WebDT Signage System

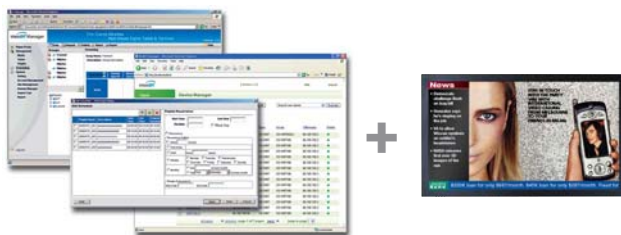## A Complete Digital Signage Solution

The WebDTSignage System by DT Research facilitates the creation of a unique and powerful communications medium that offers unparalleled opportunities to capture an audience's attention at key decision-making locations. It enables the routing of messages to specific audiences via demographics, psychographics, time-of-day, geography, store zone, and other customer-centric parameters.
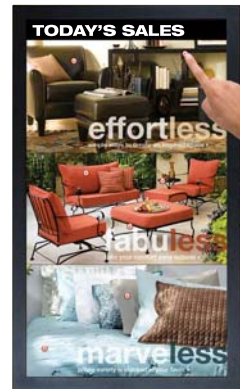
The automated and remotely controlled WebDT Signage System is able to effectively:

▸ Educate and inform

▸ Build brands

▸ Improve customer experience and drive sales

▸ Offer flexibility to change messages efficiently

▸ Provide comprehensive control over when and where messages are delivered

The WebDT Signage System offers a complete solution comprising of signage hardware, device management software, and content management software. With remote management and available wireless connectivity, deployment is quick and locations are easily changed.

Integration of software and hardware for a complete system.

Advanced touch technology available.

The WebDT Content Manager and WebDT Device Manager software tools provide content and device management, offering an active monitoring system for tracking and reporting to ensure optimum uptime and issue resolution.

The resulting digital signage package is characterized by:

▸ Immediate, versatile deployment

▸ Web-based, intuitive usage experience

▸ Effective content and display management

▸ Timely, targeted, and relevant messaging

▸ Dynamic delivery of marketing, news, and training

Advancements in processors, in multimedia capabilities of software operating systems, and in networking technology make delivering and driving dynamic content over a network of WebDT display-integrated signage terminals a compelling alternative to non-integrated displays that require inefficient computing units, often mounted in difficult-to-service locations.
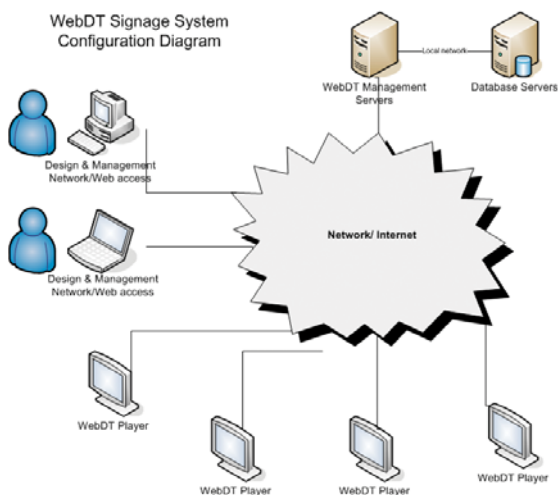
The WebDT Signage System:
Communicate, Connect.

The Total Solution System

The WebDT Signage System is a package of complementary hardware and software products that enables the delivery of compelling content throughout enterprise networks of digital displays deployed for the distribution of timely information.

The DT Research WebDT Signage System consists of:

(a) The WebDT 537 (37") and WebDT 547 (47") High Definition Integrated Computing Displays. Each offers an integrated LCD and media player that has fully embedded components with metal construction, requiring no fan cooling and incorporating the Microsoft® Windows® XP Embedded operating system.

(b) A software package comprising DT Research's innovative WebDT Content Manager and advanced WebDT Device Manager. The WebDT Content Manager is an exciting multimedia and electronic content management system. It offers a wide range of important management features, ranging from content organization to reporting and billing. The WebDT Device Manager features an elegant web browser-based console to manage all installed WebDT hardware, with a comprehensive set of device management and support features.
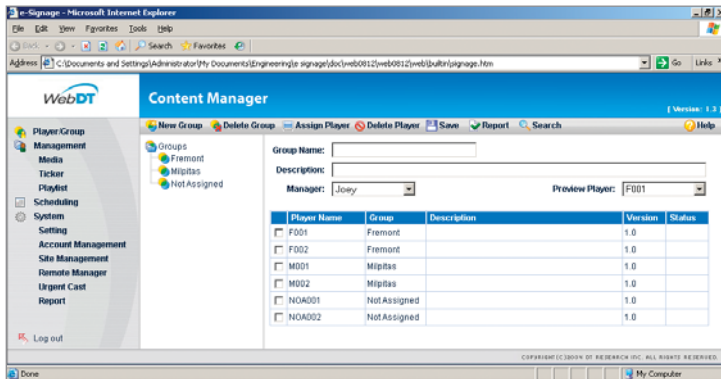

WebDT Signage System Configuration Diagram

WebDT 537 and WebDT 547 LCD-Integrated Computing Displays

▶ Integrated Computing Display unit (All-in-One)

▶ Optimal x86 processor

▶ 512MB to 1GB RAM

▶ Embedded flash memory module with choice of sizes from 1GB, 4GB and 8GB

▶ 37" and 47" LCD options

  › 37" – 1366 x 768 resolution

  › 47" – 1920 x 1080 resolution

  › 500 cd/m² brightness

  › Wide angle viewing

▶ Microsoft Windows XP Embedded OS

▶ Fan-less operation with no moving parts

▶ VESA compatible

  › Wall, ceiling, or stand mounting

▶ Slim design with durable metal enclosure

▶ Optional Integrated mini-PCI 802.11 a/b/g WLAN adapter

▶ Optional IR Touch with anti-reflection glass

WebDT Content Manager

DT Research's WebDT Content Manager software is designed to complement the comprehensive WebDT family of network-ready, display-integrated, computing terminals. The WebDT Content Manager is a web-based server software that provides central management of all

WebDT digital signage hardware as media players, and automates the design and distribution of a wide variety of multimedia file formats into playlists. Playlists are then set into schedules and stored in a central database for distribution to the network of WebDT media players.
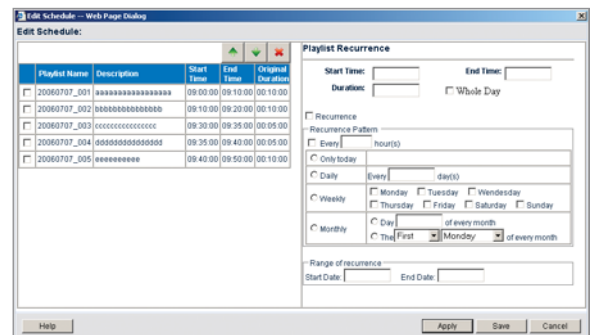
With the WebDT Content Manager, the message to be played is assembled, scheduled, and delivered for dynamic playback over the network of displays using standard file formats and protocols.

Features

The WebDT Content Manager includes numerous advanced features such as device grouping, multimedia file setup and import, media playlists, single line ticker functions, urgent notification casts, scheduling with manager execution approval, email notifications, reporting, and advanced billing reports along with overall system management administrator functions.

The WebDT Content Manager features:

▶ **Groups and Players** – Segment a network into groups for easier player scheduling. For example, segment a network by geography (e.g., Southeast locations). Players are auto-discovered within the system and can then be assigned to different groups.

▶ **Media** – A wide variety of digital multimedia formats are supported. They include image files, audio files, motion videos, Adobe® Flash® files, and Microsoft PowerPoint files.

▶ **Ticker** – Fully configurable and controlled from remote locations using the WebDT Content Manager's browser-based graphical interface.

▶ **Playlists** – Enables sophisticated content blending and multimedia playlist development of media clips or files.

▶ **Scheduling** – This function provides playlist and ticker arrangements within a graphical calendar structure and facilitates management approvals prior to player publication.

▶ **Urgent Casts** – Provides urgent messaging on remote player units.

▶ **System Management** – Site and account managers have the ability to create normal and manager user accounts; establish overall system settings; configure system alerts and incorporate WebDT Device Manager support.

▶ **Reporting** – Advanced reports are generated that provide detailed player execution schedules that can then be used for account management and billing purposes.
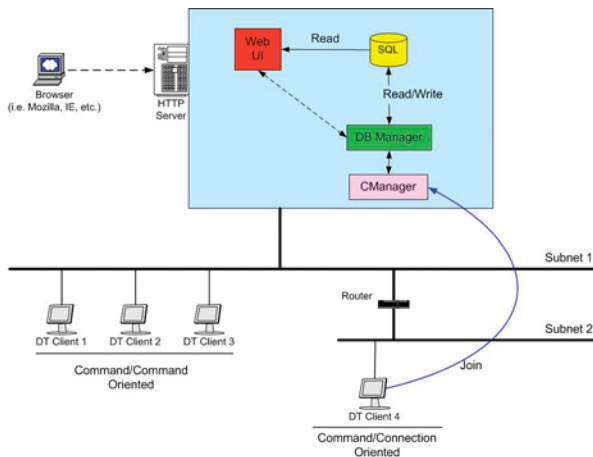
WebDT Device Manager

The WebDT Device Manager is a comprehensive software management tool to remotely manage networked WebDT hardware clients. The WebDT Device Manager provides a web browser interface fronting a database management system which will readily support—e.g., inventory, organize, control, update—an ensemble of WebDT clients over the LAN, WAN, or wireless network.

The WebDT Device Manager allows the management of networked WebDT systems using any Internet browser, no matter where the devices are located, as long as they are connected through a corporate LAN, over the Internet, or VPN.
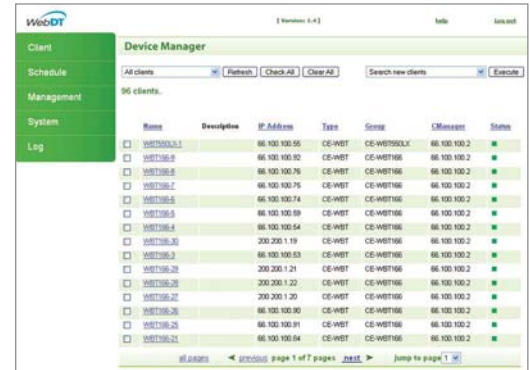
Complementing the back-end SQL or MySQL database of the WebDT Device Manager, each WebDT client runs an agent application that advertises itself to a Central Manager. The WebDT Device Manager utilizes "push and pull" technology with remote client agents, allowing system administrators to inventory hardware, update applications and registry entries, shutdown/reboot/wake devices, update system BIOS and operating system, along with advanced logging and scheduling capabilities.

Features

Within each major module of the WebDT Device Manager (modules include CLIENT, SCHEDULE, MANAGEMENT, SYSTEM, and LOG), support for the following main functions is provided:

▸ Send Message

▸ Refresh Client Information

▸ Delete Clients from database

▸ Update Image and BIOS (Image Management)

▸ Install Package (Package Management)

▸ Push and Pull Registry Keys (Registry Management)

▸ Cluster Command (Cluster Management)

▸ Change Group (Group Management)

▸ Change Listen Port from CManager

▸ Change Communication Settings

▸ Shutdown/Reboot/Logoff

▸ Wake Up Clients over LAN

▸ Reset Client Properties to Factory Defaults

The WebDT Signage System
An elegant solution for effective communication, in the right place, at the right time.

For more information about DT Research's WebDT products, please contact us at (408) 934-6155 or email us at **info@dtresearch.com**.

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