

# signagelive

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**signagelive** (*noun.*) si-nage-live

1. [signagelive] the joining of two words implying a live Digital Signage network.
  2. [signagelive] being able to manage your Digital Signage network from anywhere with an Internet connection.
  3. [signagelive] the most cost effective digital signage system ever.
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Always on, Update from Anywhere

## Digital Signage

### Digital Signage Sound-bites

Digital Signage will account for £34.5m of advertising sales in 2006

- *Outdoor Advertising Association UK*

"Digital Signage creates customer-led demand at exactly that moment of truth when you've probably forgotten everything [other advertisements] and you're a little bit confused and undecided. It's at that magical moment when Digital Signage outdoor is at its most powerful."

- *Greg Turzynski - Experience Retail Consultancy*

"Remember the rules of all media, you need still images for moving people and moving images for still people. Just consider the difference between where we watch television and where we see outdoor advertising and keep to the basic rules."

- *Clearchannel - Outdoor Media Owners.*

signagelive from Remote Media provides the simplest and most cost effective solution for management of multi-site Digital Signage networks.

signagelive has been developed in conjunction with the UK's leading retailers and is used daily to update and manage 1,000's of Digital Signage Screens located in both the UK and across the world.

Unlike other Digital Signage software solutions, signagelive requires no software installation or commissioning, providing everything you need to control and manage your Digital Signage network from your web browser at the 'click of a mouse' anywhere in the world.

### What is Digital Signage?

As the name suggests, Digital Signage enables Screens (LCD, Plasma, TV, Projector) to be installed within locations where the target audience can view the Screens and the information that is being played on them.

Digital Signage can replace or enhance traditional printed signage and posters with the advantage of being updated from a central location at the press of a button. The ease and immediacy of updating Digital Signage content removes the numerous processes involved with printing, distributing and installing traditional printed material.

The ability to create date and time specific playlists of numerous types of media content including still images, animation, video and web pages make Digital Signage the perfect marketing tool for advertising products, promoting offers or distribution information to the viewers when you require and in an attractive and enticing way.

Digital Signage is being adopted by hundreds of companies across many business sectors with each company benefiting from one or several of the advantages it offers, including:

- Brand reinforcement
- The promotion of products and special offers
- Corporate communication
- Staff training
- Generation of income from media advertising sales

### Simple Digital Signage

With dozens of Digital Signage software packages available today, making the decision which one to choose can seem impossible; what features do I require? What media does it support? What are the upfront costs? What are the ongoing fees? And most importantly, what are the hidden costs?

signagelive keeps it simple and makes it extremely easy for anyone to upload, build playlists and distribute new content to one or a thousand screens and ensure that the new content is running where and when you specified.

Instead of competing with other Digital Signage packages to justify inflated costs based on an ever increasing list of features or 'bells and whistles' that will be rarely if ever required, signagelive has been developed to be the most stable, simple, scaleable and cost effective Digital Signage solution available today.



Remote Media have supplied Camelot with a 1,470 site Digital Signage Network making it the largest of its kind in Europe. Installed throughout Tesco's, Morrisons and a large number of other retailers the 10" screen mounted on top of the National Lottery Scratchcard dispensers, will enable players and retailers to tune into the latest news about National Lottery games.



Remote Media have been appointed by Harrods as exclusive providers of Digital Signage hardware, software and video distribution products and services.

Displays powered by Remote Media can currently be seen within Harrods at the entrance to Door 5 along with a 3m x 5m HD projection, the escalator stair well at door 10, Whitehall Perfume department and Room of Luxury II.

## Key Features of signagelive

- Compatible with a comprehensive range of Digital Signage hardware from 4" Shelf-Edge screens through to 23" to 57" Digital Posters unique to Remote Media.
- Multiple methods of communication from each location to the signagelive servers including; standard phone line, ISDN, ADSL, mobile telecommunications and satellite.
- Upload and store your media content on the signagelive servers ready for scheduling and distribution to your connected Screens across thousands of sites.
- Auto-archiving of media to ensure old content is separated from media currently in use.
- Create and store playlists containing multiple media content ready for scheduling and distribution to your connected screens.
- Group your sites and screens as you require to enable quick and easy update to multiple screens or an individual screen as and when you require.
- Distribute your playlists and media content in advance with date and time specific instructions ready to commence playback when and where you require.
- Every time a piece of media is played the date and time is stored on signagelive and is available in a range of reports for internal use or to prove to third parties that their advertisements have been played.
- Comprehensive live diagnostics displayed in a graphical format showing the status of every screen connected to signagelive Including automatic notification of screens that cannot be reached by signagelive.
- Extensive security enabling the set-up and management of users with total control of access rights. Detailed audit trails for all signagelive activity by individual user are stored and available for reporting by administrators.
- signagelive has been developed to enable seamless integration with media planning and account systems proving a fully automated Digital Signage solution tailored to individual requirements of our customers.



Harrods use Remote Media's signagelive to manage content on Remote Media's Digital Posters and MediaPlayers.

The system is used for staff training, Harrods own advertising and 3rd party sponsored advertising.

### The Facts:

75% of all purchasing decisions are made in-store

Delivers twice the brand recall of static signage

Cross selling increases an average of 20%

Digital Signage will account for a \$5.5bn market by 2007.

Dwell time in stores with Digital Signage is increased by an average of 5%

Digital Signage increases sales

Impulse buying doubles with Digital Signage

Research has shown that information retention from Digital Signage is 37% higher than from printed media

Thomson has always been aware of the benefits of Digital Signage and looked at ways to dynamically update content simply and easily. One of the key factors was to minimise capital investment. Analysis into footfall and dwell time convinced the travel operator that its estate was delivering a large captive audience that could be used to its advantage. The solution provided:

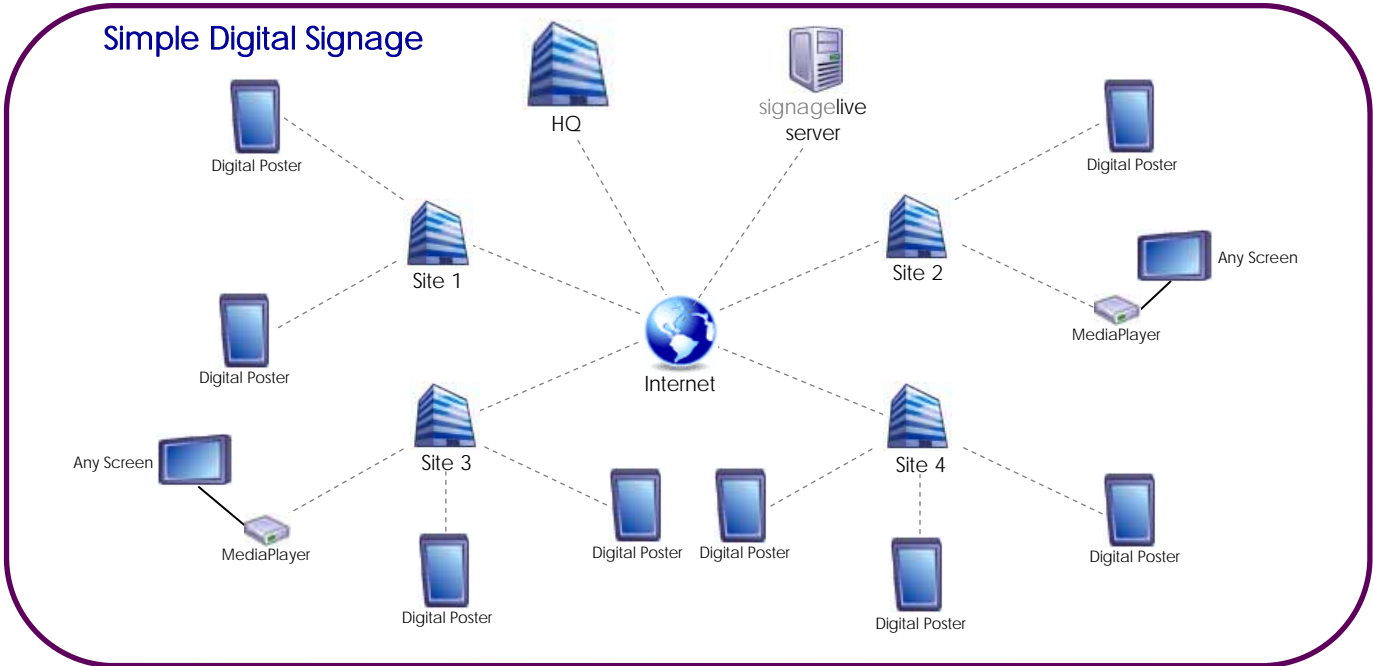
- 100 x 32" Digital Posters
- signagelive to provide remote content management
- Sale of "Advertising Slots" to 3rd parties

This resulted in a flexible digital signage network that generates a profit from advertisers and has also shown increases in profit and margin ranging from 35% to 285% on featured Thomson holidays.





signagelive is completely scalable and enables you to manage limitless devices from the comfort of your office or from anywhere in the world through a standard Internet connection. The system is flexible and compatible with all Remote Media's IP based hardware solutions along with any other Digital Signage hardware running a Windows operating system with an IP connection.



### signagelive Devices:

**signagelive player** - Our new Intel XScale based signagelive player provides a low cost player supporting full video at 800x600 or stills at 1366x768 with DVI, VGA and S-Video output.

**signagelive HD player** - Offers a stable and reliable solution for any Digital Signage project. With DVI, VGA, Component and S-Video output up to 1920 x 1080 HD resolution.

**signagelive Displayer** - Takes our popular SolidMedia Displayer range to the next level by making it IP enabled perfect for low cost remotely managed applications.

**Digital Posters** - The Digital Poster is available in sizes from 10.2" to 57" and combines the very latest High Brightness LCD Displays and an embedded signagelive Player.



# remotemedia

Please contact us for further information  
 t. +44 (0) 0845 458 3705  
 f. +44 (0) 871 236 9383  
 e. info@remotemedia.co.uk  
 w. http://www.remotemedia.co.uk

