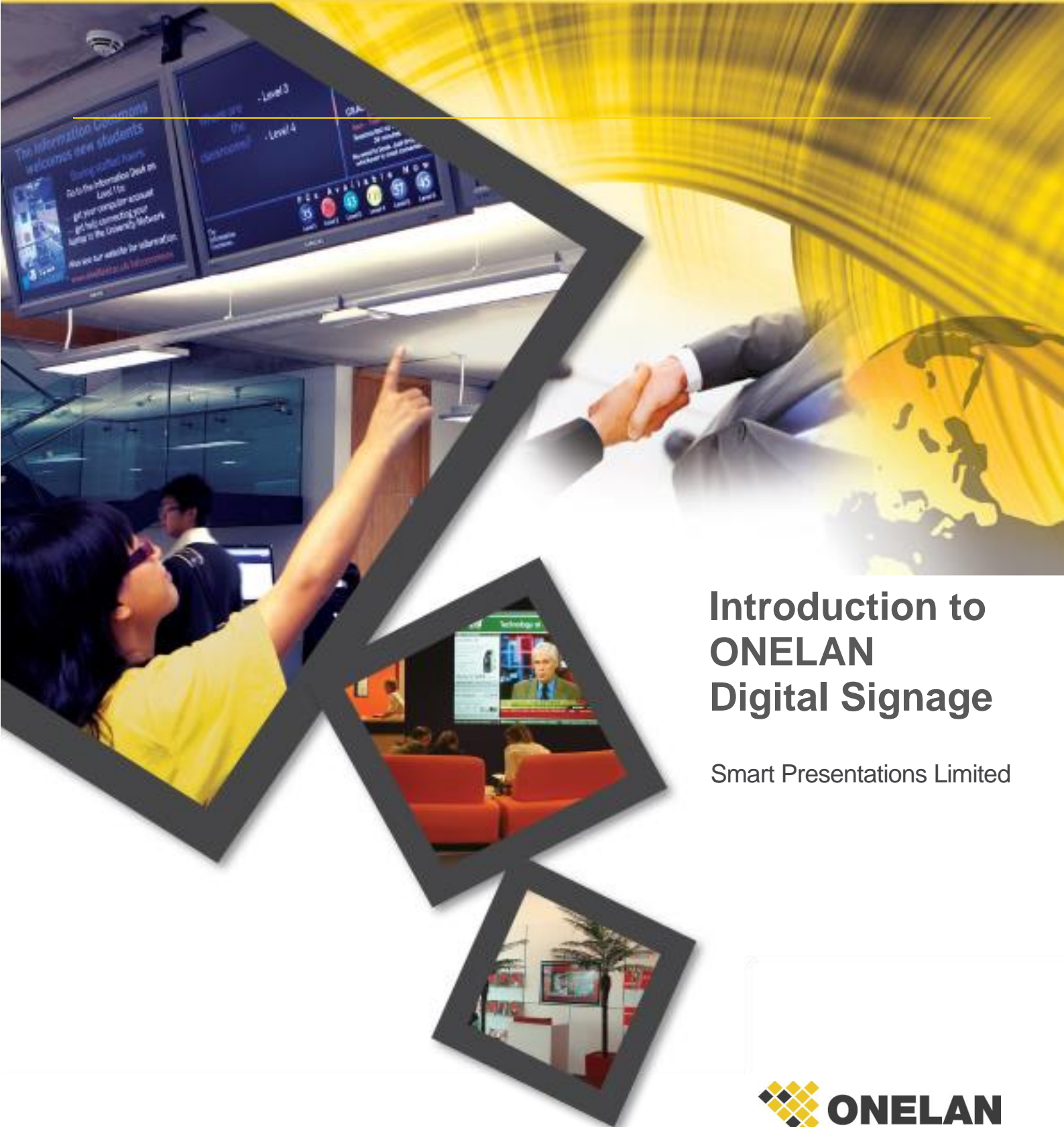# ONELAN Digital Signage

smart PRESENTATIONS

Introduction to ONELAN Digital Signage

Smart Presentations Limited
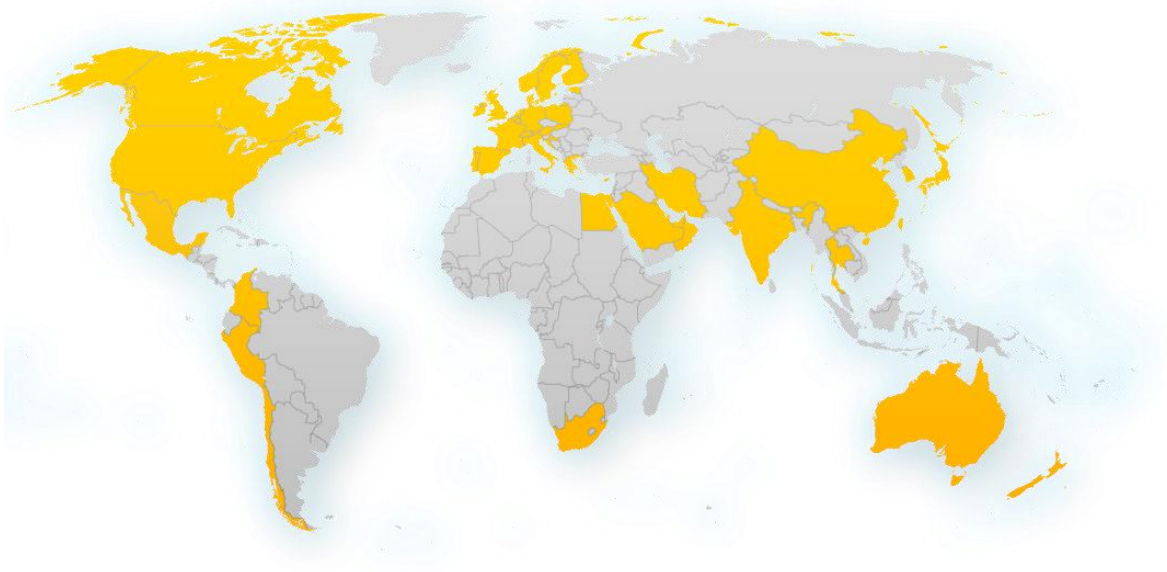
ONELAN

ONELAN at a glance

◆ **Manufacturer of Digital Signage Solutions**

    – Focused solely on Digital Signage and IPTV since 2000

    – £5M Turnover 2013.

    – Recognized leader in the market

Award Winning

Multinational

Client Examples

Applications – Internal Corporate Communication

- Announcements & Instructions
- Meeting Schedules
- Emergency Information
- Community Development
- Restaurant / Canteen Menus
- Feedback Mechanism
- Training
- Entertainment / Internal TV

Applications – Education

- Sports news
- Photos of school plays
- Announcements & Instructions
- Meeting & Class Schedules
- Emergency Information
- Community Development
- Restaurant / Canteen Menus
- Training
- Feedback Mechanism

Applications – Banking

- – Attract customers into the branch
- – Promote bank products and services
- – Entertain and inform waiting customers
- – Reduce customer perceived waiting time
- – Integrate with queue management
- – Secondary role for staff training and communication
- – Improve customer satisfaction, conversion and retention

Applications – Hospitality/Restaurants/Bars

- – Information
- – Entertainment
- – Education
- – Promotion
- – Queue Management
- – HD Capture

Applications – In Store & Out of Home

- Attract
- Direct
- Environment
- Merchandise
- Point-of-Sale
- QR Codes

The Player Solution

◆ **Networked via Ethernet, Wi-Fi, 3G** etc.

◆ **With Storage** – 60GB SSD or 500GB HDD

◆ **Multi-Media:** Up to 4K Video, Flash, HTML, Stills, Text , Audio in a wide variety of industry standard formats

◆ **Multi-Zone:** Unlimited number of Zones in any size, position, layer or time

◆ **Multi-Layout:** The right content at the right time

◆ **Connect to external info:** Easy access to TV, Streaming, RSS, Web, Databases etc.

◆ **Connect to internal info:** Local content update, i.e. store manager

Key Functions Performed

◆ **Content Management**

◆ **Content Scheduling**

◆ **Content Distribution**

◆ **Playout of:**

– Stored Media

– Live Media

– Local User "Ad Hoc" Inputs

◆ **System Monitoring**

Product Range

Platform	Premium		Mid-range		Standard	
NTB Part №	NTB-4K-2000	NTB-4K-1000	NTB-HD-200	NTB-HD-100	NTB-HD-10*	NTB-HD-10F (fan)
Dimensions	280x268x77	190x307x37	280x268x77	190x307x37	200x200x34	168x149x24
Hardware	2U/Desktop	VESA	2U/Desktop	VESA		
Processor	4th Gen Intel i3/i5	4th Gen Intel i3/i5	4th Gen Intel Celeron		Low-Power 4th Gen Intel Celeron	
Storage	500GB HDD	128GB SSD	500GB HDD	60GB SDD		
Definition	2160p (4K)		1080p (2K)			
Outputs	DP, HDMI, DVI-I	DP,HDMI	DP, HDMI, DVI-I	HDMI, DVI-I	HDMI, VGA	
Wi-Fi	Optional					
TV Card	Optional	No	Optional	No		
HD Capture	Optional	No	Optional	No		

Feature Licensing

◆ **We sell an 'Appliance'** – not software

◆ **All features in the base package except:**

    – Streaming in client

    – Touch licence

    – Stream out licence

    – Wi-Fi licence

◆ **One time purchase** – no recurring fees

Media Formats

Content or media can be uploaded to the CMS or Players for display in the media zones. The Players can display a wide variety of media content in four basic categories:

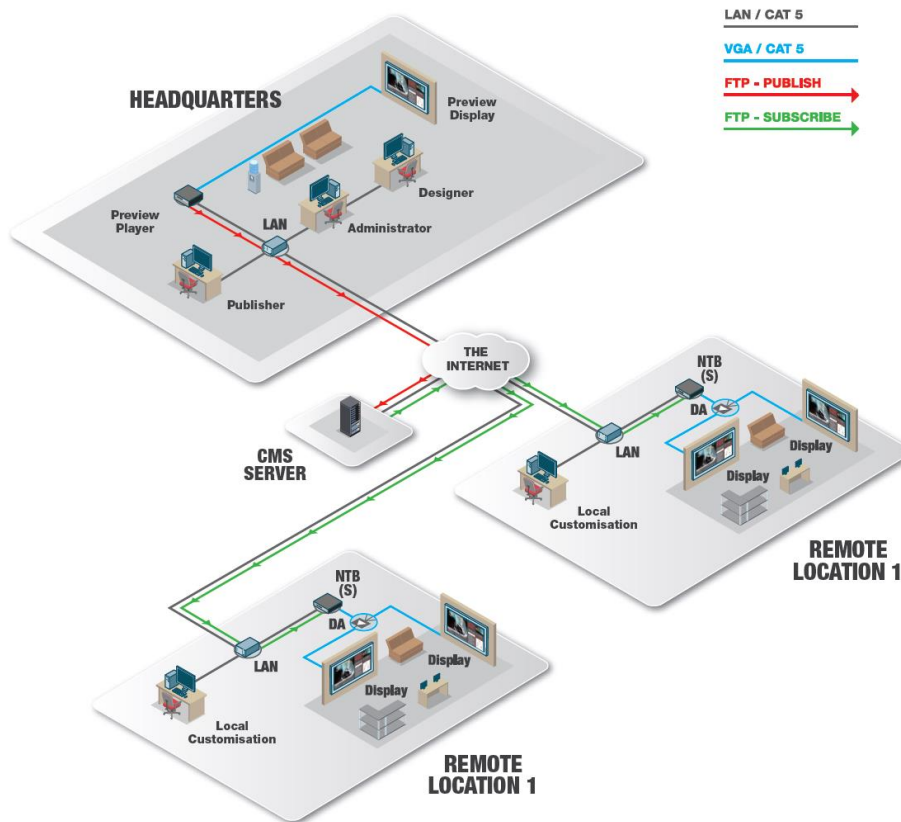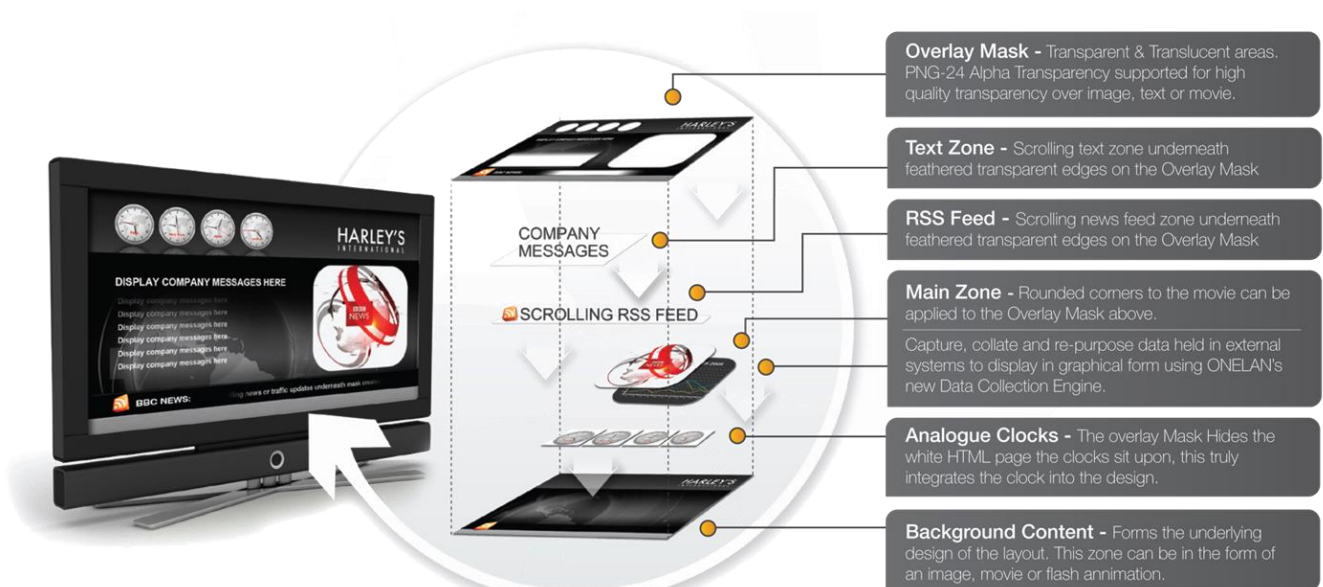|		
	Video	– MPEG 1, 2, 4, H.264, AVI, DVD, WMV(9), Real, QuickTime – Blu-ray™ spec quality playback
	Animation	– Animated GIF (within an HTML file) – Flash (.SWF) v11
	Stills	– JPEG, GIF, TIFF, BMP, PNG
	PowerPoint	– via WMV export (PP2010) or images
	HTML	– HTML / HTML5, JavaScript and SVG (as per WebKit)
	RSS	– XML RSS newsfeeds
	Text	– Importable custom fonts – Selectable fonts, scroll speed, style, weight, colour
	Audio	– MP3, WAV, WMA V1,2,3, AC3, AAC

ONELAN

How it works: Network Diagram

How it works: Layout Design & Zone Configuration

How it works: Ad Hoc

How it works: Webpage Crop & Zoom

Network Security

◆ **The Central Management System and Players are Linux based Network Appliances.**

◆ **No user software – no incompatibilities from:**

- – Windows versions,

- – Service Packs,

- – Custom Windows builds

◆ **Linux has no anti-virus software – it doesn't need it!**

◆ **ONELAN publishes the NESSUS scans for the CMS and Players**

◆ **The CMS and Players have a built-in Firewall**

◆ **Approved by banking clients**

Key Productivity Tools

◆ **Drag and Drop**

- – Layout design
- – Playlist order
- – Copy from desktop directly to Playlist
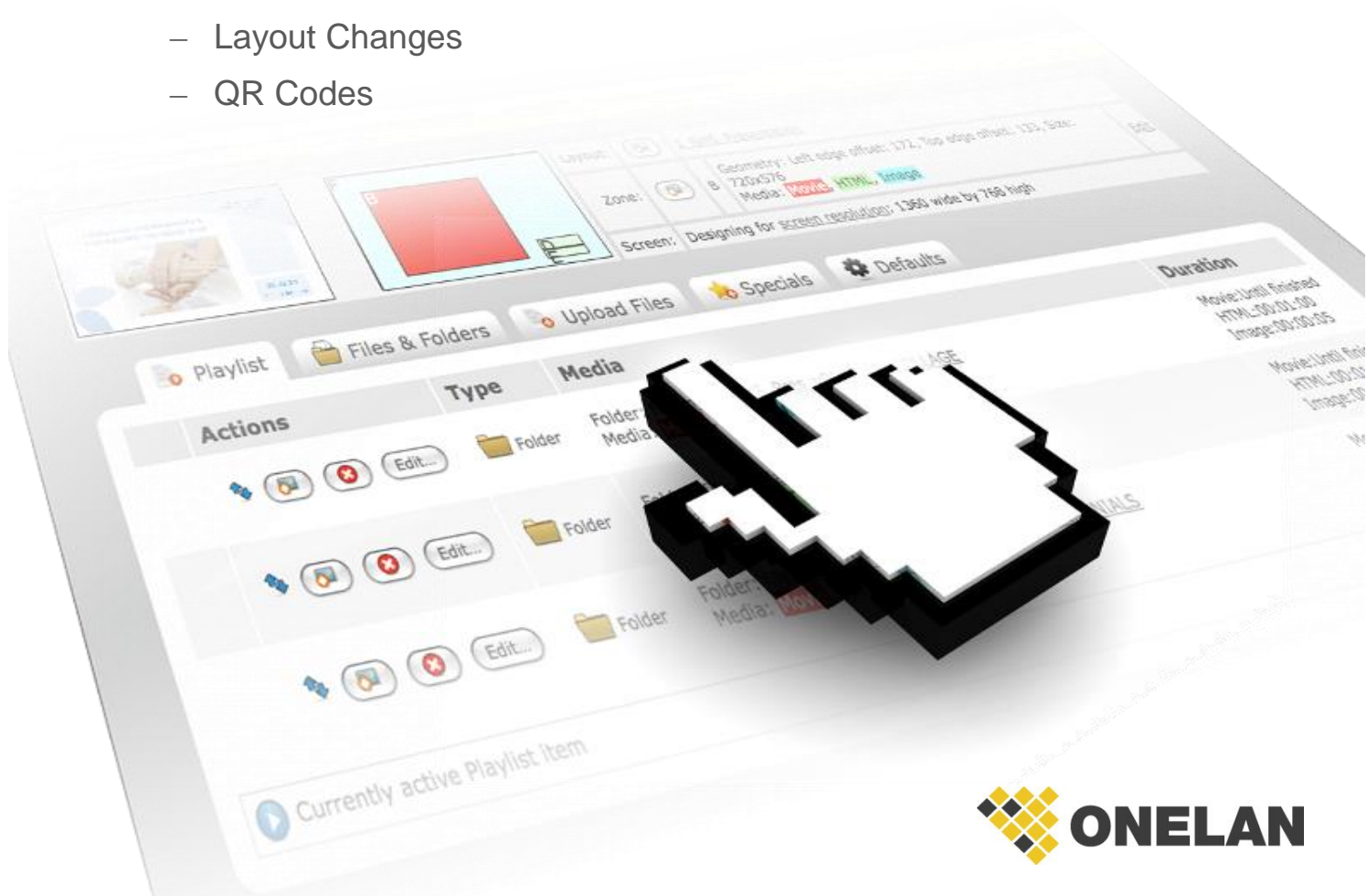
◆ **Playlist Folder Play**

◆ **Time validity functions**

◆ **Metadata control of playback (PLI)**

◆ **Media and Media Folder Play Time Validity**

◆ **Ad Hoc capability - simple user interface for local (1 to 1) or from centre (1 to many) changes and input of**

- – Messages / Announcements / Visual Paging
- – Table Data
- – TV Selection
- – Layout Changes
- – QR Codes

Key Elements of the ONELAN System

◆ **Digital Signage Appliance**

  ◆ Linux based system

  ◆ Web browser user interface

  ◆ Remote and central management

◆ **Multilingual UI Support**

  ◆ Capability to alternate between titles in different languages

  ◆ User interface in Arabic, Chinese (Traditional and Simple), English, French, German, Italian, Japanese, Korean, Portuguese, Russian, Spanish, Thai and Turkish.

◆ **Simple to use for non-technical end users**

◆ **Sophisticated network capabilities for IT dept. including LDAP**

◆ **Sophisticated Multimedia multi zone system**

  ◆ Unlimited number of screen zones in any position, layer or time

  ◆ Playlist per Zone

◆ **Comprehensive and Flexible Media Playout**

  ◆ Flash 11, HTML and HTML5

  ◆ Video: MPEG1/2/4, H.264 (4K), WMV9, QuickTime etc.

  ◆ Stills, Audio and Text

◆ **Web page cropping and zoom**

  ◆ Select a specific part of a webpage and enlarge it for signage display

◆ **Variable transparency for content and layout zones**

◆ **Ethernet, Wireless and 3G connectivity options**

◆ **Live Video / TV Capability**

  ◆ Stream in option (Stream-In Licence)

  ◆ Live TV capture option (NTB-HD-200T and NTB-4K-2000T)

  ◆ HDMI Capture option (NTB-HD-200C and NTB-4K-2000C)

◆ **Capability for integration to External Systems & Data sources**

    – Support for dynamic HTML5 and Flash content

    – Data Collection Engine Windows software solution

◆ **Instant Messaging Capability**

    ◆ Ad Hoc facility for sending messages to screen per player or network wide through use of a simple web user interface

◆ **Schedule Override capability**

    ◆ Ability to manually or automatically override currently playing schedules with a live event or emergency notification

◆ **Touch & Interaction Capability**

    ◆ Option for use with USB HID compatible screens and touch overlays

    ◆ Playlist control or touch pass through to Flash and Web content

    ◆ Support for General Purpose Input Output via RS232 – Trigger mechanism

    ◆ Bi-directional RS232 command support

    ◆ XML API

    ◆ IR Remote Control triggering

◆ **Backup and restore capabilities**

◆ **RS232 control and reporting of displays**

◆ **No recurring fees - one time purchase**

◆ **Free software updates**

About Smart Presentations Limited

Smart Presentations Limited is an innovative technology systems integrator.

Our mission is to be the preferred choice for organisations by virtue of our reputation and the quality of our services: 'Right First Time'. Our reputation for delivering what we say we will on the day of completion is the foundation of our long-term success. This positive experience has made us our clients' preferred choice.

'Right First Time' means all client projects are delivered:

◆ Fully operational

◆ On time

◆ Snag free

◆ All project documentation on completion

Our consultative approach allows every client to benefit from a comprehensive 'one-stop-shop' service for AV systems integration:

◆ Consultancy

◆ Project Management

◆ Installation

◆ Training

◆ Maintenance

◆ Asset Value Plan (lease finance)