

# WebDT Signage System

// DS3700/4700

## A Complete Digital Signage Solution

The WebDT Signage System by DT Research facilitates the creation of a unique and powerful communications medium that offers unparalleled opportunities to capture an audience's attention at key decision-making locations. The WebDT Signage System offers a complete solution comprising of signage hardware, device management software, and content management software. With remote management and available wireless connectivity, deployment is quick and locations are easily changed.

The WebDT digital signage solution is characterized by:

- Immediate, versatile deployment
- Web-enabled, intuitive usage experience
- Effective content and display management
- Large, integrated touch screen option for interactive signage and kiosks
- Durable industrial grade design
- A complete system from a single source

The DS3700 and DS4700 high-definition computing displays offer 37" and 47" screens respectively. Each all-in-one system integrates an LCD display with a signage appliance operating with Microsoft® Windows® XP Embedded, all in a slim,

mountable package. The durable, industrial grade design requires no active cooling, and has no moving parts, providing long and reliable operation. A high precision IR Touch option supports interactive signage or kiosk applications.

The WebDT Content Manager and WebDT Device Manager software tools provide remote content and device management, offering an active monitoring system for tracking and reporting to ensure optimum uptime and issue resolution.

Advancements in processors, in multimedia capabilities of software operating systems, and in networking technology make delivering and driving dynamic content over a network of WebDT display-integrated signage terminals a compelling alternative to non-integrated displays that require inefficient computing units, often mounted in difficult-to-service locations. The automated and remotely controlled WebDT Signage System is able to effectively deliver dynamic messages to specific audiences via demographics, psychographics, time-of-day, geography, store zone, and other customer-centric parameters.

## The WebDT Signage System: **Communicate, Connect.**

The WebDT Signage System includes:



WebDT Signage System -- All-in-one, slim, mountable design

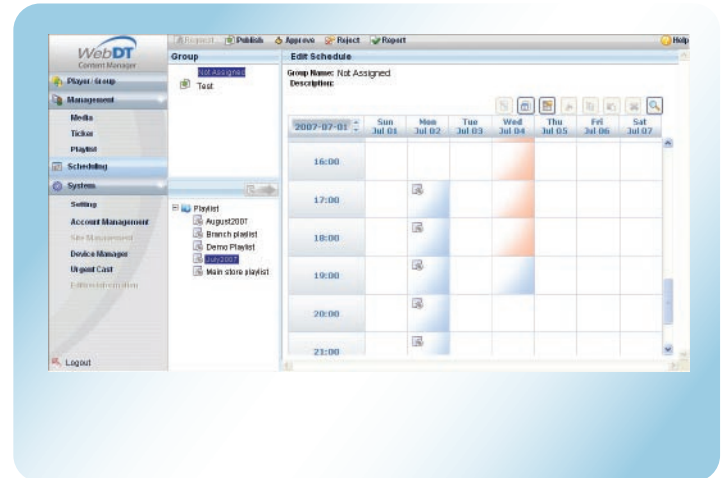
WebDT Device Manager

WebDT Content Manager

WebDT Signage System Hosting Service (optional)

# WebDT Content Manager

**WebDT Content Manager** software is one of the primary components in the comprehensive WebDT Signage System. This web-enabled server software provides central management of WebDT signage appliances as media players, and automates the design and distribution of a wide variety of multimedia file formats into playlists. Playlists are then set into schedules and stored in a central database for distribution to the network of signage appliances. With the WebDT Content Manager, the message to be played is assembled, scheduled, and delivered for dynamic playback over a network of appliances using standard file formats and protocols.



## Feature Highlights:

The WebDT Content Manager includes numerous advanced features such as device grouping, multimedia file setup and import, media playlists, single line ticker functions, urgent notification casts, scheduling with manager execution approval, email notifications, reporting, and advanced billing reports along with overall system administration functions.

- **Groups and Players** – Group signage appliances for easier scheduling, e.g., by geography, location, and type.
- **Media Management** – A variety of digital multimedia formats are supported, including image files, audio files, motion videos, Adobe Flash files, and Microsoft PowerPoint files.
- **Ticker** – Real-time RSS feed, fully configurable and controlled from remote locations.
- **Multiple-zones** – Display up to 8 channels in split-zones at the same time. Set attributes, easily move, resize, and change the z-order of each zone.
- **Preset Templates** – A number of basic screen layout combinations ready for use or create your own layout and save as templates.
- **Playlists** – Enable sophisticated content blending and multimedia playlist development of media clips or files.
- **Scheduling** – Schedule playlist and ticker schedule within a calendar structure, facilitating management approvals prior to deployment.
- **Urgent Casts** – Provides urgent messaging over deployed appliances; can interrupt or overlay scheduled content.
- **System Management** – Create regular and administrator accounts; establish system settings; configure system alerts and incorporate WebDT Device Manager support.
- **Reporting** – Provide detailed appliance execution logs, that may be used for account management and billing purposes.
- **Auto Recovery** – Appliances automatically continue to play back content and reload schedules after resuming from network errors.



# WebDT Device Manager

The **WebDT Device Manager** is a comprehensive software management tool to remotely manage networked WebDT appliances. It provides a web browser interface fronting a database management system which supports—e.g., inventory, organize, control, update—a network of WebDT signage appliances over the LAN, WAN, or wireless networks.

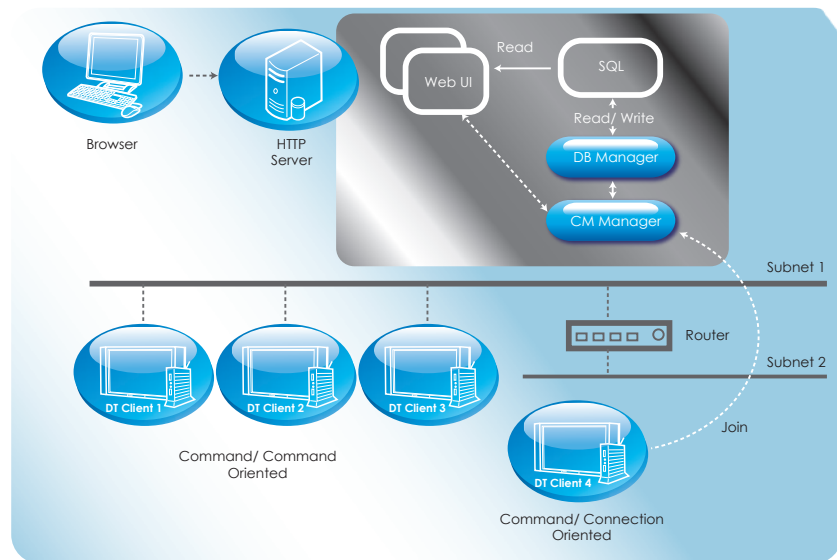
The WebDT Device Manager utilizes “push and pull” technology to interact with remote appliances, allowing system administrators to inventory hardware, update applications and registry entries, shutdown/ reboot/ wake up devices, update system firmware and software, along with access to advanced logging and scheduling capabilities.



## Feature Highlights:

The WebDT Device Manager offers the following major features through the modular design of the software. These functions are supported by primary modules which include CLIENT, SCHEDULE, MANAGEMENT, SYSTEM, and LOG.

- **Client Inventory** – View an inventory of all connected WebDT signage appliances.
- **History/Job Manager** – View the history and results of all WebDT Device Manager activities.
- **Scheduling** – Schedule appliance management activities that are subsets of WebDT Device Manager functions.
- **Group Management** – Group appliances to be subject to primary WebDT Device Manager functions.
- **Appliance Shutdown** – Shut down any appliance or groups of appliance within the network.
- **WakeOnLan** – Wake up, from a powered-down state, any WebDT appliance that is connected over wired Ethernet.
- **Image Management** – Push and pull software (OS) images from networked Windows XP-based WebDT appliances.
- **File Package** – Push files or applications to storage locations in remote WebDT appliances, with option to install.
- **BIOS Management** – Push BIOS updates to remote signage appliances.
- **Database Support** – Support for both MS SQL and MySQL back-end database software.



## DS3700/ DS4700 Computing Displays

- All-in-One, Integrated Computing Display

Processor	1.5GHz, x86 processor
Memory (RAM)	512MB or 1GB
Memory (Flash)	1GB, 4GB, or 8GB
Operating System	Microsoft® Windows® XP Embedded
I/O Ports	DVI-I, Audio jacks, 4 USB ports, RJ45 for Ethernet, 1 Dipole antenna (optional), 1 DC-in jack, S-Video input, Composite video-in
Display	37" – 1366 x 768 resolution; 47" – 1920 x 1080 resolution; landscape and portrait modes supported; 500 cd/m2 brightness; Wide-angle viewing

- Reliable, fanless operation, no moving parts
- VESA-compatible, wall, ceiling, and stand mounting
- Slim design with durable industrial-grade metal enclosure
- Optional Integrated mini-PCI 802.11 a/b/g WLAN adapter.
- Optional IR Touch with anti-reflective glass for interactive signage and kiosk applications

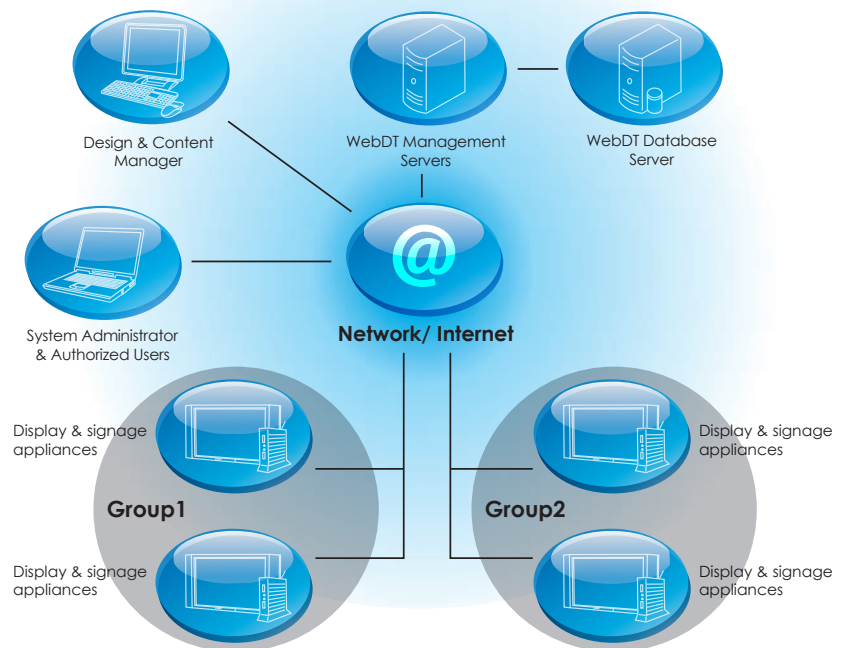
Specifications subject to change without notice.

## The WebDT Signage System

The WebDT Signage System's complete package of complementary hardware and software products enables the delivery of compelling content throughout an enterprise network of digital displays deployed for the distribution of timely, targeted information.

For more information about DT Research's WebDT signage products, please visit [signage.dtri.com](http://signage.dtri.com). Contact us at (408) 934-6188, or email us at [signage@dtri.com](mailto:signage@dtri.com).

## WebDT Signage System Configuration Diagram



## Hosting Service

DT Research offers a convenient monthly plan, ideal for customers looking to avoid upfront capital expenditures associated with hardware and software licensing, leaving the maintenance and operational issues to experienced partners.

Please visit <http://signage.dtri.com/hosting>, or contact a DT Research salesperson to discuss your needs and receive pricing.