



Products

InfoSign Cast

The power of your own Self – administered Digital Signage system.

InfoSign Channel

Keeping Internal Communications Fresh. Subscription based signage.

ServDentist™

Digital signage for the dentistry industry

InfoSign Media Control Center

Lets us monitor the health and transmission of your network.

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Bulletin Notice

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Product: InfoSign Channel

Markets: CBCI Telecom business partner

Effective: Immediate release

Subject: InfoSign Channel Versus InfoSign Cast Comparison Chart

The enclosed comparison chart is to be used as an internal sales guide to help simplify (or summarize) the differences between the InfoSign Cast and Channel digital signage solutions.



Executive Summary

The most important differences:

Cast is a client self-administered purchased software and hardware solution where the customer determines their own zones, creates their own content and transmits to their content players, utilising their own bandwidth. This application is an effective way for companies to provide employees, visitors and customers with information and entertainment. Cast provides for user role permissions, addressable displays permitting the regrouping of multiple units into groups (to have different messages for different areas within a location or among sites), a scheduler for different messages at different times, as well as a choice of displaying in either portrait or landscape modes. The "Spotlight" area can also be linked to mirror an external web site that generates additional content updates. All web supported image files, as well as video files such as AVI, Quicktime, MPG and attached audio are supported. Network health and remote monitoring is managed by the user with provided tools.

Though Cast is a very powerful solution, 85% of your customer don't need all it's compelling features and would prefer to have a simple solution which gets them up and going in no time, provides ideas for content (not just coloured backgrounds as our competitors offer), actually contributes content with business and entertainment related topics, to help to keep their messages fresh all with exciting dynamic effects.

Welcome to InfoSign Channel.



InfoSign Channel is a subscription based (annual rental of a web interface and content player) dynamic digital signage solution for corporate, governmental and educational internal communication needs. No software to buy, no hardware to maintain, no hidden

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costs, just content choices to brighten up the workplace as well as inform the staff, visitors and customers on the latest developments on strategically placed large screens.

Please Note: Screens, wall/ceiling mounts, local power, local Ethernet connection and installation are not included in the annual rental fee.

The most important differences between InfoSign Channel and Cast (as well as every other competitor in the world) are supplied content and an easy to use interface. Let's start with content.

InfoSign Channel Content library furnishes three types of selectable content;

Personalized

-Pre-configured visual content requiring a simple fill in the blanks approach

User Generated

- For locally imported pictures, page layouts and text

Packaged

-Just choose among different pre-fabricated messages covering multiple topics such as Business Best Practices, IT tips, Green tips, Trivia and much more. Another industry first is our "Auto-load" update feature which will change certain predetermined themed content on a weekly basis if desired. So there is always something new on screen even when your away.

To provide simplicity, we deliver a standard template with pre-configured zones based on internal communications best practices (not retail). To personalize the system, the client has a place to exhibit their Logo, an Office Spotlight area for either locally inserted images, partner logos, or short text messages, an area for local Time & Date, local Weather and alerts as well as a revealed text Banner zone for both local news and internal messages. To eliminate the distraction of annoying audio in an office environment, we have also removed the video playback feature.



Via the ISM Control Center, (included with InfoSign Channel), we have removed the complexity of scheduling, the responsibility for maintaining and monitoring the network, as well as updating the software and Content Players. Bandwidth issues are also reduced, since we host their network and transmit to their displays via secure dedicated IP addresses, in the middle of the night.

If something goes down, since ISM owns the rented Content Player, we replace it.

A solution, clients have been requesting and no company has taken seriously, -until now.

Will you be part of the next solution which will revolutionize the delivery of internal communications worldwide? I hope so.

With InfoSign Channel it's all about '**Keeping Internal Communications Fresh**'.

Thank you,
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