

Device Management in Digital Signage Applications

Digital Signage is a powerful communications platform for efficiently delivering messages to large numbers of people via display devices – typically plasmas, LCDs, and scrolling message boards. With display prices continuing to fall due to commoditization, Digital Signage solutions are becoming more popular and being implemented by more customers in more industries.

The most critical component of a complete Digital Signage solution is the effective delivery of content to the intended audience. Software applications which enable the efficient creation, distribution, and scheduling of content offer tremendous value to customers. Yet these systems often overlook a vital piece of an effective Digital Signage solution: namely, monitoring deployed devices to ensure they are operating properly and delivering content as expected.

Whether delivering a message to employees to raise awareness of enrollment deadlines or to customers to inform them of a new product offering, displays must be on and properly functioning for the message to have a chance of reaching its intended audience. **Robust device control software provides an additional layer of functionality that guarantees displays and other devices are operating when – and only when – they are intended to.** By proactively controlling, monitoring, and scheduling devices, advanced device control software maximizes a content provider's ability to reach the intended audience and maximizes the customer's return on investment in Digital Signage. Only Digital Signage software applications that provide these advanced capabilities offer the most effective communications platform.

Simtrol's Open Approach to Control Systems

Simtrol, Inc. (OTCBB: SMRL) is an innovative provider of device control and monitoring software. We develop scalable software solutions that cost-effectively manage disparate devices in complex environments, including boardrooms, courtrooms, and operating rooms. As contrasted to historical device control and monitoring solutions, which have been driven by proprietary closed-architecture hardware-based solutions, Simtrol uses an open software-based approach that incorporates standard interfaces. This architecture enables customers to dramatically improve efficiencies and benefit from lower total cost of ownership.

Simtrol's Device Manager™ software is a Windows-based product that includes a device control engine that performs the “heavy lifting” of command/response processing and queuing. Simtrol's Device Manager also contains an array of tools for remote diagnostics and monitoring, including proactive notification, remote control panels, reporting, and other asset management functions.

Simtrol Integration with Digital Signage Solutions

Consider a retailer that invests hundreds of thousands of dollars deploying plasma displays throughout stores nationwide to communicate with customers about new product launches, upcoming promotions, and other key events. With Device Manager's advanced capabilities, the Digital Signage software application that manages and schedules content to the numerous displays can also remotely monitor and control each individual device, as well as groups and

collections of devices. Device Manager can also report on the health, status, and use of devices; schedule devices for routine activities (such as powering on at 10 a.m. and powering off at 9 p.m.); and proactively alert designated contacts when a device unexpectedly becomes non-operational. The retailer can now be assured that each individual display is operational and the specific message is being delivered to customers as expected. See Diagram 1.

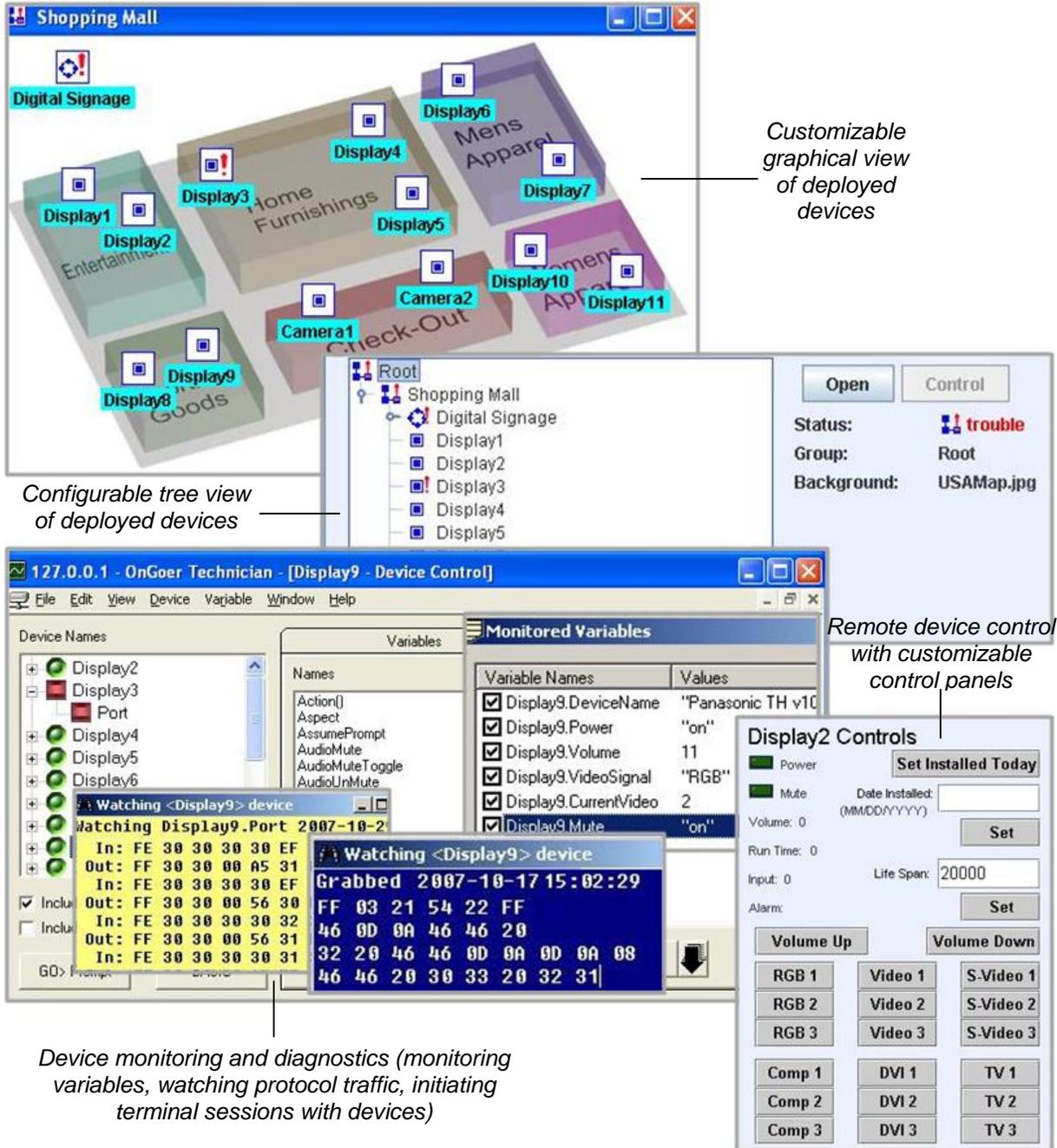


Diagram 1: Simtrol's Device Manager provides configurable graphical and tree views of the environment combined with remote control, real-time alerting, and diagnostics of devices.

The ability to remotely control, monitor, and diagnose Digital Signage devices means content delivery is greatly improved along with the financial return on customers' Digital Signage investments. Specific features and benefits of a Device Manager implementation are described in the table below.

Feature	Benefit
Remote monitoring and diagnostics ensure that devices are operational and delivering content when expected	Improves ability to communicate with intended audience
Scheduling reduces electricity consumption and delays the purchase of replacement parts by extending device useful life	Saves money
Scheduling enables devices to be powered off when intended audience is not present	Reduces carbon footprint
Remote control, monitoring, and diagnostics provide the foundation for Help Desks and other managed service offerings	Enables improved service and support

By employing Simtrol's open and structured approach to device control, devices may be upgraded or otherwise swapped out seamlessly without the time and expense associated with proprietary solutions. If a customer wants to install a newer make or model of display, no time or effort is wasted supporting this activity.

Device Manager's open architecture makes it an ideal solution to be bundled into Digital Signage applications. By exposing web services through a Service Oriented Architecture (SOA), Device Manager easily integrates with any Digital Signage application to provide maximum functionality and flexibility. See Diagram 2.

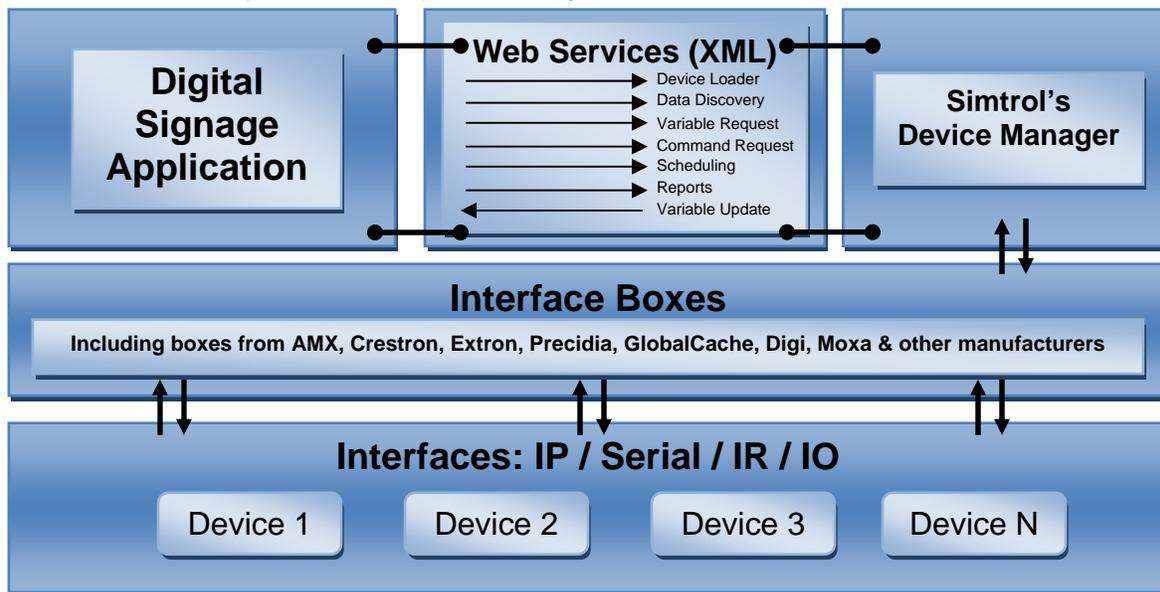


Diagram 2: Simtrol's Device Manager integrates with Digital Signage applications by exposing web services thru an SOA.



Conclusion

Organizations are investing in Digital Signage solutions to improve communications with employees, customers, partners, and other stakeholders. Software applications that manage the creation and distribution of content are at the center of the industry's growth. By providing the ability to control, monitor, and troubleshoot plasmas, LCDs, and other devices, Digital Signage software applications can offer differentiated solutions that guarantee devices are operational when expected, thus improving content delivery, saving money, helping reduce carbon footprints, and enabling improved support across the deployed environment. Simtrol's Device Manager provides the advanced device control capabilities needed to maximize the effectiveness of any Digital Signage application.