

# DIGITAL SIGNAGE

- **Controlling content**
- **Scalable networks**
- **Add-on applications**

## The Digital Signage Revolution

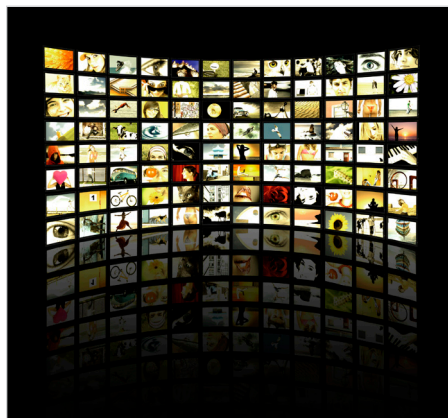
*A well crafted, multi-media display captivates the attention of shoppers, patrons and employees to influence their perceptions and actions.*

Digital signage is transforming the way we communicate messages – changing static spaces into dynamic, entertaining, and informative portals. It is being used by retail, educational, and corporate organizations to strengthen brand identity, promote products, entertain, and provide valuable, timely information.

## Controlling Content

WEGENER® has been in the vanguard of the digital signage revolution, providing a full-featured, end-to-end solution that delivers high quality video, audio, graphics, and data. But what distinguishes WEGENER's digital signage solution from others on the market is our approach.

Coming from the broadcast world we are experts at delivering the proper

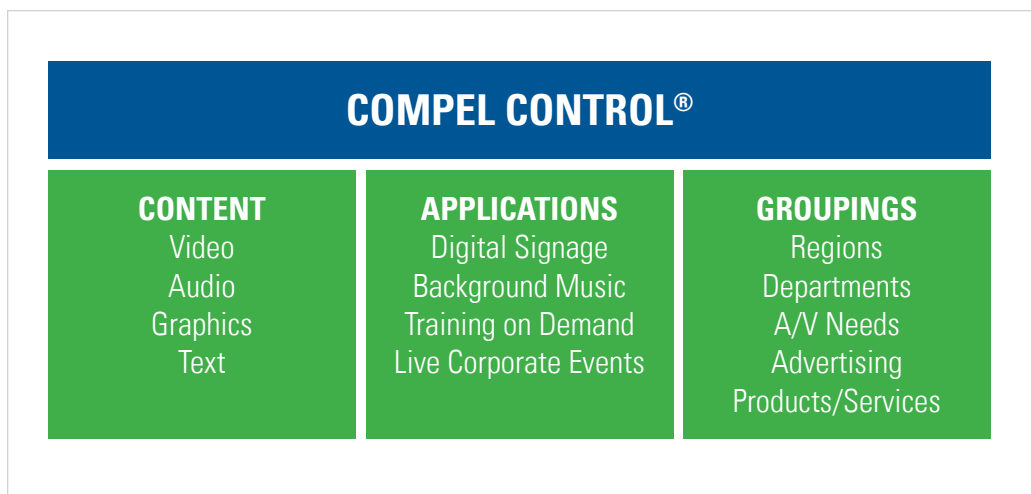


content to the right place at the right time to 100s of thousands of sites simultaneously. We have proven our solution by deploying networks that control simultaneous delivery and playout of 150 million ads per month. WEGENER utilizes this expertise to help digital

signage networks centralize control - ensuring scalable growth, quality control and consistent corporate branding.

**OPTIMIZING MEDIA DISTRIBUTION**

With WEGENER Compel<sup>®</sup> network control, network administrators can update, modify, or delete digital signage elements—with live or automated commands—on behalf of all receive sites. Organizations can also determine which content will be seen at each of their sites—treating them as individual screens; grouping them by regions or zones; or placing them in multiple groups according to a wide range of criteria. For example, a network operator can inject regional flavor into audio/visual presentations, and promote products, offers, and services that are relevant to the people of a particular geographical area.



### **Scalable Network Control**

WEGENER offers two types of network control to scale growth according to business and/or operational needs.



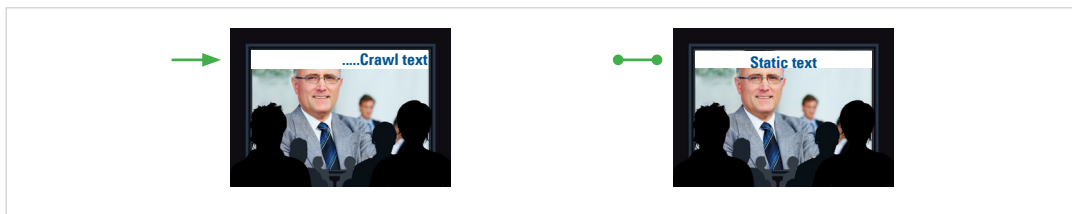
CompelConnect.com provides IP-based control of small and mid-sized video networks. It provides Software-as-Service (SaaS) management tools for content distribution, scheduling, layout control, and health & status monitoring of WEGENER iPump 525 IP media players via the web. With an intuitive, user-friendly GUI, CompelConnect.com lets the user schedule

how and when content is distributed, and in what style content is played out of WEGENER iPump 525 IP media players.

WEGENER media players support file-based standard definition (SD) and high definition (HD) video, MPEG-1, MPEG-2, and MPEG-4 (H.264) video formats and text overlays. The overlay feature allows text and graphics to be displayed on top of a video payout in a variety of styles and on-screen locations.



The network control tools available to CompelConnect.com clients make it simple to immediately overlay displays with time sensitive, site-specific information – such as regional news, local advertiser contacts, or horse racing odds – with a choice of static, or crawl text formats.



CompelConnect.com clients have access to a full-featured remote network control system, with enhanced support for multiple users per network. Additional benefits include WEGENER technical support, file backup of data archives, and free automatic software updates.



**WEGENER®**

**Could This Be You?**

**Year 1** = 50 sites x 1 screen




**Year 2** = 100 sites x 3 screens

**Year 3** = 200 sites x 3 screens

- + background audio
- + 5 advertising packages
- + 2 live events
- + 2 training programs

And, as a network grows, clients can seamlessly migrate to the full featured Compel network control system to gain access to additional options, such as, satellite distribution, 1000+ site database management and automated content delivery based on site profiles. Compel® network control system is the foundation of WEGENER's flexible, open architecture system for dynamic media distribution via satellite or terrestrial paths for content providers, private network operators, and TV and radio broadcasters.

Compel is a hardware/software platform continually refined to support live and file-based media. WEGENER's Compel network control system can simultaneously support all WEGENER media receivers. For digital signage environments, the expanded receiver lineup includes;

Product	Applications	Delivery
 <b>iPump 562 media player</b>	live and file-based enterprise video networks * Digital Signage * Corporate Communications * Training on Demand * News & Information	satellite/terrestrial delivery
 <b>iPump 525 media player</b>	live and file-based enterprise video networks * Digital Signage * Corporate Communications * Training on Demand * News & Information	terrestrial delivery
 <b>Unity 202 audio receiver</b>	live and file-based background music * Business Music * Music on Hold	satellite delivery

Compel empowers our digital signage clients to address their organization's expanding needs and to create unique solutions to improve:

- national/global operations
- multiple-language broadcasts
- local ad-insertions
- loss-of-signal or power failure contingency planning
- training programs
- background music
- time-zone delays
- emergency broadcasts
- and much more...



### **Creating A New Environment**

Whether your end-viewers are located in stores, banks, corporate offices, restaurants, airports, churches, or sporting venues - WEGENER's digital signage solution offers a pragmatic approach to building a dynamic communications network.

With 30 years building revenue, engineering products and creating network solutions for TV broadcasters, cable programmers and radio networks—WEGENER has an excellent track record of helping clients launch new projects successfully.

For more information about **WEGENER digital signage solutions** please contact **770-814-4021** or [globalsales@wegener.com](mailto:globalsales@wegener.com).

***Sample list of WEGENER customers***

HDnet  
BBC World Services  
Satellite Store Link  
Muzak  
AAFES  
All Mobile Video  
Roberts Communications  
NBC Health

**WEGENER**

Johns Creek Technology Park  
11350 Technology Circle  
Duluth, Georgia 30097  
USA

TEL: 770-814-4000

EMAIL: [info@wegener.com](mailto:info@wegener.com)

WEB: [www.wegener.com](http://www.wegener.com)

**OPTIMIZING MEDIA DISTRIBUTION**

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