Signcast *Feeds*

Just add content. It's fast, simple and better.

A CMS, Control & Monitoring platform for Digital Signage & Narrowcasting

"

For several years now, we have enjoyed working with the Signcast*Feeds* cloud application, which has made it much more simple to work with the players in our Experience Center. Because we work frequently with new concepts and product introductions, simplicity and flexibility is very important. It has complex functionality, but the complexity is invisible to the user. Entire content is easy to change or replace with just a few clicks in the SigncastFeeds web interface. Besides usability, stability is also very important to us.

A narrowcasting collapse at important sale locations is as bad as looking at a unpainted wall.

Corporate Experience Center operational manager

Wat is SigncastFeeds?

Signcast*Feeds* in an online platform with several functions such as a **CMS, Control and Monitoring** in one context. Depending on the needs, the functions can be used individually or combined with each other. The CMS provides among other things, a 'cloud' application for uploading and hosting content tobe displayed using digital signage/narrowcasting solution on presentation devices. The online service runs easily in one browser, independent of location and computer system.

The service provides a quick, simple and effective way to publish content such as images, video's and notices on digital signage players.

Content can be uploaded to the online server via Signcast*Feeds*. Images and videos which are uploaded get inserted into the 'Feed', as a sort playlist of images and videos.

This 'Feed' playlist is read by the digital signage players via an internet connection and communicated via screen projector, led screen or similar sort of device.

What makes the Signcast*Feeds* concept unique, besides other things, is that it is a platform independent solution, where the user can upload content themselves via a simple to use and effective online file manager. The technical implementation happens in the backend, out of sight from the user, which ensures a more stable and usable installation.

Besides this, we offer extensive monitoring and 'control' functionality. With this 'control' functionality, we are also able to direct other devices, such as dynamic RGB lighting, making it extremely easy to trigger the exact right experience!

Create the best 'playlist' from your content quick and easy!

...and 'trigger' the exact right experience

Features

- Integral platform (CMS, Control & Monitoring)
- Extremely simple
- Pleasant to use
- Surprisingly quick roll out
- Simple implementation
- Stable
- Effective
- Safe
- Scalable
- Sustainable
- Extremely quick to configure
- Less expensive
- Substantially lower TCO
- Minimal dependence on external parties

CMS

Integral
platform

Control
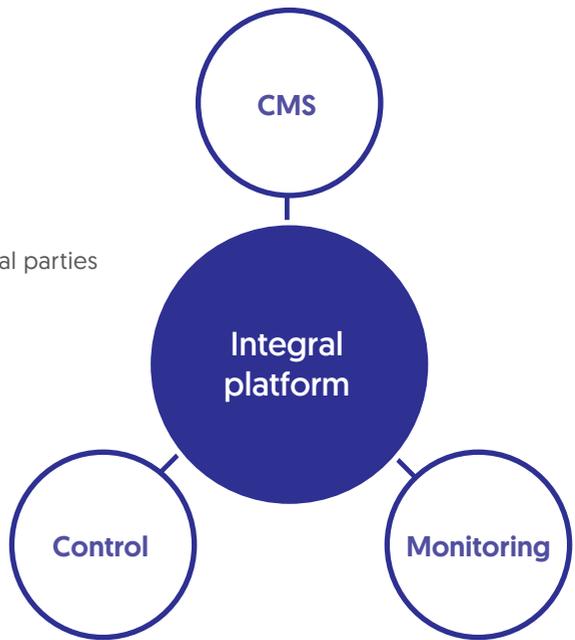
Monitoring

What are some of the advantages?

For the user:
- One-stop CMS, Control and Monitoring solution
- Extremely simple and quick implementation of content
- Exceptionally simple and effective control application
- Very user-friendly interface
- Online media library
- Unlimited updates to feeds
- Updates possible via mobile devices such as smartphones and tablets
- Configuration and device preferences are protected during implementation of content

For ICT and technical administrators
- External hosting on dedicated servers
- No need to purchase a (content) server with costs of installation and maintenance
- Effortless implementation of shares and local hosting
- Service van external ICT department made minimal
- No redundant investments necessary
- Extremely safe to use

For the AV installer
- Devices can be completely programmed before installation
- Programming devices is much quicker
- Minimal time needed for on-site installation
- Co-ordination of and dependence on ICT and technical administrators is limited to a minimum.
- No problems with content servers and implementation
- Cheaper installation
- More stable

For the wallet
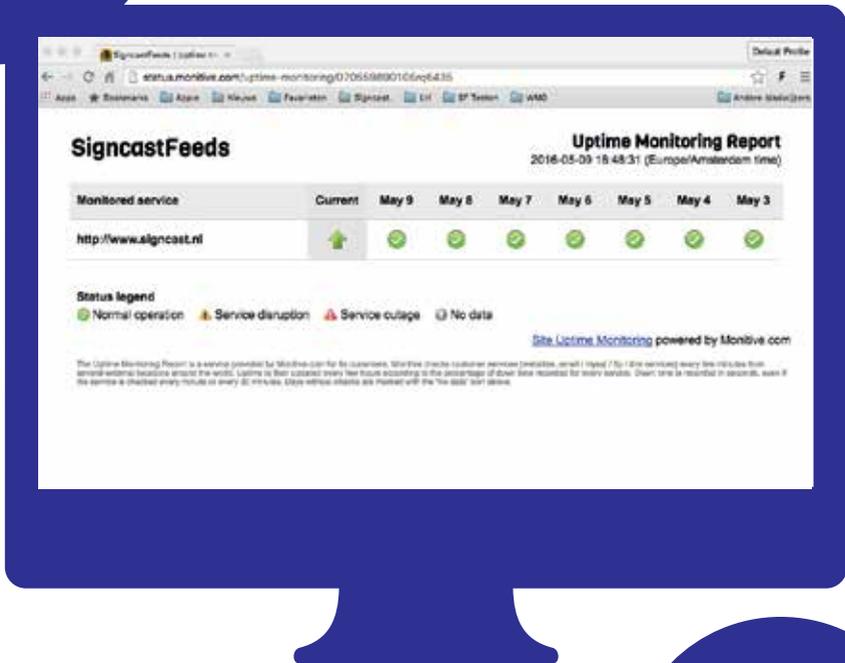
An extremely low TCO (Total Cost of Ownership)

"

This works so simple and quick! It's now exceptionally easy and fast posting welcome messages, informing staff over the latest news, projects, events and even more. The staff are extremely happy that they're now much better informed, and via such a pleasant presentation, too. And, of course, it's a warm welcome for visitors!

Shortly after the installation we stopped using our previous application. There were just too many workarounds and it was a little too complex. This resulted in too little updates and as a result, often outdated news.

Executive secretary

Enterprise
Cloud

Extremely
stable
platform

SigncastFeeds

Uptime Monitoring Report
2016-05-09 18:48:31 (Europe/Amsterdam time)

Monitored service	Current	May 9	May 8	May 7	May 6	May 5	May 4	May 3
http://www.signcast.nl	⬆	✓	✓	✓	✓	✓	✓	✓

Status legend
🟢 Normal operation ⚠ Service disruption 🔺 Service outage ⚪ No data

Site Uptime Monitoring powered by Monitive.com

The Uptime Monitoring Report is a service provided by Monitive.com for its customers. Monitive checks customer services (websites, email / mysql / ftp / dns services) every few minutes from several external locations around the world. Uptime is then updated every few hours according to the percentage of down time recorded for every service. Down time is recorded in seconds, even if the service is checked every minute or every 30 minutes. Days without checks are marked with the "No data" icon above.

Hosting in
data center

Uptime
monitoring

"

This is a much better solution than all the stuff we had before. It will save us a lot of time and money. It's also a by far safer solution than we had before!

Global Corporate IT manager

Some of the environment which Signcast*Feeds* is an ideal solution for:

• Retail
• Culture and entertainment
• Corporate communication
• Food and dining
• Hospitality
• Entertainment
• Education

"
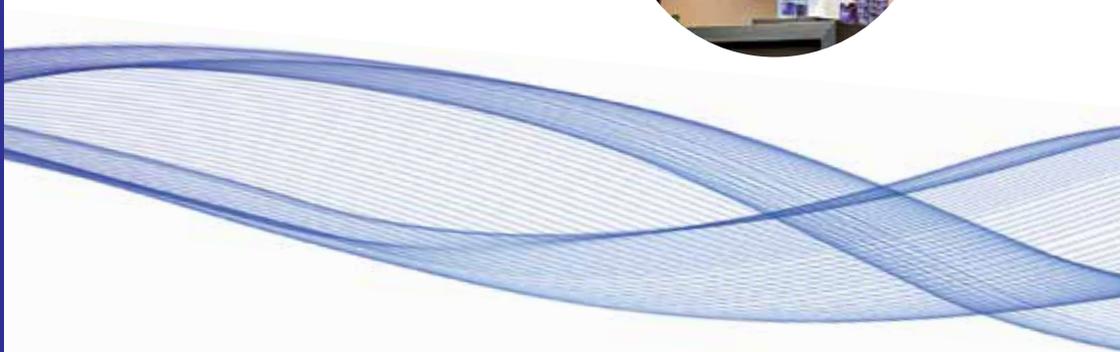
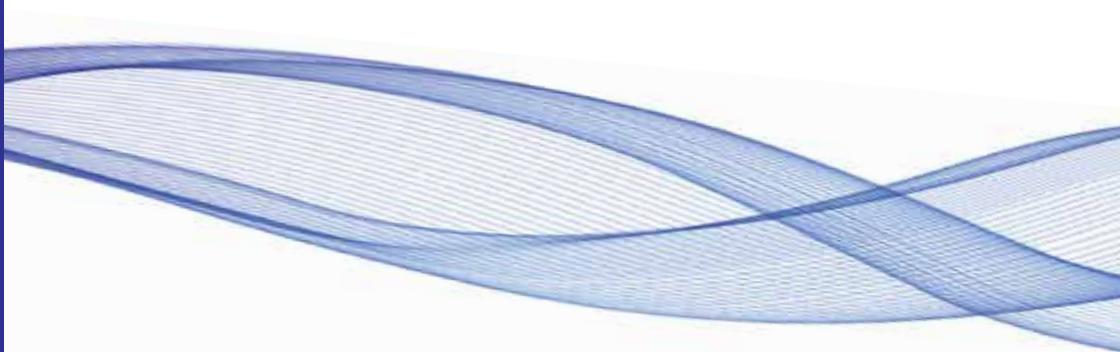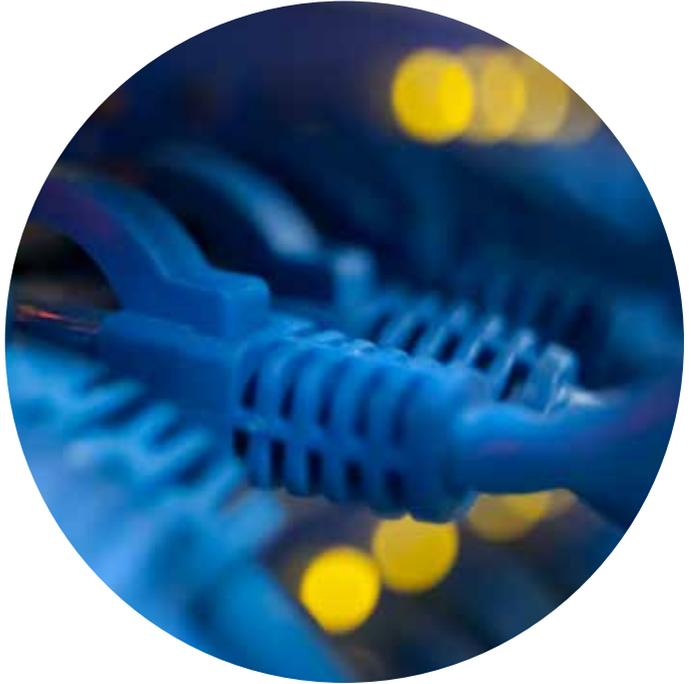That something so complex could be so easy!
It's truly remarkable!

Retail store manager

Flexibility and efficiency

Want to be able to place content super quick? And adjust timing from home? Plan an action in really fast? Turn actions on and off? Or display a special playlist on a unique date and time?

And do this for all locations?

No problem!

CloudControl...
"Control" over what?

"The right experience...
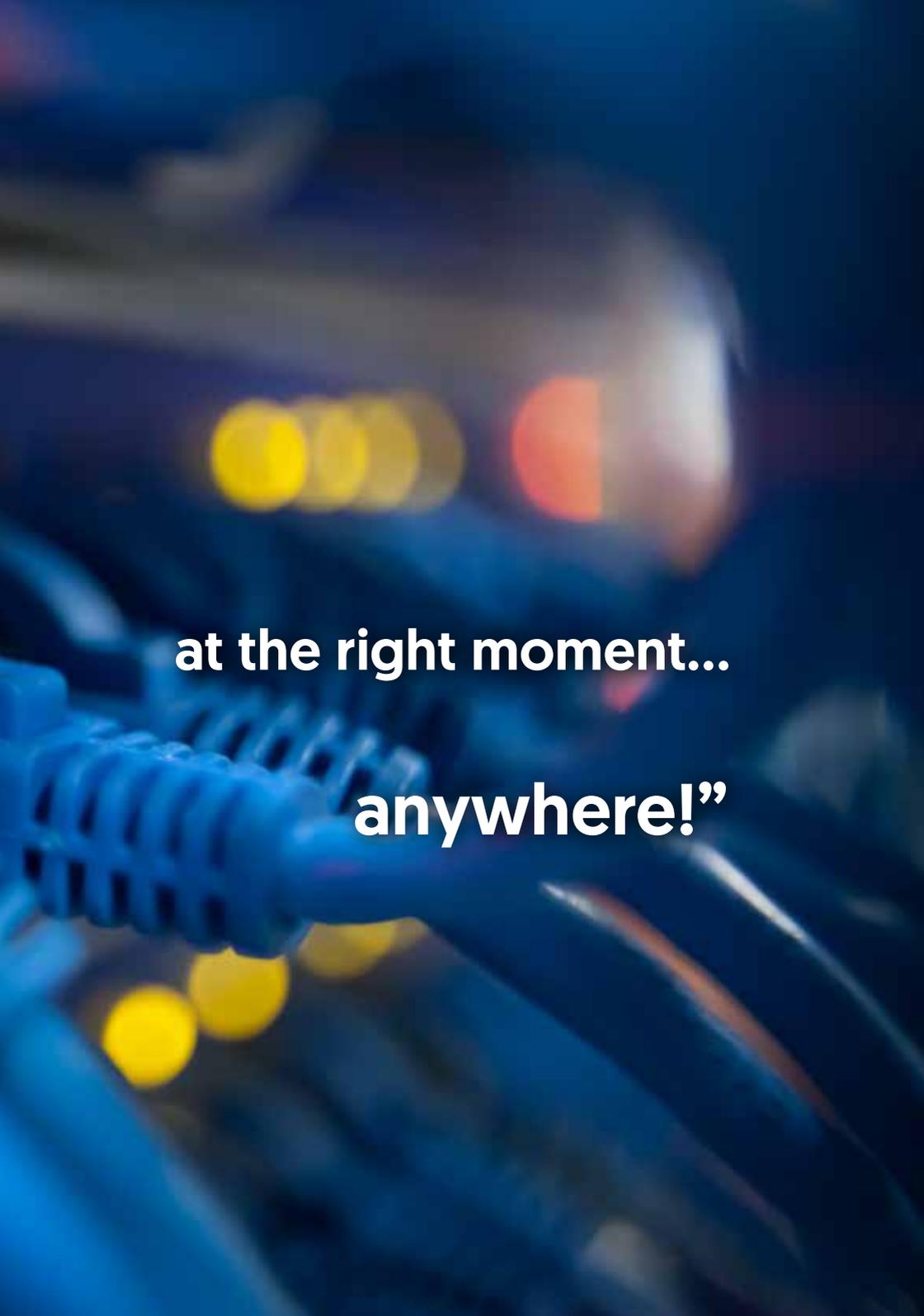
at the right moment...

anywhere!"

CloudControl

• Ability to change a presentation from 1 or more places
• Turn installations on and off
• Or change the nature of an experience on location...

1.	All On	2.	All On	☼	3.	All On	■
Click on it!		**Wait...**			**Done!**		

Just one simple click of the button with the Signcast*Feeds* application. Compared to other solutions, Actions are lightening quick to apply and configure. Turn everything on at once in the morning? Or everything off at night?
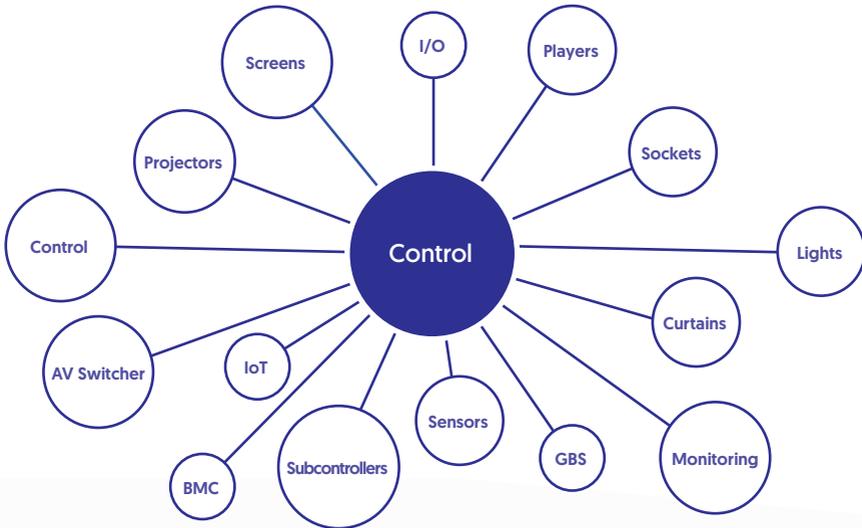
Actions
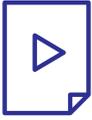
- From our application you can manage the simply named **'Actions'**. This is done via various protocols such as UDP, TCP, HTTP, HTTPS, Telnet, SMS to name a few.
- In this manner, players, lights and other devices can be managed, and via the **'Timers'** can be very easily planned in.

Bi-directional communication

- We can also receive commands! Think, for example, of **'heartbeats'** of devices, **'proof of play'** of players, but also other commands and 'Triggers' which can set other **'Actions'** into play. Change a certain 'scene', 'experience' or 'setting' for example.

Cloud Controller

- By adding a bi-directional communication, we have thereby added an extra feature in our 'Cloud' solution.
- Our own 'Cloud Controller' is now online, what we could call a **'Virtual Show Controller'**.
- It runs on an industrial grade redundant server solution in a NL datacenter.
- Thanks to the Enterprise Cloud platform, we enjoy near 100% uptime performance for quite some time now!
- Besides this, this solution does not devalue!
- On the longer (and shorter!) term, it is a more stable, sustainable and cheaper solution than regular methods.
- And it's there online just waiting to be used!

API Interfacing

We have an API [Application Programming Interface]. Other programs/ servers can hereby trigger actions. For example, the instruction of a specific 'experience', 'scene' or 'setting' with a unique url link or via a specific server with a certain command. We support, besides others, 'url' triggers.

And yes, even by clicking a 'simple' link, you can turn the 'systems' on or off. On just one location, for example, or for 100 or even 1000!

Monitoring

We have an extensive monitoring and **notification** system. Devices can send messages. Players bring in 'feeds' and send 'heartbeats'. We can connect a device to a so-called 'status'. If the device does not communicate within 5 minutes, for example, the 'status' becomes 'orange'. If it does not communicate with 10 minutes, the 'status' becomes 'red'. Once a certain status is achieved, we can define who receives a notification. This notification can be sent per mail, but also per SMS! We can even manage the color of the lighting of an environment, depending on the status.

And if you've missed a notification, they are directly visible when logging into the Master Status. Besides this, we offer an overview of the extensive monitoring search filters and export function. In our platform, you have access to a comprehensive player database. It is therefore, very easy to show all players with status 'orange' in a specific region, like Asia, for example. Or to show all the players that 'John' monitors.
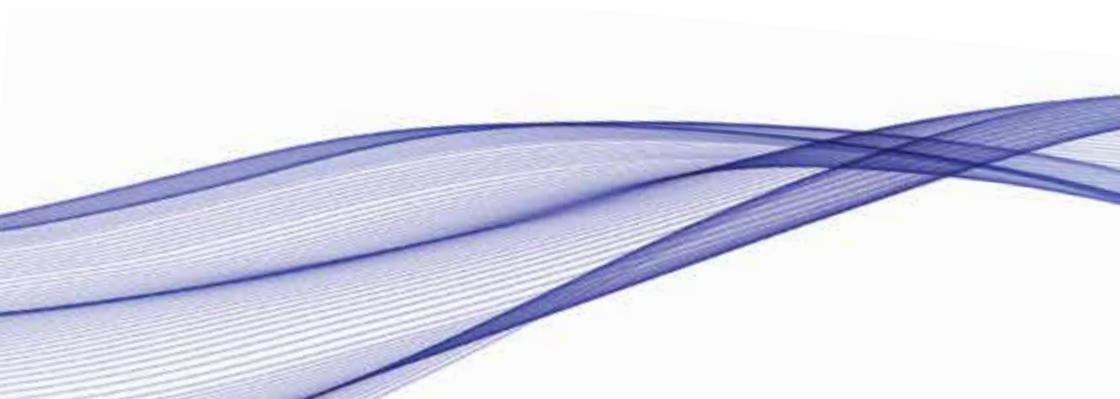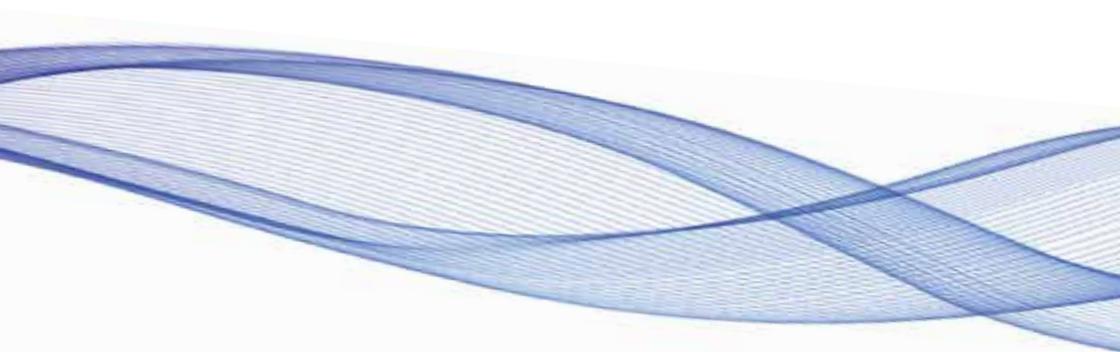
Notification center

The application has a notification center under the name **'Notifications'**. The goal of 'Notifications' is to translate 'system' language into layman's terms at a central location.

Notifications could be: receipt of assignments, assignment of status, confirmation of an administered action, etc. We have an extensive filter. 'Notifications' can be filtered on clients, projects, sender [device or admin], date and there is even an 'open' search field, allowing you to search in a specific part of a notification, or for a specific word.

Player XD1232 reports: Shhhhh I'm sleeping!
Player XD1232 reports: Shutdown completed
Player XD1232 reports: Shutdown command received
Player XD1232 reports: I'm active
Player XD1232 reports: All lights are on! Scene '01' is active
Player XD1232 reports: HD1022 received
Player XD1232 reports: Startup completed
Player XD1232 reports: Reboot complete. Player is starting!
Player XD1232 reports: Reboot command received

The filter results can also be exported easily using the 'Export' button. This will prepare a .csv file which is then automatically downloaded.

Advantages of SigncastFeeds compared to 'traditional' solutions

Advantages of Signcast*Feeds* compared to a PC narrowcasting and control-solution in a decentral environment, for example. Decentral environment; where the client has their own content server, IT administrator and (WIN) players at external locations.

Speed of implementation

- The Signcast*Feeds* application is already online! There is no need to order and configure servers and configure and there is no more hassle of server licences.
- A standard project with users and 'feeds' (playlists) can be made lightening quick.
- Our 'control' & 'monitoring' functionality is also exceptionally quick to put into operation
- There is no other solution on the market, which is quicker to configure and to implement.
- CMS, control and monitoring solution are all on one platform.
- The lead-time from a rollout is now structurally faster.

TCO Total Costs of Ownership

- Purchase/investment is significantly lower.
- In combination with a specially designed Linux player, Signcast*Feeds* has higher reliability and minimal support
- Traditional solutions are technically and economically obsolete within 3-5 years (PC's, servers, software and licences)
- Our solution carries on for many years more
- This ensures an enormous savings on staff costs
- With a lead-time of 5-7 years, the total savings are significantly, even extremely lower!
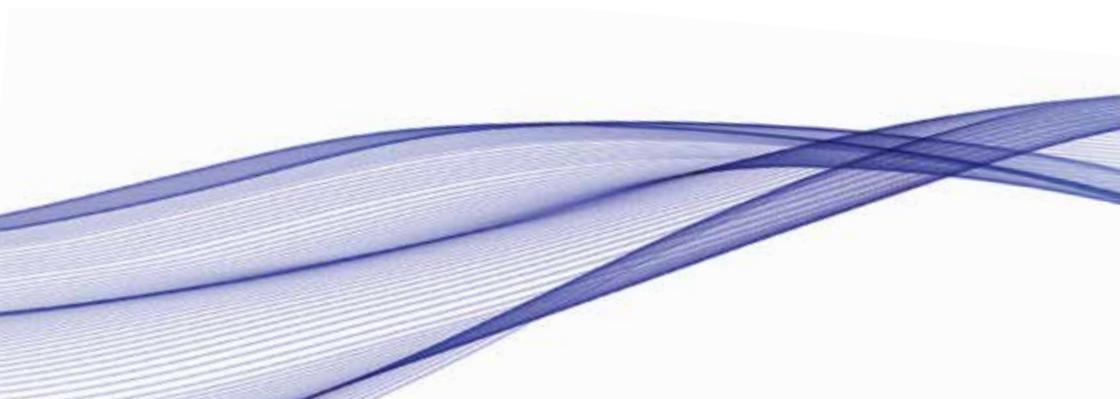
Server solution/infrastructure

• Our application has an 'Enterprise' cloud N+2 level and is located in a Dutch data center.

• We float virtually between 3 hardware nodes (servers). Each server has Intel SSD's and is located in RAID-10.

• For every physical machine needed, there are 2 active backup machines running.

• De virtual layer ensures that the server is always online and will automatically spring to another node if one goes offline.

• With just a few clicks, we are able to scale up performance and storage.

• Every day 24 backups are created off-site.

• De IT department doesn't have to worry about a thing!

Datacenter

• Everything runs in an A-level datacenter in the Netherlands

• This all runs over a fiberglass ring to A'dam, the AMS-IX internet node, on 2 separate paths.

• The data center is also protected against risks by the external administrator, Bureau Veritas. All possible known risks are accounted for: power outage, lightening damage and other sorts of scenarios.

• Every month a complete power outage is simulated as well (black building test).

• Server cooling and electricity supply is doubly applied. Everything can stay running for 48 hours via the UPS and the emergency power generator before the diesel must be retanked.

• We have access to a SLA3 with a datacenter and they are 1:1 under our contract.

• We have direct communication line and contacts from the data center.

• Our uptime is constantly monitored via an independent third party.
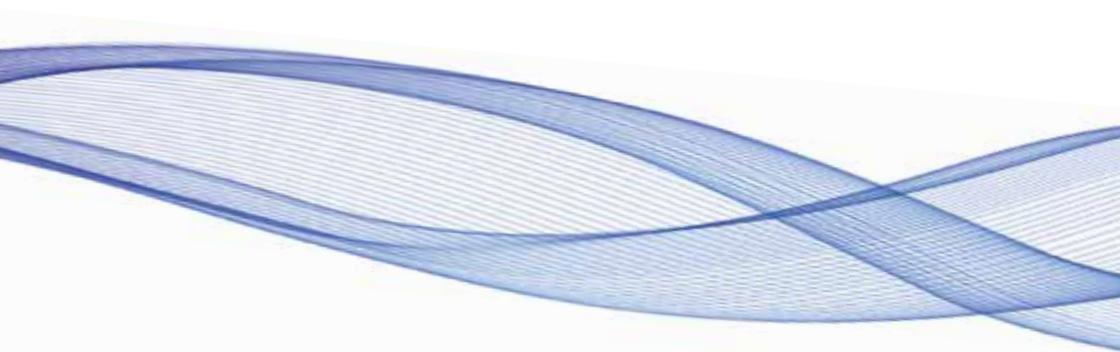
Energy/Sustainability

- Regarding Green and CO2 neutral: The data center uses the latest cooling technology and has achieved a PUE (Power Usage Effectiveness) of 1.3, making it one of the most energy-efficient in the Netherlands. Besides this, all energy is created using hydroelectric energy.
- Therefore, no energy costs in respect to your own server solution (servers, backup solutions and UPS etc.)
- A traditional PC uses a capacity of 60-80W. The Linux player only uses 10-15W. This is a difference of 5-6(!) in energy costs!

Safety

- We can detect DDoS attacks and act proactively within the data center. These attacks could have, however a temporary effect on performance..
- Data can be uploaded to our server via a sage HTTPS encrypted SSL connection, with SSL certificate.
- We also use a SSL connection between the server and players.
- We use protected and encrypted databases.
- The server has frequent security scans.
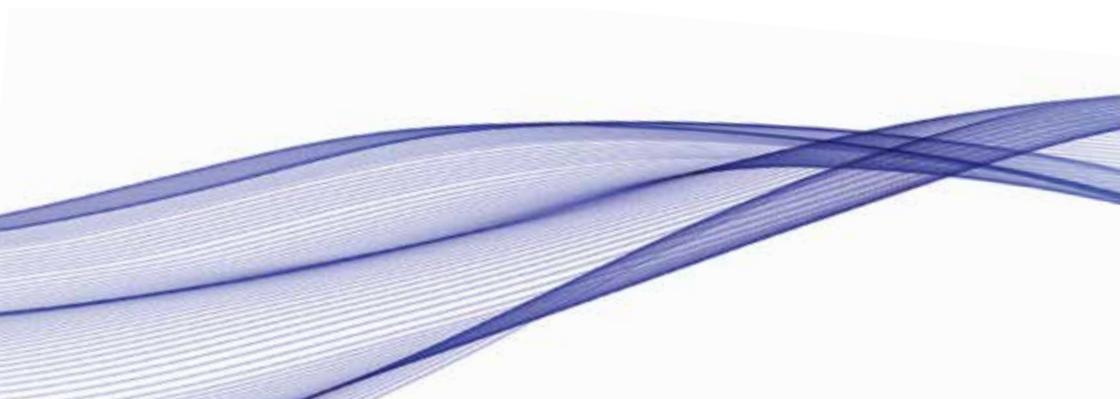
Control

- Normally, in order to drive local devices, locally driven control solutions are necessary. Especially when additional devices, light, extra sensors (I/Os) and such are used. These local costs can be enormous. We can drive all sorts of devices via the Cloud and we will continue to expand in order to connect actions (IoT).

- Besides this, our web interface is accessible via all kinds of devices.

- This User Interface (UI) is exceptionally user-friendly.

- De user can plan 'Actions' in themselves, quickly and simply via so-called 'Timers'.

- Think for example, of starting up, shutting down, choosing specific playlists and/or periodically changing the 'experience'.

- In order to build the same solution based on standard/traditional methods, a substantial amount of hardware, controls, programs etc. would be necessary. Even then, it wouldn't come close to our standards of performance, usability and uptime.

Monitoring

- We have advanced monitoring applications. Notifications per email are built in. You don't have to configure a thing.

- We can send emails with notifications of specific status (orange, rood and green) from specific devices or from 'Master Status'. Besides this, we can send automatic sms's if so desired.

- Even the colour of the lighting of an environment can be adjusted in your 'control' room using the 'Master Status'!

- Our application has an extremely simple, but also extremely effective overview solution

- The hardware database is extensive, very user-friendly and has a variety of filter options and export functions.

- All activity can be monitored and logged via bi-directional communication (communication between the player and server).

- This communication can be translated via the notification center into layman's terms for the user.
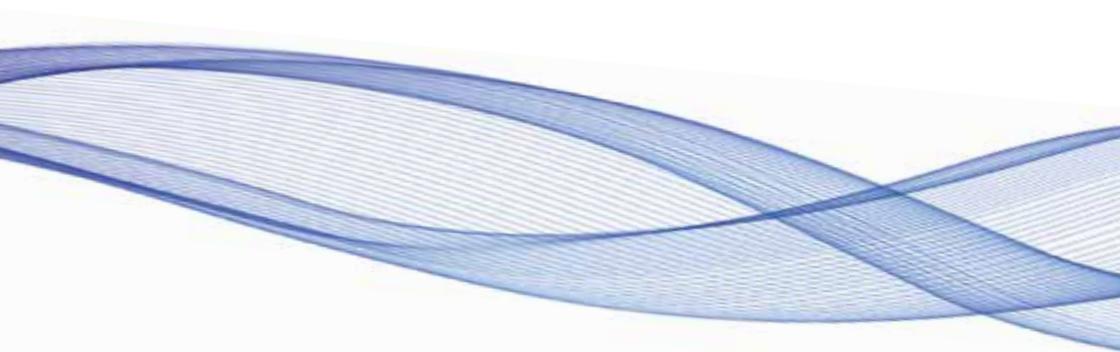
Exceptionally user-friendly and effective

- Our application is simple. We configure all sorts of hardware and software and all sorts of desired layouts, templates and playlists for you. Via the 'drag 'n drop' functionality, you can publish content yourself with lightening speed.

- The application is accessible via all sorts of browsers and hardware.

- User experience does not have to be advanced. With just a quick user instruction of 10-15 minutes, anyone can start right away! This in comparison to the usual 1-3 days of training for other applications, which must be used consistently or protocol is quickly forgotten.

- Our application gives control to whoever needs it to get content, marketing and publications quickly and effectively started!

"
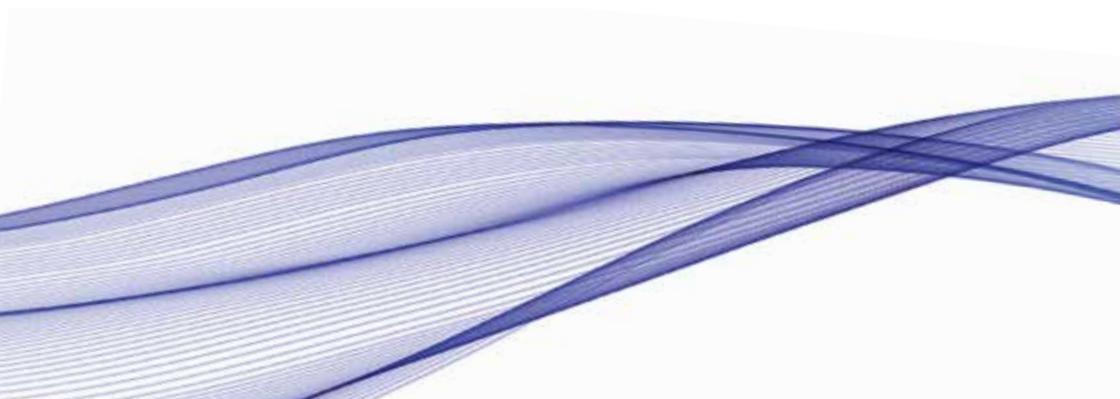
This isn't a very good solution for me...
It will save too much time. This can cost me my job.

IT administrator leading cultural center

Want to know more?

Interested to know how Signcast*Feeds* can make your life easier?
Contact us for a free consultation.