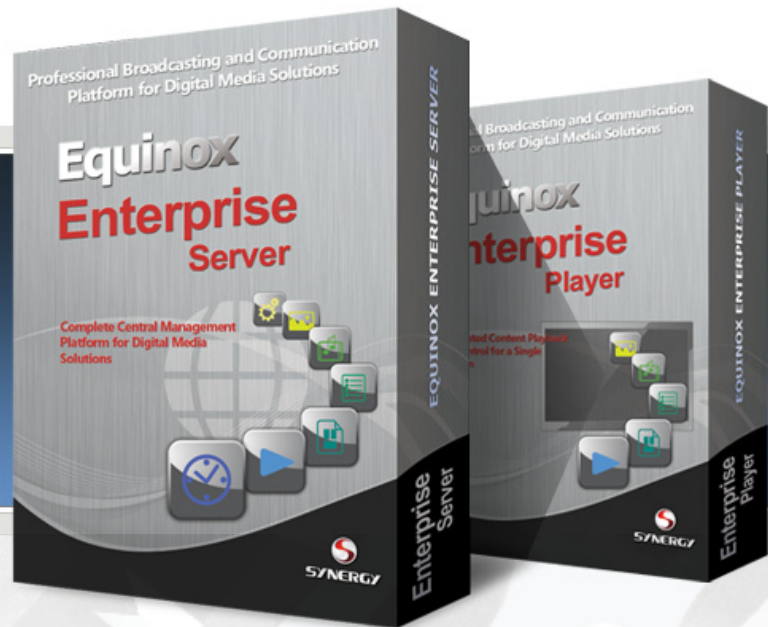
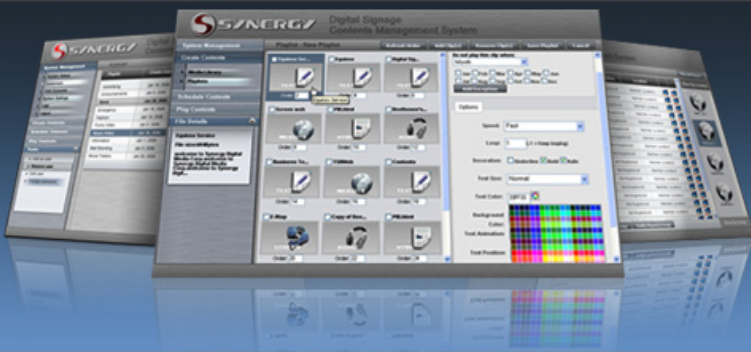




Equinox™ Enterprise Edition



Equinox™

Overview



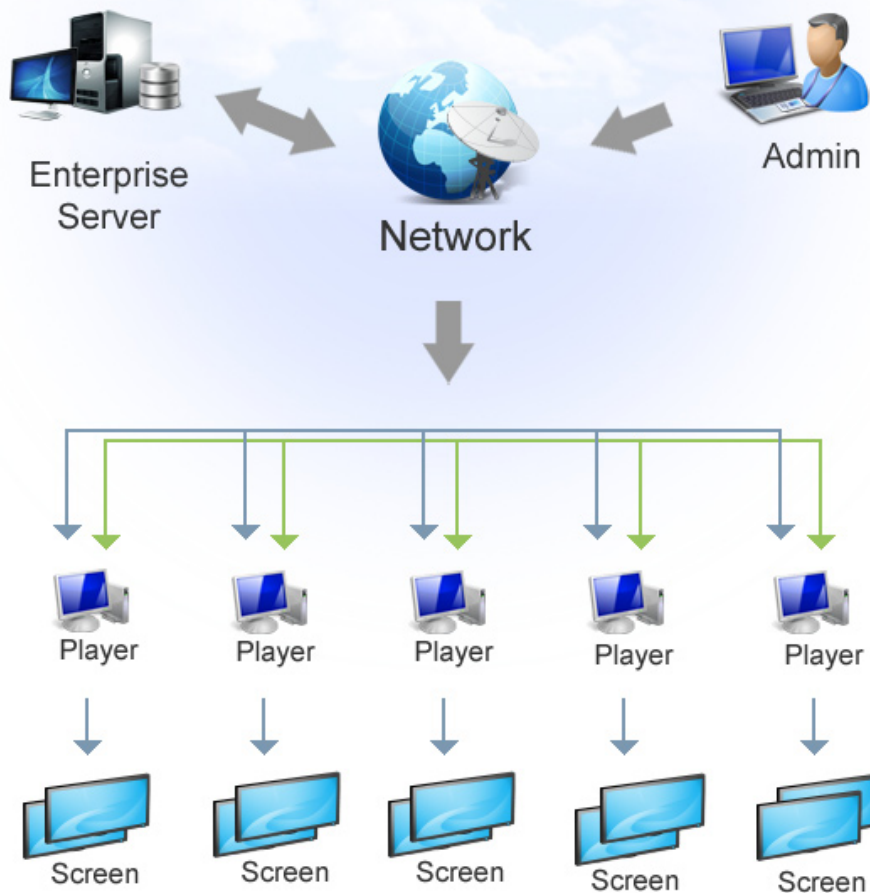
Equinox Enterprise Edition is a web-based Digital Media Platform allows you to manage and schedule content, monitor attached devices and PCs, and distribute messages across a digital signage network comprising of one to thousands of display screens from one central location.

Equinox Enterprise Edition is suitable for medium to large sized digital signage network implementations with extendable feature packages*. Equinox Enterprise

Edition is a self-hosted server solution for users that want to host their contents internally, and are concerned about network configuration changes. With this edition, there are no ongoing monthly fees to deal with. Simply purchase the server license, install on the dedicated PC server and start managing your network of Equinox Players.

Equinox Enterprise is used for a wide range of purposes, including generating advertising revenue, influencing buyer behavior, building brands, increasing sales at POP (point-of-purchase), collecting customer information, and improving their experiences. By using Equinox Enterprise Edition in your network, businesses can manage the system at a lower cost and with greater efficiency.

Equinox Simple and Efficient Operation



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Server System



■ Enterprise Server System

Equinox Enterprise Server allows you to:

- ▶ Upload media, text files, and web resources into a central media content library
- ▶ Build a multi-zoned screen layout
- ▶ Manage the creation of playlists
- ▶ Distribute content to the right zone(s), to play your content on a specific date or during a particular time range

■ Enterprise Player

Equinox Enterprise Player provides dynamic and reliable playback for various popular types of digital contents that are managed and delivered by Equinox Enterprise Server. Equinox Enterprise Player continuously synchronizes media files, playlists, schedules and remote control commands with its server in real-time and sends back check-in statuses for monitoring purposes.

- ▶ Support from any single screen resolution to multiple screens with single media player
- ▶ Support both landscape mode and portrait mode
- ▶ Play back a huge selection of digital media contents stored locally or from streaming resources
- ▶ Synchronize only the necessary contents, modified playlist/layout/schedules within seconds to ensure the players up-to-date
- ▶ Ability to run even without network connections using the previously stored media contents, playlists and schedules
- ▶ Log back the players' internal/external IP and last active time to Equinox server
- ▶ Support remote player controls, e.g.: volume adjusting, automatic player reboot, RS232 display controls

SYNERGY Digital Signage Contents Management System

System Management

Create Contents

- Media Library
- Playlists

Schedule Contents

Play Contents

Playlist - Coffee Shop - Playlist 1*

Save Playlist Cancel

Options

Duration: 5 sec (-1 = Forever, 0=skip)

Sheet: Sheet5

Column: 15

Row: 28

Display Data As: Text

Speed: Fast

Decoration: Underline Bold Italic

Text Size: Normal

Text Color: 006600

Background Color: FFCC33

Text Animation: Right to left

Save

AUDIO

TEXT

RSS

WEBSITE

STREAM

Data Messenger

Equinox™

Features



■ Precise Locations

Equinox provides ultimate localization. You can schedule your media to one location, selected locations or a group of locations.

■ Scalable Networks

Equinox supports unlimited users and dynamic displays for your digital signage network. Equinox can distribute to networks installed on one server or physically separated on two or more servers.

■ Account Management

Equinox offers total control of your network.

■ Pro-Active Network Reporting

Equinox includes system logging functions for monitoring the digital signage network health. You can check your digital signage network for information, warnings, and errors via the web.

■ Email Alert

Equinox supports email alert function. It will notify you through email when there is a warning on the network status (e.g. Player Offline Alert).

■ Outgoing Mail Server Setup

Equinox provides email sender setting function. It can deliver mail messages directly to email recipients.

■ Media Files Management

Ability to upload, and search media assets for use on network. The system is built to support all common PC based media formats, including:

- ▶ Video (MPEG 1/2/3/4, DIVX 1/2/3/5, AVI, WMV, MOV, FLV, MP4)
- ▶ Flash (SWF)
- ▶ Audio files (MP3, WMA, MIDI, WAV)
- ▶ Web Pages (both local and web-based URL's)
- ▶ Still Images (GIF, JPEG, PNG, BMP)
- ▶ Video Streaming (RTSP, MMS, RTP/UDP)
- ▶ RSS feeds
- ▶ Plain Text (with transparent background)

Large and small media files can easily be added to your space. Also, streaming media files can also be uploaded by specifying the target URL.

Equinox Enterprise Edition also supports FTP upload function by using third party software.

■ File Access Permissions

Equinox Enterprise Edition provides a function of administering permissions or access rights to specific users or groups of users. This function controls the ability of the users affected to view the files and use these files to create playlists.

■ Media File Viewer Function

Equinox Enterprise Edition supports a flexible way (Details View or Thumbnail View) to display each media files in Media Library and Playlists.

■ Playlist Creator

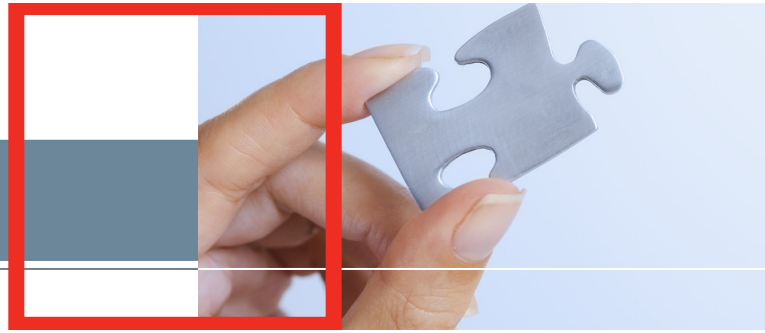
Create a sequence clip of media contents that can be scheduled by date and time for inclusion in a layout zone. The playlist creator also allows media preview in a thumbnail when you click each clip.

Users can only see the playlist(s) which is created by their own.



Equinox™

Features



■ Trigger Module

Equinox provides trigger module to launch specific media clips across one or more Equinox Players on demand. The triggered media clips will supercede all currently scheduled media content currently playing on your Players for a preset period.

■ Layout Creator

Enables the user to design and save multi-zone layouts based on any resolution. The layouts can contain one zone or multiple zones that are populated by playlists created and scheduled from the media files. Familiar drag-and-drop function can easily create layout(s) to use. Also, Equinox supports overlay function which means each zone can be overlaid on top of the other.

Users can only see the layout(s) which is created by their own.

■ Schedule Creator

- ▶ Preset one or more playlists on a specific date or time range such as by day, week, month, etc. Each playlist may contain different contents in a sequential order. You can upload selected contents to your targeted audience through the upload function.
- ▶ The multi-zone layout can be fully scheduled as a whole and also allows each sub-zone or single zones to have a nested schedule by a common calendar interface.
- ▶ Equinox includes a failsafe mode. If there are no more playlists defined for the current time, the Player will loop the Default Playlist.
- ▶ Equinox offers a layout sequence. That defines the layout that plays in the exact order specified. This function allows you to have layout follow one after the others.

■ Player Management

Allows you to control the media to any digital display device by assigned schedule. It allows you to schedule players by groups of players. For example, you may wish to segment your network by geography (e.g. Northwest Locations). Player management will be responsible for tracking the status from each player, and monitoring groups of players.

■ Player Access List

Equinox Enterprise Edition supports this function to control the ability of the users affected to view, manage, and register the specific players.

■ Security

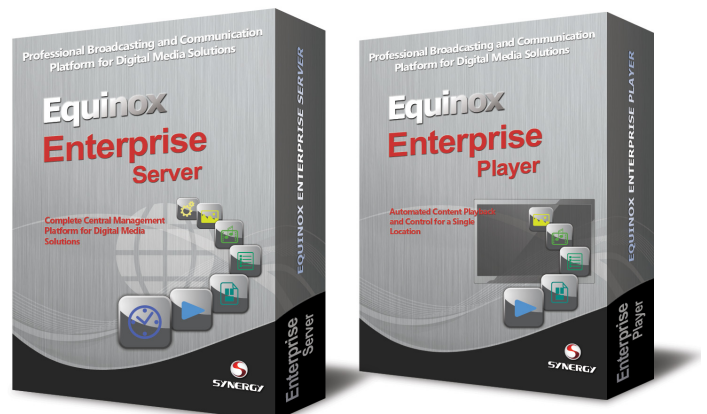
Equinox only allows authorized users to access the network.

■ Equinox Controller (RS232)

Equinox supports remotely controlled devices through a serial port which allows the user to run pre-defined commands. The user can also customize devices and command codes. This feature works with any A/V product that has RS232 command support including plasmas, LCDs, projectors, and more. Functions that can be controlled by a PC are:

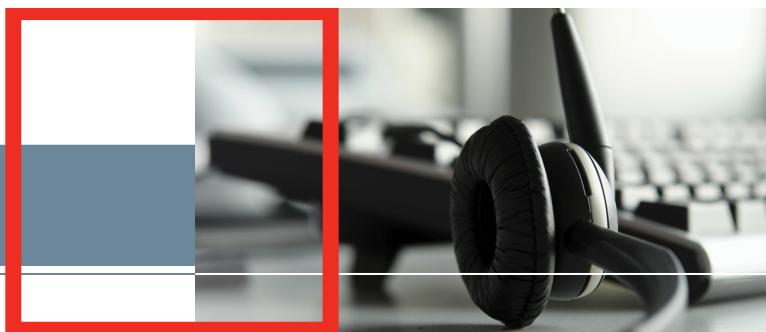
- ▶ Run RS232 command code
- ▶ Customizing command code
- ▶ Scheduling when to send command code

(Some models may need customization work, please contact your sales person for more details.)



Equinox™

Features & Contact Info



■ Minimum System Requirements

Equinox Digital Signage Player PC

Due Core CPU

1GB RAM if running Microsoft® Windows XP Pro/Home

2GB RAM or higher if running Microsoft® Windows 7 Pro/Home or Vista

80GB HDD

Internet connection (ADSL/LAN or faster)

TV tuner card (if live video signal is required)

(Standalone Edition does not require an Internet connection)

Equinox Digital Signage Server Software

250 User:

▶ **CPU:** Dual Core 2.2GHz CPU

▶ **Memory:** 2GB RAM

▶ **Hard Disk:** 640GB HDD

▶ **OS:** Microsoft Windows Server 2008

500 User:

▶ **CPU:** Quad Core 2.33GHz CPU

▶ **Memory:** 4GB RAM

▶ **Hard Disk:** 1TB HDD

▶ **OS:** Microsoft Windows Server 2008

750 User:

▶ **CPU:** Quad Core 2.83GHz CPU

▶ **Memory:** 4GB RAM

▶ **Hard Disk:** 1TB HDD

▶ **OS:** Microsoft Windows Server 2008

1000 User:

▶ **CPU:** Quad Core 3.06GHz CPU

▶ **Memory:** 4GB RAM

▶ **Hard Disk:** 1TB HDD

▶ **OS:** Microsoft Windows Server 2008

(Please contact us for details of minimum hardware and software configuration required for Equinox Full Server System)



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