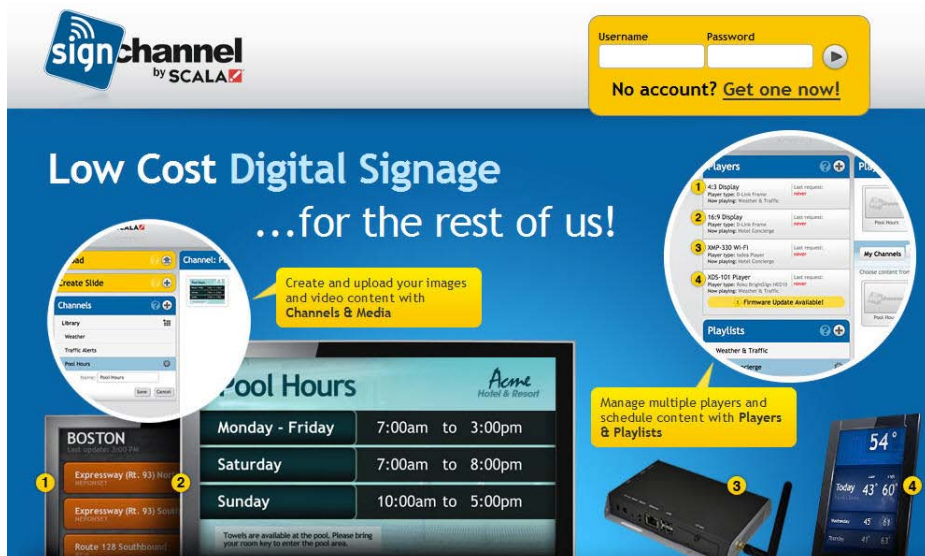


INTRODUCTION TO SIGNCHANNEL

(MAY, 2011)

Low Cost Digital Signage
...for the rest of us!

Create and upload your images and video content with **Channels & Media**

Manage multiple players and schedule content with **Players & Playlists**

Day	Hours
Monday - Friday	7:00am to 3:00pm
Saturday	7:00am to 8:00pm
Sunday	10:00am to 5:00pm

Low cost signage

Keep costs low! Just buy the digital signage display that fits your needs and pay a low periodic subscription fee. You can even use your existing LCD screen. It's that simple!

[Read More](#)

Easy to use signage

Make signage easy! You can learn how to set up and operate your own signage in less than 30 minutes. It's that simple!

[Read More](#)

Rich content

Captivate your audience! With over 1,000 channels of content included in the cost, your signage can be productive immediately. It's that simple!

[Read More](#)





INTRODUCTION TO SIGNCHANNEL

(MAY, 2011)

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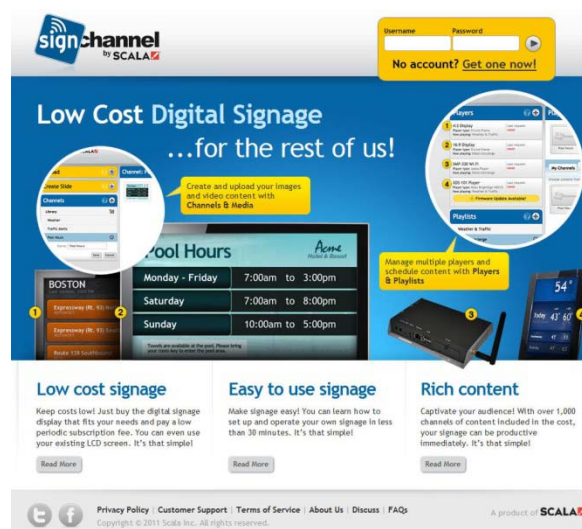
What is SignChannel?

- Digital Signage for the “Rest of Us.”
- Easy-to-use, low cost, content rich.
- Web-based, “runs in the cloud.”
- Subscription-based “Software as a Service” (SaaS)
- Designed for Small Business, yet embraced by Large Enterprise.

A SignChannel user can remotely control content which is displayed via web-connected “Media Players” connected to SignChannel’s web service (<http://www.signchannel.com>). With SignChannel you can manage multiple Players from one account with different content sets flowing automatically to different Players. Content may include users’ own uploaded photos or videos, user populated pre-fab templates (created using Scala Designer) along with dynamically updated content reflecting 1,000 Channels of local news, weather, sports, stock quotes, and more.

SignChannel’s intuitive user interface plus ability to create signage and organize a vast array of public content, make SignChannel the ideal self-service digital signage service. Costs for set up and ownership are very low because - 1) there is no server required - 2) there is no training or expert staff required - 3) display devices (screens and players are inexpensive) - 4) content is developed without professional design help – and 5) pre-licensed dynamic RSS content feeds are included.

The user logs in to their SignChannel account, selects their content, assigns a playlist to each player - and in a few minutes, screens begin playing. It’s that simple.



The screenshot shows the SignChannel website interface. At the top left is the SignChannel logo. To the right is a login form with fields for 'Username' and 'Password', and a 'No account? Get one now!' link. Below the login form is a large blue banner with the text 'Low Cost Digital Signage ...for the rest of us!'. The banner features several callouts: 'Create and upload your images and video content with Channels & Media', 'Manage multiple players and schedule content with Players & Playlists', and a 'Cool Hours' schedule for Acme Hardware & More. Below the banner are three feature boxes: 'Low cost signage' (Keep costs low! Just buy the digital signage display that fits your needs and pay a low periodic subscription fee...), 'Easy to use signage' (Make signage easy! You can learn how to set up and operate your own signage in less than 30 minutes...), and 'Rich content' (Captivate your audience! With over 1,000 channels of content included in the cost, your signage can be productive immediately...).

Media Players

What is a Media Player

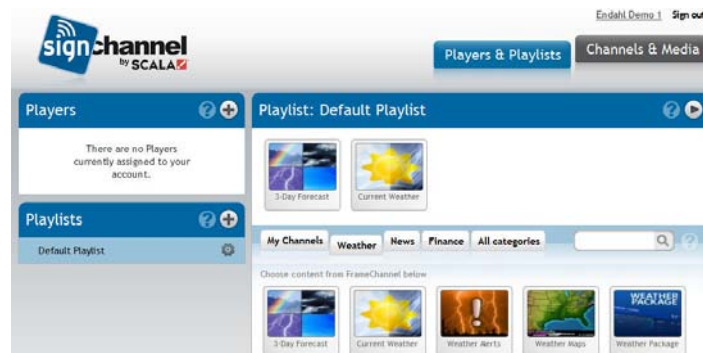
A Media Player is either a self-contained display device (i.e. an integrated screen with player) or a media player which stores sends content to a physically separate display screen. To insure the smoothest out-of-box experience and error free content playback, SignChannel insists that manufacturers submit Devices for Certification testing prior to marketing a Player as SignChannel capable. The Certified Device list includes integrated WiFi and/or Ethernet integrated displays and stand alone media players (which connect to TV screens or monitors). To be included on the list of SignChannel supported Players, each specific Player model must complete SignChannel's certification process. A list of certified Players is below. If you have a Player which you propose to market as SignChannel Certified, contact signchannel@scala.com or certification@signchannel.com.

What Players work with SignChannel?

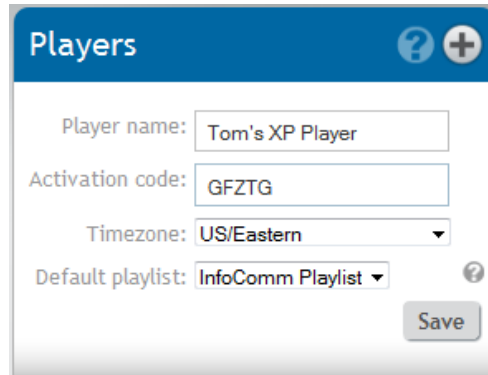
- ✓ IAdea 10", 15", 19", & 24" integrated WiFi/Ethernet screen/player
- ✓ IAdea SD & HD Media Players - wired or wireless
- ✓ BrightSign HD210 & HD1010 Media Players - wired or wireless
- ✓ Viewsonic 10" integrated WiFi 4:3 screen/player (OEM IAdea)
- ✓ Viewsonic SD & HD Media Players - wired or wireless (OEM IAdea)
- ✓ Outform iDisplay iView 10" integrated counter/table-top screen/player
- ✓ Outform iDisplay iView 10" integrated Flash & touch screen/player (in Certification)
- ✓ Sparkpad 15" integrated WiFi screen/player (in Certification)
- ✓ Sparkpad 10" integrated WiFi screen/player (due June)
- ✓ Sparkpad 8" integrated WiFi Touchpad (due July 2011)
- ✓ Digital Spectrum 10" & 15" integrated WiFi screen/players (still images only - no video)

Setting up a Player to work with a SignChannel account

Once logged in, the Players & Playlists section is where players are set up (see images below).



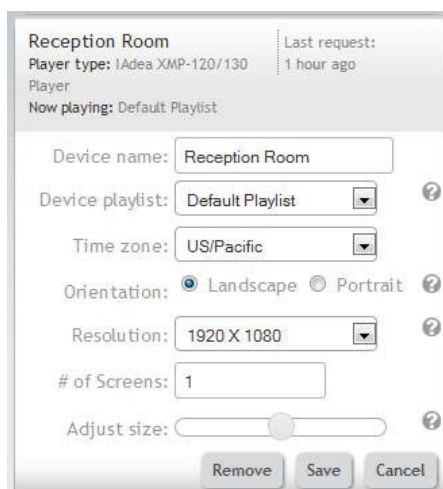
To add a new Player click on the “+” symbol on the left side of the “Players and Playlists” page. A box will appear asking the user for 3 pieces of information.



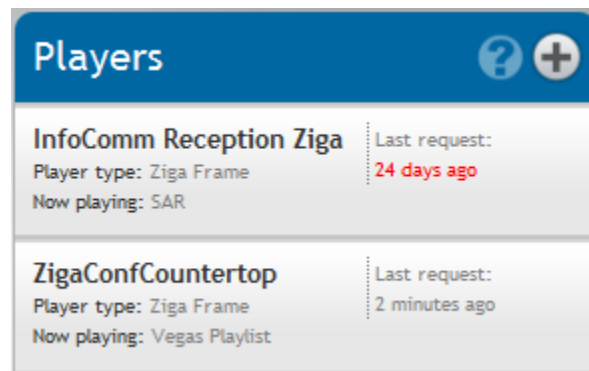
- **Player name** – The user assigns each Player a unique name which will help identify the Player(s) when there are many Players online. Ideally, the name should reference where the unit is located. Doing so will make it easier to assign the correct content (Playlist) to a given player. E.g. “Player1” is not recommended but rather something more descriptive like “Conference Room TV - 212 Main St.”
- **An activation code** - Once a physical Player is powered up, connected to the network and first makes contact with SignChannel, the display screen will be sent an image (below) which includes an activation code. The user enters this activation code in the 2nd line of the new player set up box (above) which appears for paid subscriptions after you click the “+” sign to add a player. NOTE: the 5 digit activation code is case sensitive.



- **Time zone** – The user should select the specific time zone in which a player is physically located from a worldwide drop-down list. Content scheduling is dependent upon each player’s designated time zone.
- **A Playlist (see below)** – The user may maintain multiple Playlists in each SignChannel account. The same Playlist can be shared across multiple Players - i.e. across all Players or across one or more smaller groups of Players. Alternatively, users may assign unique Playlists for each Player. By design, a Player can only have one Playlist assigned to it at a time. If a user wishes to share certain content across multiple Players, they may store shared content in Channels (i.e. folders), which can in turn be shared on multiple Playlists as discussed below. Unique content may be added to each Playlist to make each Playlist more “localized” and compelling (ex: Atlanta weather in Atlanta & Chicago weather in Chicago, but all other Playlist content is the same).
- **Resolution** – Selecting a targeted screen’s native resolution from a drop down menu such as 1920 X 1080 (referred to as a “1080 capable display”) helps facilitate SignChannel’s delivery and display of properly sized images. Ideally, Content should not “bleed” over screen edges. Some devices such as integrated WiFi screen/media players recognize and correct for their screen’s native resolution/aspect ratio. Others, such as a standalone Media Player which is connected to a separate TV or monitor must be told the target screen’s resolution/aspect ratio. In that case, the user will need to select “Resolution” from the drop down list provided when they add a new player. See the Illustration below. Depending on the player make and model, image size may be fine tuned using the Adjust size “slider” at the bottom of the dialogue box. This enables adjustment of resulting images, from 95% to 105% of selected Resolution, depending on the behavior of the particular Player unit.



Following Player activation(s), an activated Player list appears on the left side of the Players and Playlists screen view. Each listing includes Player name, the current Playlist assigned to that device and the time the device last updated its content from SignChannel. If a device has not updated in 24 hours, the most recent successful connection status will be highlighted in red.

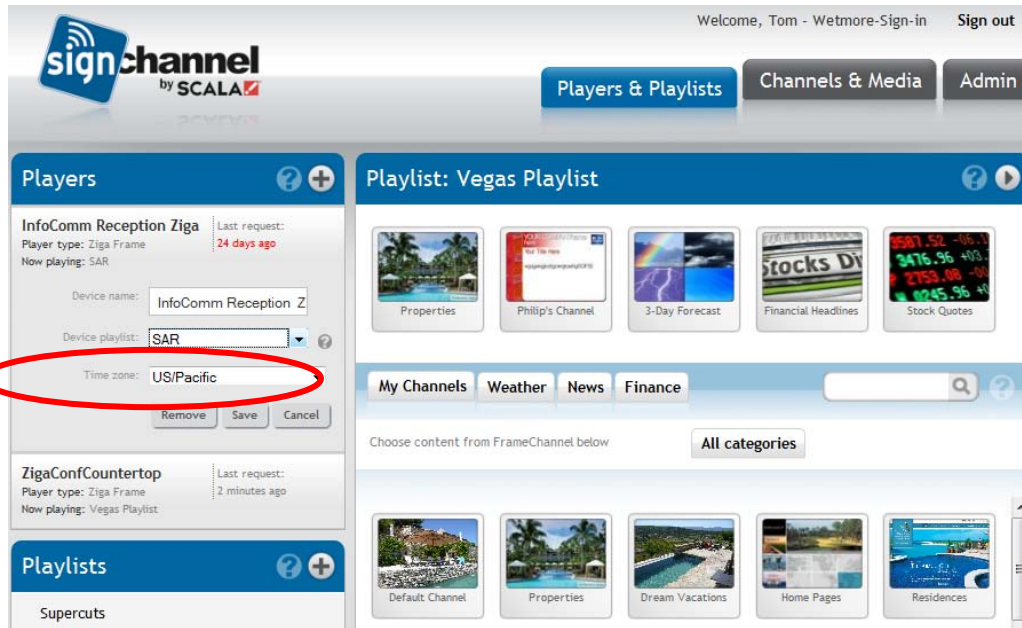


Removing a Player

To remove a Player, the User must first locate it in the list on the upper left side of the Players and Playlists page. The user then hovers their mouse over the desired Player status box which exposing a “cog” icon on the right side. When the cog is selected it will open a box allowing the user to remove the Player by clicking the Remove button. By clicking “confirm” the Player will then be removed from the list. The removed Player will display a new 5 digit activation code the next time it updates (Refer above to “Setting up a Player to work with your SignChannel account”). The Player may then be re-activated on the original account or a new account.

Changing the Playlist for a Player

To change the current Playlist assigned to a Player, the user must first create the new Playlist (see below). Once a Playlist has been created, the user positions the mouse over the Player whose Playlist they wish to change. Clicking the edit cog will open a dialogue box with a dropdown list of available Playlists. The user selects the desired Playlist and clicks Save. The new Playlist will be displayed the next time the Player updates. Update initiation is currently set to check and begin following three rotations (3 complete cycles) of the current Playlist. The time it takes to download and the time required for content changes to take visible effect varies depending on factors such as original Playlist length, new content file sizes, bandwidth availability, currently Playlist cycle and more. In general, shorter still image files update more quickly, while larger video content files require more time to update. Note - previously loaded content will continue to loop (display) during update processing.



Playlists

A Playlist is a collection of Channels. A Channel is a folder of either user loaded content (such as still images, video clips and/or pre-fab templates) or pre-licensed drag 'n drop RSS feeds such as news, weather, sports, etc. The Playlist can be set to play its content in sequential order (default) or random order (selected with a checkbox.) A Playlist set to random will have its entire contents shuffled prior to delivery to the Player. User may also shuffle the contents of individual Channels (via drag 'n drop into desired order) yet still display resulting Playlist in sequential "Channel by Channel" order.

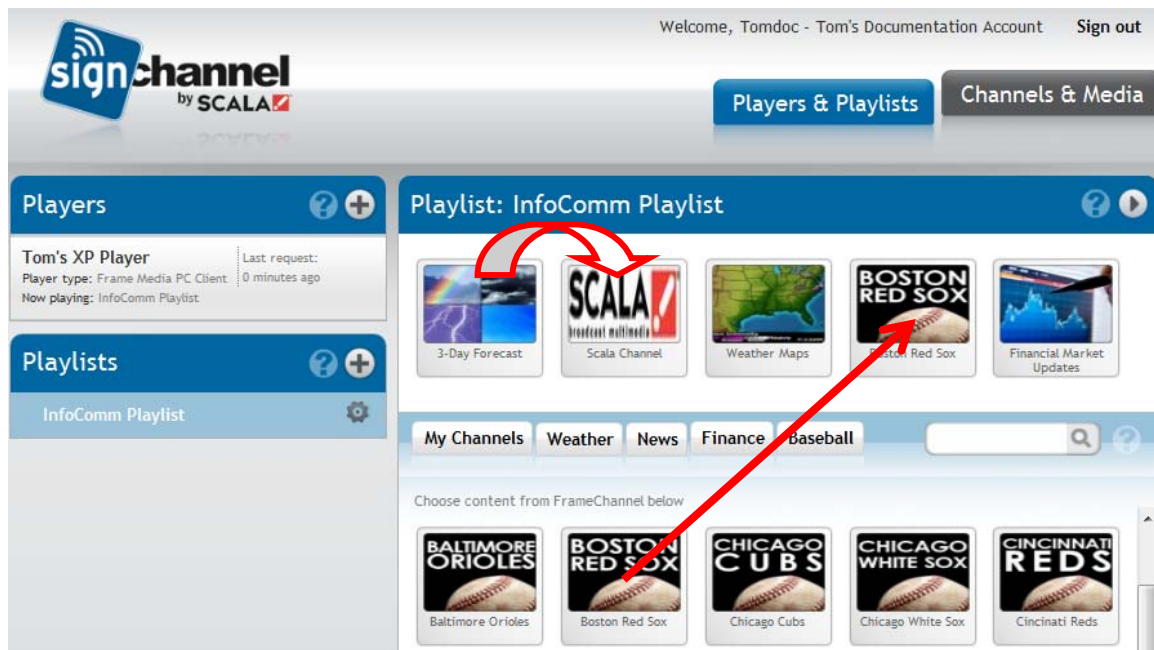
Creating a Playlist

The user can create any number of Playlists in any account. A Playlist can be assigned to multiple Players. User may also maintain a Playlist which isn't currently assigned to any Player. To create a Playlist the user selects the Players and Playlists screen view, then clicks on the Playlist "+" button. A dialogue box will appear asking the user for a unique name for the Playlist along with a checkbox asking if the user wishes to randomize display of the channels in the Playlist. The user selects a descriptive name and clicks Save. A Playlist name may not be exactly the same as a Channel name. To assign this Playlist to a Player, the user selects the Player from the list of Players, hovers over target Player, clicks the associated edit cog, selects the new Playlist from the dropdown list and selects Save.

Adding Channels to a Playlist

When the user first creates and names a Playlist it will have no content. To add content, the user selects the Playlist from the list on the left side of the Players and Playlists page. The user can then drag 'n drop one or more content Channels from the Channels area on the lower right - upwards to the Playlist content area. The user may add Channels containing content which they've created (located under the "My Channels" tab) or may add Channels from the pre-licensed SignChannel RSS library which includes hundreds of Channels such as news, weather, sports, and more. To find and select a channel a user may visually browse through available channels found under each category tab - or they may search by entering a partial name of a desired channel in the search box on the right side of the screen. Once identified the user then drags and drops the selected Channel to the Playlist content space directly above. To drag a Channel icon image into a Playlist, the user holds the left mouse button down over the Channel icon they wish to add and moves the mouse up to the space above the list of available Channels. When the mouse button is released the newly added Channel icon will remain in place in the Playlist.

A user may add the same Channel multiple times to a Playlist. For instance, a Police Department may choose to schedule the 3 day weather forecast to display during each of three daily shift changes, but not at any other time of the day. The user adds the weather channel three times in the playlist, then schedules each instance of the channel to play at separate appropriate times.



Ordering the Channels in a Playlist

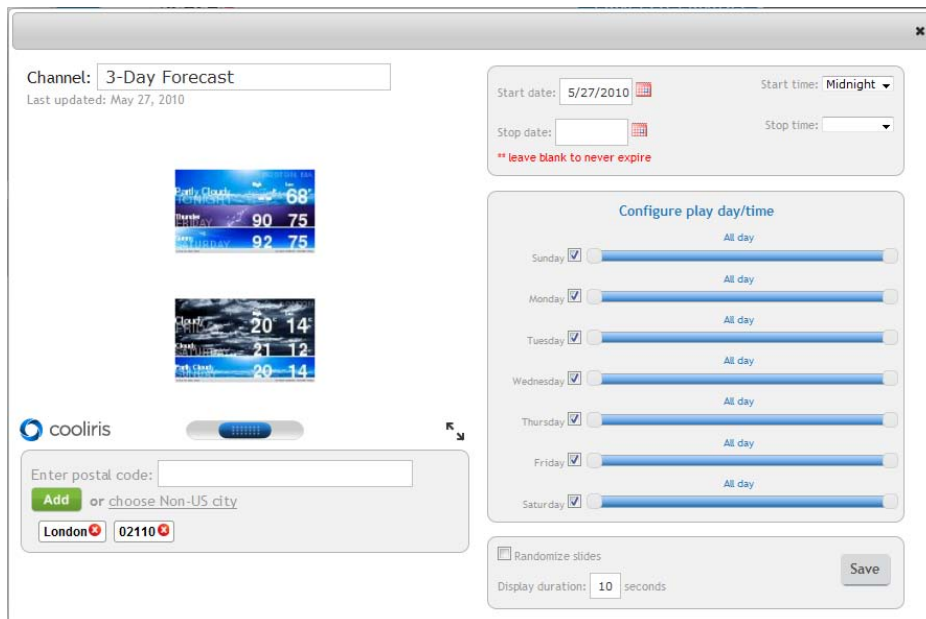
For Playlists which are not designated as random the user can control the order in which the Channels are displayed. Channels which have already been added to a Playlist can be re-ordered by dragging them to their new position and releasing.

Removing a Channel from a Playlist

To remove a Channel from a Playlist, select the Playlist to be removed from the list of Playlists on the left side of the Players and Playlists page. Then hover the mouse over that Channel. The user will see a red “X” appear on the upper right corner of that Channel. Click the red “X” and the Channel will be removed from the Playlist. Removing a given Channel from a Playlist does not remove the Channel from the system. The Channel will still be available to add to other Playlists. To remove a Channel from the system, do this from the Channels page as described below.

Configuring a Channel within a Playlist

Some Channels such as weather and stock quotes require local configuration - such as entering a zip code for weather or a trading symbol for a given stock. All Channels in a Playlist can be configured to a greater or lesser degree. To configure a Channel’s settings within a Playlist, first select that Playlist from the list on the left side. Then hover the mouse over the Channel in the Playlist view on the top right side of the page. An edit “cog” will appear on the upper left side of the Channel icon when the mouse hovers over it. Click the cog to display a dialogue box which contains a preview of the Channel’s contents and the available settings for that Channel including scheduling.



Channel: Last updated: May 27, 2010

Start date: Start time:

Stop date: Stop time:

**** leave blank to never expire**

Configure play day/time

Sunday

Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Randomize slides

Display duration: seconds Save

Start date and time

The date and time at which this Channel will start showing up in this Playlist. For example, if the user needs to display information about a store special that doesn't start until a future date/time, it can be added to the Playlist now by setting the start date and time to be any date/time in the future.

Start Date:	<input type="text" value="7/8/2009"/>		Start Time:	<input type="text" value="3 PM"/>	
Stop Date:	<input type="text"/>		Stop Time:	<input type="text"/>	

**** leave blank to never expire**

Stop date and time

The date and time at which this Channel will stop showing up in this Playlist. For example if the user needs to display information about a store special that ends at 10PM on Halloween, it can be added to the slideshow now by setting the stop date and time to be October 31, 2009 and 10PM (or any other date/time in the future).

Days and times of the week

The user may have a Channel (such as promotional marketing content) which should only display on certain days and times of the week. For example the Tuesday breakfast special may only show up on Tuesdays from 6AM to 10 AM. If that is the case, the user will uncheck all days but Tuesday and move the Tuesday start/stop time slider icons selecting 6AM to 10AM.

Configure Play Time/Day		
Monday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Tuesday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Wed.	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Thursday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Friday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Saturday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>
Sunday	<input checked="" type="checkbox"/>	<input type="text" value="All Day"/>

Randomize

The user may randomize the contents of a specific Channel within a Playlist by checking the “Randomize slides” box. As mentioned earlier in the Playlist section the user can randomize an entire Playlist.

Randomize slides

Media display duration: sec.

[Save & Exit](#)

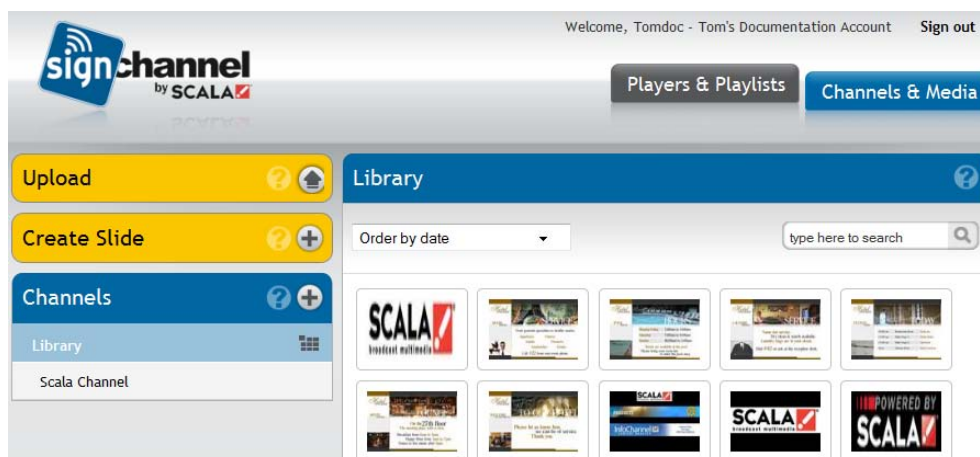
Display duration

Display duration is the approximate number of seconds the elements from this Channel will remain on the display screen. You can override this on a slide by slide basis for a specific Media element in “My Channels” from the Channels and Media page as discussed below.

Channels

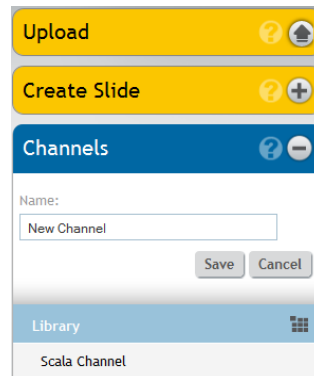
A Channel is a collection of Media elements, similar to a folder. There are two types of Channels in SignChannel - Channels created by the user and external Channels provided by SignChannel. Channels provided by SignChannel include content such as news, weather and sports. The user may opt to add these Channels to their Playlist(s). These Channels are dynamically updated automatically.

User created Channels typically consist of user(s) created content such as still images, video clips and/or pre-fabricated templates populated by the user. These user created Channels are only available to members of your account and can be accessed, modified and added only to Playlists in your account. SignChannel also includes an administrative ability to “inject” Playlists into subordinate accounts which is discussed further in the SignChannel Administration document.



Creating a Channel

The user can create any number of Channels in their an account. To create a Channel the user selects Channels and Media tab from the top of the main navigation page. Upon selecting the “+” button next to Channels, a dialogue box will appear asking for a Channel name. The user provides a unique and descriptive name and then clicks Save. A new Channel will be created and that Channel will be automatically selected with nothing in it. You can add Media elements to that Channel as described below.



Adding Media to a Channel

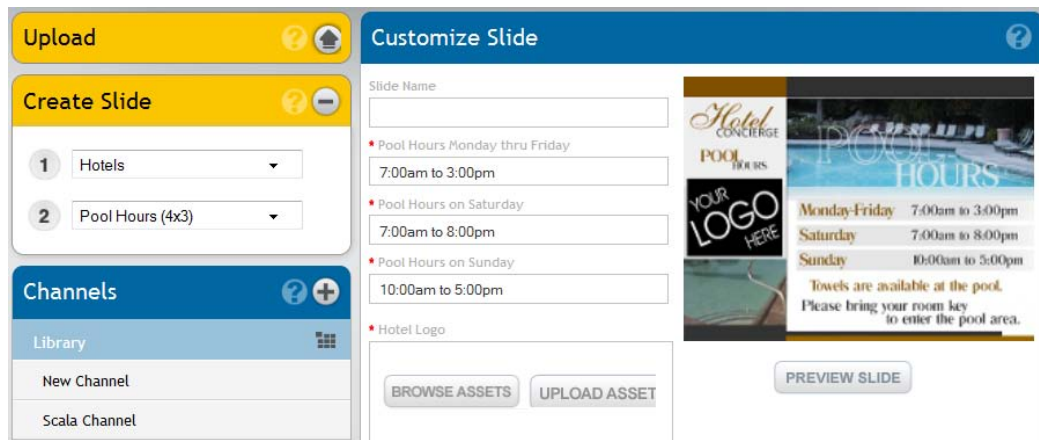
The user adds Media elements (images, videos and/or populated template images) to a Channel in a several different ways. If the user has already uploaded various content to the system, they select library (on the left side), identify content elements to be added to the Channel and drag the media elements into the Channel. To do this, hold the left mouse button down while hovering over the desired element and drag the mouse over to the Channel listing on the left side. Release the mouse button when the Channel changes color and the element will be added automatically. Additional Media elements may be added in the same manner. As an alternative to the drag and drop method the user may click the edit “cog” icon which appears when the mouse hovers over an item. This will display the list of Channels the user has created. Checking the box(es) next to the Channel(s) will add or remove the item from the Channel(s). Click Save and the Channels are updated.

For Media which has not been previously uploaded, select the targeted Channel from the list on the left. Click the Upload Media link. The selected image or video files will be added to both the Library and to the currently selected Channel.

Templates

The user may add images to the Library using the Template feature. By selecting the CREATE SLIDE “+” button, a template category is selected from the drop down choices. User then selects the specific desired template which should also correspond to the targeted screen aspect ratio. The user should then populate the template with their own data and organization or company

logo. The user adds content by typing in the appropriate dialogue box(s). The user adds their logo by either uploading a new logo using the “Upload Asset” button or select an existing logo using the “Browse Assets” (logos) button. SignChannel provides hundreds of Templates to choose from, organized by industry. The user may also employ a Scala product called Designer to create their own custom templates that can be made available to all users in their account hierarchy, discussed further in the SignChannel Administration document



The new image can be previewed using the Preview Slide button and saved to the Library using the Yes, Save button.

Removing Media from a Channel

Media elements may be removed from a Channel by hovering over a given Channel, then clicking the red “X” which appears while hovering. This will not delete the item from the Library; rather it will only remove it from the Channel. To completely remove an item from the account, find the image in the Library, click on the edit “cog” icon which appears when you hover over it, remove the image from all Channels, and last select the “delete permanently” button. Note that the “delete permanently” button will only appear after a specific Media element has been removed from all Channels.

Sorting Media elements in a Channel

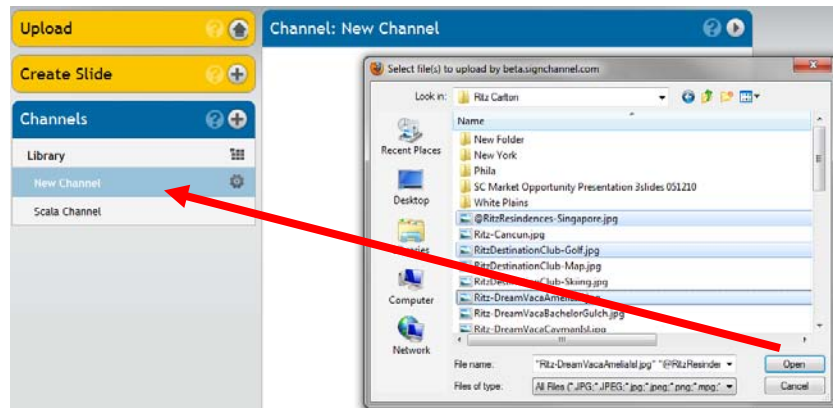
Media elements can be sorted in a Channel using drag ‘n drop. Select the Channel you wish to sort from the list of Channels by clicking the Channel name on the left side of the Channels and Media page. Then move desired elements around one at a time by holding down the mouse and drag them into the desired position. The order will be maintained in the resulting Playlist unless randomize is selected in the Channel settings. This can be done when adding the Channel to a Playlist or later at any time.

Deleting a Channel

To remove a Channel from the system, first find it on the left of the Channels and Media page. Click on the “cog” that shows up when the mouse hovers over that the “cog” icon and click the on the delete button which then appears. This will not remove the Media elements from the system but rather from just this Channel. It will automatically remove the Channel from any Playlist to which it belongs. Note that you cannot remove a Channel that is currently associated with a Playlist.

Media

Media elements in SignChannel can be still image or video files. Upload Media elements by going to the Channels and Media page on SignChannel and clicking on the Upload button (upward pointing double wide arrow). Locate desired files on your computer, select them and they will be uploaded into your Library and your Channel if you select Upload while you have Channel selected.



The Library

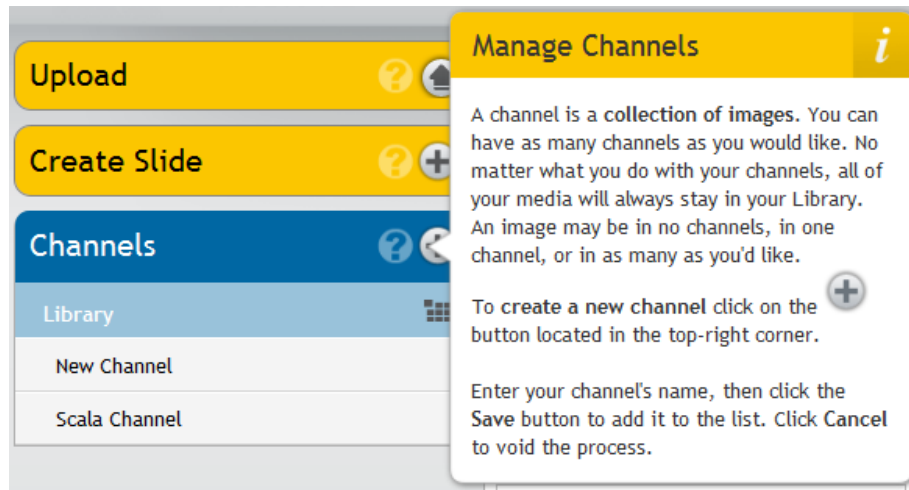
The Library is a collection of all the Media in your account (jpeg images, video clips and/or populated template jpeg images) whether it belongs to a Channel or not. You can search the Library for Media elements; add the Media to Channels as described above. Name your Media elements by clicking on the edit “cog” which will help you find the elements once your Library compiles lots of images and videos.

Create Media Images

Media images can be created using any program which will produce a jpeg image including PowerPoint, Picnik, Adobe PhotoShop, Adobe Illustrator, Paint.net, etc. Videos will be trans-coded from most standard video formats to the format of the installed Player or Players. Note that when you must have the Player installed where you want to play the video before you upload it. And if you add a new Player that is different from the other Players installed on your account you will need to re-upload the video so it can be properly trans-coded for your new(different) Player.

Help Facility

The entire site contains helpful tool tips which are designated with a question mark. By selecting the question mark icon a context sensitive Help explanation will appear. See the example below:



Multi-Lingual Capability

SignChannel is designed for Global usage because of its simplified graphical interface and its adaptability to accommodate multiple languages. Once the UI text has been translated it is very easy to update the entire system for the respective language. The user then only needs to select the appropriate language in their browser and the entire User Interface will be presented in the chosen language. SignChannel is currently being translated to several languages. Please consult with us regarding support for the language that meets your requirements.

Multi-Level Administration and Permissions

SignChannel has been designed to meet the needs of both small self-service first-time digital signage users as well as the needs of large complex globally distributed organizations. The system features a multi-level administration capability which allows for an unlimited number of administrative and control levels to accommodate complex organizational structures (Ex: Group, Corporate, Division, Region, Branch, Customer, etc.). At each level, full administrative control, allowing an administrator to view all subordinate levels and to set up subordinate accounts, can optionally be passed down to the next subordinate level. In turn this same level of full administrative control can be passed down to the next lower subordinate level, and so-on.

SignChannel also support multi-level media contribution capabilities. This feature is designed to allow any higher level “parent” accounts (ex: corporate) to insert required content into all “children” accounts’ playlists (ex: division, region, franchise, location) and provide approximate control over the relative amount of time used by the parent account content in every child’s account. In this manner, any higher account level can control branding quality and enable complete system-wide messaging to all customers and/or employees.

The system architecture also accommodates multi-level usage and role permission capabilities. Multiple levels of user permissions will be implemented in future releases based on user requirements. These various permission levels will enable controlled/limited access to a variety of system contributors. Such contributors include administrators, graphic designers, corporate owners, etc., who will have the levels of access they need to designated content without the authority to interfere in areas controlled by other users with different permission levels. Please consult with SignChannel regarding you specific needs.

The Administration User Guide explains the rich multi-level hierarchy available to SignChannel Administrators. This document describes the various Group and Account levels of the system and the infinite user administrative hierarchy available to control content and distribution capabilities for a diverse range of needs. Areas covered in this document include:

- ✓ Term Definitions
- ✓ Group Role Definitions
 - Franchise Administrator Role
 - Customer Administrator Role
 - CustomerRole
- ✓ Administrative Roles and Privileges
 - Contract Privileges (allocation of Player licenses and expiration)
 - Injected Playlist Privileges (allow or mandate content in hierarchy)
 - Template Workgroup Privileges (enable custom templates in hierarchy)
- ✓ Administrative Structure Diagram
 - Relationship of Groups and Accounts
 - Role and Privilege Transfers
 - Infinitely Extensible Group/Account Hierarchy