▶ Build a multi-zoned screen layout
- ▶ Manage the creation of playlists
- ▶ Distribute content to the right zone(s), to play your content on a specific date or during a particular time range

■ Pro-Active Network Reporting

Equinox includes system logging functions for monitoring the digital signage network health. You can check your digital signage network for information, warnings, and errors via the web.

■ Security

Equinox only allows authorized users to access the network.

■ Equinox Network Player

Equinox Network Player provides dynamic and reliable playback for various popular types of digital contents that are managed and delivered by Equinox Network Server. Equinox Network Player continuously synchronizes media files, playlists, schedules and remote control commands with its server in real-time and sends back check-in statuses for monitoring purposes.

- ▶ Support from any single screen resolution to multiple screens with single media player
- ▶ Support both landscape mode and portrait mode
- ▶ Play back a huge selection of digital media contents stored locally or from streaming resources
- ▶ Synchronize only the necessary contents, modified playlist/layout/schedules within seconds to ensure the players up-to-date
- ▶ Ability to run even without network connections using the previously stored media contents, playlists and schedules
- ▶ Log back the players' internal/external IP and last active time to Equinox server
- ▶ Support remote player controls, e.g.: volume adjusting, automatic player reboot, RS232 display controls

Digital Signage Contents Management System Help

System Management Media Library Search Refresh

Create Contents

- ▶ Media Library
- ▶ Playlists

Schedule Contents

Play Contents

Tasks

- ✓ Upload Files
- ✓ **Add Plain Text**
- ✓ Add Web Resource
- ✓ Delete Checked Files
- ✓ Edit Text

Media Library

- All Files
- Audios
- Videos
- Images
- Html Pages
- Plain Text
- Web Resources

<input type="checkbox"/>	Name	Size	Date Uploaded
<input type="checkbox"/>	Advertising.jpg	48KB	2/1/2009 8:12:18 AM
<input type="checkbox"/>	Announcements.html	23KB	2/1/2009 4:05:11 PM
<input checked="" type="checkbox"/>	News.html	604KB	2/1/2009 10:06:01 AM
<input type="checkbox"/>	Emergency.txt	12KB	2/2/2009 1:10:13 PM
<input type="checkbox"/>	Fashion.png	210KB	2/3/2009 2:12:03 PM
<input type="checkbox"/>	Funny Video.swf	832KB	2/4/2009 4:12:32 PM
<input checked="" type="checkbox"/>	Music Video.avi	560KB	2/5/2009 10:23:32 AM
<input type="checkbox"/>	Information.avi	385KB	2/6/2009 9:15:32 AM
<input type="checkbox"/>	Mall Branding.wma	650KB	2/7/2009 6:42:32 AM
<input type="checkbox"/>	Movie Trailers.swf	604KB	2/8/2009 6:42:32 PM

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Features



■ Media Files Management

Ability to upload and search media assets for use on network. The system is built to support all common PC based media formats, including:

- ▶ Video (MPEG 1/2/3/4, DIVX 1/2/3/5, AVI, WMV, MOV, FLV, MP4)
- ▶ Flash (SWF)
- ▶ Audio files (MP3, WMA, MIDI, WAV)
- ▶ Web Pages (both local and web-based URL's)
- ▶ Still Images (GIF, JPEG, PNG, BMP)
- ▶ Video Streaming (RTSP, MMS, RTP/UDP)
- ▶ RSS feeds
- ▶ Plain Text (with transparent background)

Large and small media files can easily be added to your space. Also, streaming media files can also be uploaded by specifying the target URL.

Equinox also supports FTP upload function by using third party software.

■ Playlist Creator

Create a sequence clip of media contents that can be scheduled by date and time for inclusion in a layout zone. The playlist creator also allows media preview in a thumbnail when you click each clip.



■ Layout Creator

Enables the user to design and save multi-zone layouts based on any resolution. The layouts can contain one zone or multiple zones that are populated by playlists created and scheduled from the media files. Familiar drag-and-drop function can easily create layout(s) to use. Also, Equinox supports overlay function which means each zone can be overlaid on top of the other.

■ Schedule Creator

- ▶ Preset one or more playlists on a specific date or time range such as by day, week, month, etc. Each playlist may contain different contents in a sequential order. You can upload selected contents to your targeted audience through the upload function.
- ▶ The multi-zone layout can be fully scheduled as a whole and also allows each sub-zone or single zones to have a nested schedule by a common calendar interface.
- ▶ Equinox includes a failsafe mode. If there are no more playlists defined for the current time, the Player will loop the Default Playlist.
- ▶ Equinox offers a layout sequence. That defines the layout that plays in the exact order specified. This function allows you to have layout follow one after the others.

■ Player Management

Allows you to control the media to any digital display device by assigned schedule. It allows you to schedule players by groups of players. For example, you may wish to segment your network by geography (e.g. Northwest Locations). Player management will be responsible for tracking the status from each player, and monitoring groups of players.

■ Equinox Controller (RS232)

Equinox supports remotely controlled devices through a serial port which allows the user to run pre-defined commands. The user can also customize devices and command codes. This feature works with any A/V product that has RS232 command support including plasmas, LCDs, projectors, and more. Functions that can be controlled by a PC are:

- ▶ Run RS232 command code
- ▶ Customizing command code
- ▶ Scheduling when to send command code

(Some models may need customization work. please contact your sales person for more details.)

■ Email Alert

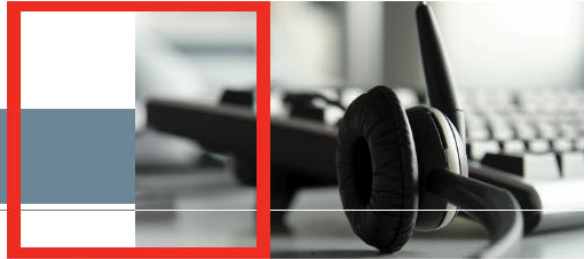
Equinox supports email alert function. It will notify you through email when there is a warning on the network status (e.g. Player Offline Alert).

■ Outgoing Mail Server Setup

Equinox provides outgoing mail server setup function. It can deliver mail messages directly to email recipients.

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Features & Contact Info



■ Minimum System Requirements

Equinox Digital Signage Administrator PC

Equinox Software can be assessed from any computer via Synergy's secure portal.

Equinox Network Edition:

Sun Java™ Runtime Environment, version 1.5 or later

Equinox Digital Signage Player PC

- ▶ Dual Core CPU
- ▶ 1GB RAM if running Microsoft® Windows XP Pro/Home
- ▶ 2GB RAM or higher if running Microsoft® Windows 7 Pro/Home or Vista
- ▶ 80GB HDD
- ▶ Internet connection (ADSL/LAN or faster)
- ▶ TV tuner card (if live video signal is required)

(Standalone Edition does not require an Internet connection)

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