

Digital Signage Software

Get in the Zone...

Digital Signage Software That Delivers
Meaningful Content in an Impactful Way



Add TV, video,
Flash, graphics and
text to any zone



Fast Oil Change

Import weather
or other useful
data

FORECAST			
Thursday	Friday	Saturday	Sunday
Partly Cloudy 53° 27°	Sunny 49° 26°	Sunny 50° 25°	Mostly Sunny 50° 27°

Insert graphics,
photos, etc. in
up to 4 zones



and promotional coupons please visit our website at www.fastoilchange.com

Insert animated
or static Logos

Theme template
with custom designs

Put RSS Feeds or
any topic in crawl

Think about the media editors you may work with on a daily basis that make your world go around: Perhaps Flash™ media for your website, PowerPoint™ for your presentations and Photoshop™ or Illustrator™ for creating graphic details. There are many more. Maybe you have a video production department that can edit MPEG, Windows® Media and QuickTime. How can you possibly converge and express all of your messages contained in media files and formats in the simplest way yet maintain that professional edge and look?

Enter MediaZone with enough professional power to start your own digital signage revolution singlehandedly. MediaZone is a specialized editor that quickly repurposes your digital assets for digital signage or narrowcast channels, saving you at least 50% on your production time over products that render or convert file formats. Besides saving you time and money over conventional methods and inferior tools, MediaZone provides you with a way to do what you could never do before — express yourself to those who matter most in your business — with the right message, at the right time!

express yourself

Going green? Consider using our digital signage software to:

- Reduce paper waste
- Reduce printing costs
- Communicate more effectively in less time increasing efficiency



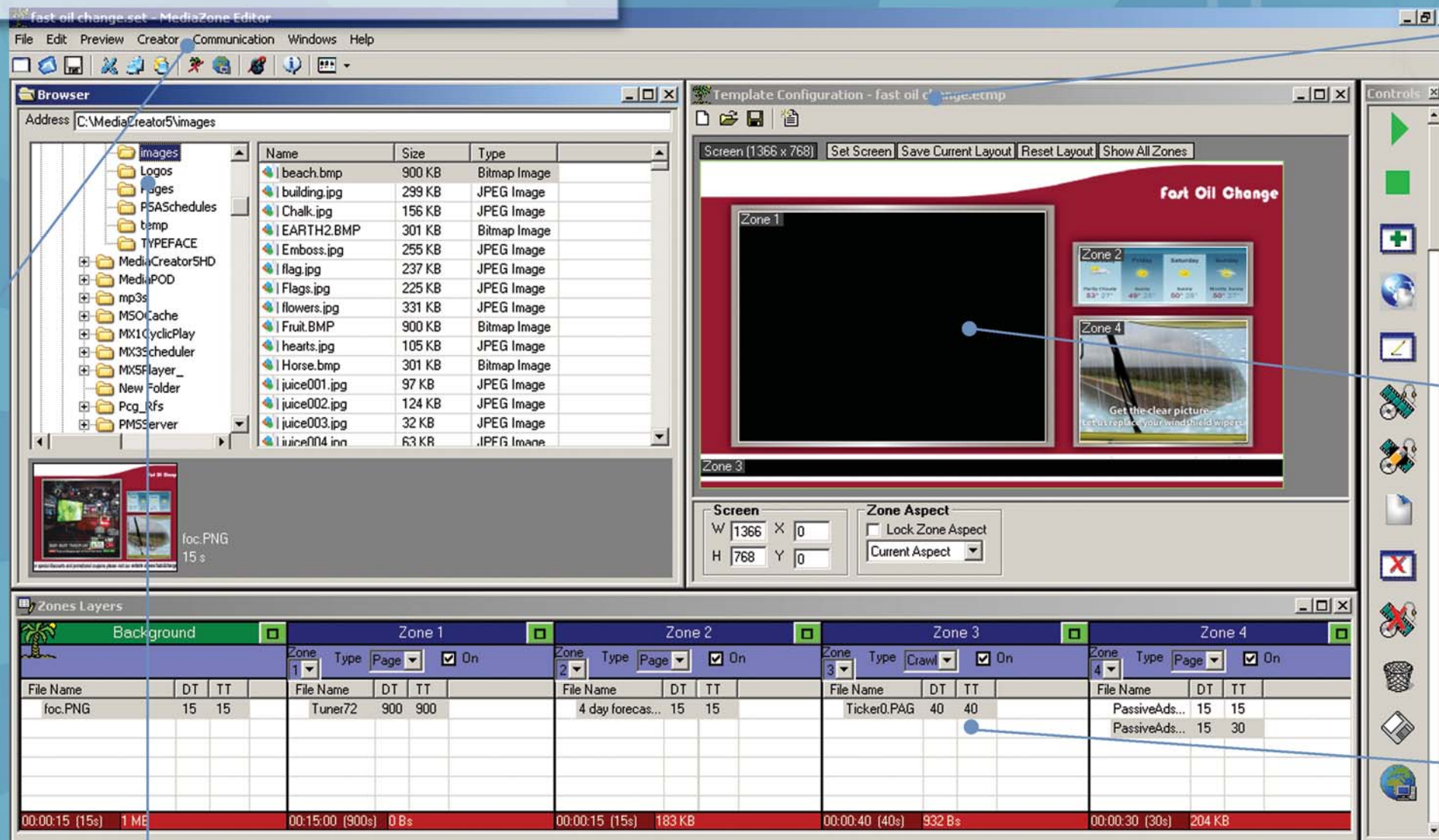


Your Digital Media Anywhere — Any Time!

Why print when you can express your message to the world with common PC and Mac multimedia files using MediaZone software, saving you both time and money? Insert information “zones” over full-screen backgrounds with crawls, graphics, text, HTML, XML, CATV, ATSC and RSS feeds to suit your needs. MediaZone aggregates media real-time from multiple sources that are managed through a specialized digital signage editor, which can operate as a standalone system or as a player/client to our InfoZone server.

Professional Tools Included

MediaCreator, our broadcast-quality character generator (CG), comes bundled with MediaZone. With it, you can create and display high-quality custom fonts, text, text crawl overlays, color boxes, data feeds, weather feeds, RSS feeds, video-in-graphic and full-screen video.



Take a Peek Before You Broadcast

Our built-in preview window instantly plays the media set made up of individual playlists, assuring you the right result before distributing it to your digital signage network. Additionally, our preview function “right sizes” the window to preserve proper aspect and orientation as would be seen on the display screen.

Template Configuration Screen

Our template editor supports all common landscape and portrait orientations of your digital signage display. This allows you to configure the video output to meet the performance specifications of the display and the aesthetic considerations of the media presented. All common resolutions are supported up to HDTV.

Schedule Zones and Setlists

With MediaZone scheduling, it's easy to daypart content. You simply assign calendar dates and times for specific content to play and/or expire, or create an “always-on” schedule. Scheduler also includes a fail-safe mode that ensures your screens always have a relevant message.

Import Digital Media From Your LAN or WAN

The handy MediaZone browser lets you find and preview digital media from anywhere on your network. Built-in preview screens instantly illustrate graphic and video files. MediaZone supports all popular PC graphic and video formats including Apple® QuickTime®. Additionally, MediaZone software never RENDERS, CONVERTS OR COMPRESSES FILES, PRESERVING ORIGINAL QUALITY FOR THE GREATEST IMPACT.

MediaZone Features and Benefits

MediaZone Digital Signage Editor Overview

- Four adjustable “media zones” allow easy management of sophisticated messages
- Logical and proven layout is easy to learn with minimal training
- Windows® friendly install is compatible with most computers running XP or Vista®
- Professional design eliminates time-wasting media playlist rendering
- Software designed by people who value your time

Proven reliability

- Optimized architecture ensures smooth, high-quality operation
- Thousand's of deployed systems in around-the-clock operation
- Auto-restart of media set if power glitches
- Built-in IP diagnostic support for remote troubleshooting from factory
- Built-in remote maintenance feature helps prevent on-site visits

Proven security

- Push/pull design minimizes bandwidth requirement and increases security
- Three-tier password operation provides additional IT security
- Proprietary graphic engine prevents virus or hacker access
- VPN support for secure connections on corporate network

Worldwide support program

- Support centers in Europe, Asia, and North America
- Built-in diagnostics for troubleshooting
- TotalCARE® support program offers remote assistance from factory experts

Supports popular Windows and Mac media formats

- MPEG 1, 2, 4
- QuickTime® (.MOV)
- H.264
- Windows® Media (.WMV)
- AVI
- VOB (DVD)
- PowerPoint®
- Adobe® Flash
- HTML

Supports popular PC graphics formats

.jpg, .bmp, .gif, .tif, .png, .pcx, .pag

Supports popular PC audio formats

wav, .mp3, .wma

Custom peripheral support options

- Automation equipment with GPI/O
- Any touch screen with RS-232 or USB support
- Most printers with USB
- Most barcode/RFID scanners with RS-232 or USB support
- Compatible with MyWeather dynamic weather data services
- Compatible with DAVIS Vantage Pro2 weather instruments
- Compatible with NOAA Internet weather & forecasting
- Compatible with DataCall Technologies news services
- Compatible with EAS national and local alerts (requires EAS ENDEC)
- Database or file acquisition capable

Remote updates easily performed

- Special maintenance feature facilitates player updates via remote GUI
- Modular software allows upgrades to be installed remotely

Ethernet, WiFi and cellular network connectivity supported

- Supports 10/100/1000 Base-T Ethernet standard
- Uses static or dynamic IP addresses
- Compatible with most popular WiFi devices
- Compatible with EVDO cellular network providers

Compatible with InfoZone server option

- Includes browser control, playlist scheduling, network distribution and monitoring
- True enterprise-level push/pull management for greatest efficiencies
- Industry proven SQL server reliability
- Create custom event logging and verification reports in Excel
- Full Internet-based monitoring and feedback included with built-in InfoZone Dashboard

Minimum System Requirements

MediaZone Editor Software:

- Microsoft® Windows® 2000, XP/Pro or Vista™
- Intel® Pentium® 4, Intel Centrino Duo®, or AMD® 1.8GHz CPU
- 1GB RAM (2GB RAM with Vista)
- 32-bit graphics card with 256MB on-board video memory
- Direct-X 9.0
- 600MB of available disk space
- LAN/WAN connectivity required for remote system control
- USB or CD/DVD for non-network updates

MediaZone Player Software:

- Microsoft® Windows® XP/Pro only
- Intel® Pentium® 4, Intel Core™ 2 Duo®, or AMD® Athlon™ x2 1.8GHz CPU
- 512MB RAM
- 32-bit graphics card with 256MB on-board video memory with overlay surface support
- Direct-X 9.0
- 600MB of available disk space
- LAN/WAN connectivity required for remote digital signage system control
- USB or CD/DVD for non-network updates



MediaZone operates on low-cost PCs

Media Zone editor and player software runs on reliable and cost-effective PC platforms using Windows® 2000, XP, or Vista™. Full preview of media set can be viewed with PCs using ATI® Radeon or equivalent graphic cards that have 256MB of video memory. Note: MediaZone player runs only on XP-Pro. Prefer to buy turnkey? Check out our quality player hardware selection.



About TotalCARE®

Owning technology should be about benefits –not technical headaches. That is why we offer our “no worry” support—TotalCARE—with every digital signage system for the first 90 days of ownership absolutely free of charge. With TotalCARE support, our customer service department can be contacted via telephone, chat or email for quick, expert support. Beyond the 90 days of included support, TotalCARE can be extended for a nominal annual fee.