



**connect** with your world...



**POV<sup>NG</sup>** enables you to create screen networks and target your customers using high-impact, efficient, cost effective messaging...



## Welcome to the digital future

We live in the world of the iPod, the mobile phone and the laptop. The way we communicate has changed forever. In today's increasingly mobile and time-poor world, reaching consumers with the right information at the right time has never been more important.

POV<sup>NG</sup> is the ideal way to reach information-hungry audiences. It takes the street signs, posters and point-of-sale material used for many years to target people on the move to the next level, allowing the creation of screen networks that can show messages relevant to the viewer's demographics or buying behaviour.

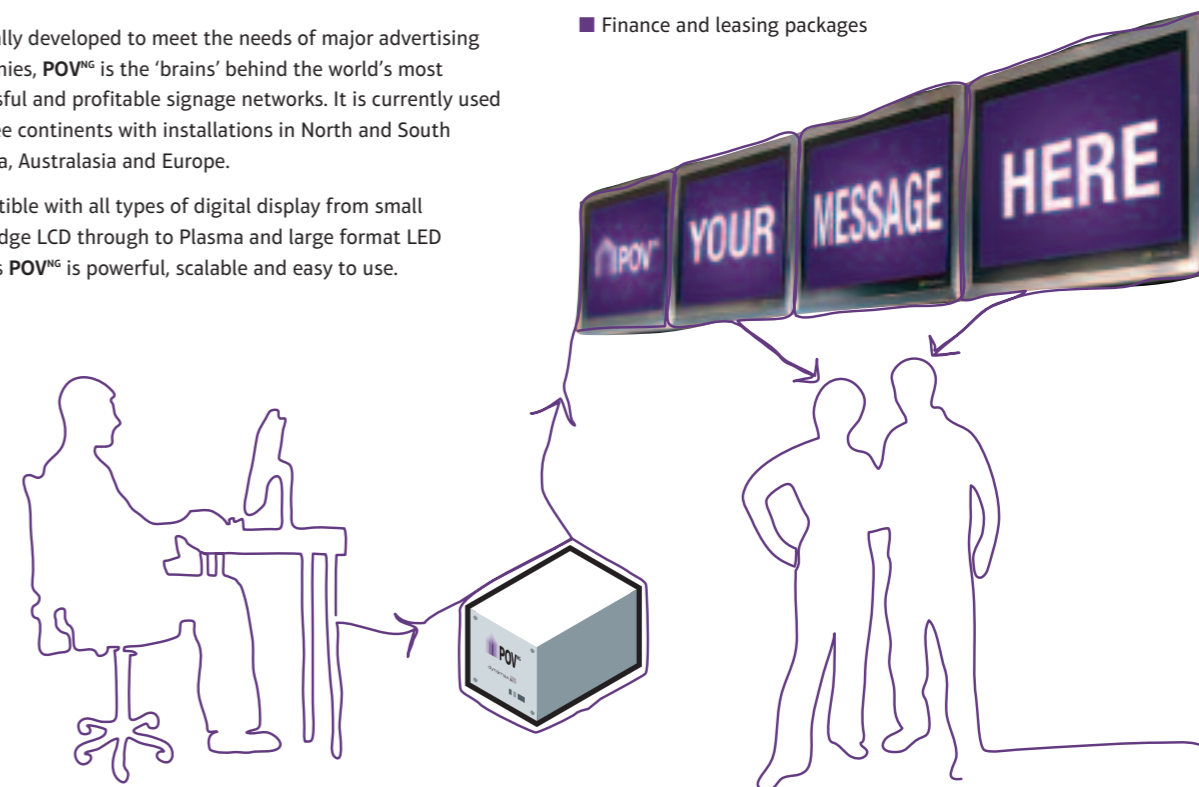
### Stand Out from the Crowd

Used by three out of four of the UK's largest media owners, POV<sup>NG</sup> enables you to deliver live schedules of information, news and advertising over networks thousands of screens strong from a single location. POV<sup>NG</sup> powered networks already reach 27 million pairs of eyes each week.

POV<sup>NG</sup> creates screen networks that target consumers with high-impact messages in a manner they understand, more quickly, efficiently and cost-effectively than standard posters or point-of-sale materials.

Originally developed to meet the needs of major advertising companies, POV<sup>NG</sup> is the 'brains' behind the world's most successful and profitable signage networks. It is currently used on three continents with installations in North and South America, Australasia and Europe.

Compatible with all types of digital display from small shelf-edge LCD through to Plasma and large format LED screens POV<sup>NG</sup> is powerful, scalable and easy to use.



POV<sup>NG</sup> was created by Dynamax, a leading authority on digital signage which provides best-of-breed solutions to customers wishing to invest in screen networks. Founded in 1999, Dynamax's commitment to innovation and excellence has won its ISO 9002 accreditation and a client-list that includes Titan Outdoor, JCDecaux, BT, Clear Channel and The Community Network.

### A Perfect Partner

Dynamax will centrally manage your digital signage project from conception to completion in partnership with our global network of partners to provide you with:

- Full training for staff, ensuring you get the most from the network
- Competitive screen sourcing and selection
- Effective screen positioning
- Installation
- Content distribution server and Communication
- Network management
- Content creation
- Advertising partners
- Finance and leasing packages

## a proven, profitable **POV<sup>NG</sup>**

**POV<sup>NG</sup>** is a proven solution tested in environments where 24 hour availability is critical and any downtime costs money.

In a world where efficiency and cost saving has more impact on profitability than increased sales, **POV<sup>NG</sup>** maximises the financial benefits of running screen networks.

### Advertising Intelligence™



For advertising network owners, **POV<sup>NG</sup>** has a powerful back-office system that not only makes light work of driving content to screens, but also the sales and accounting administration that goes with running an advertising-based network:

- Campaign costs can be instantly calculated according to demographics, location, dates, days of the week and time
- 'Attractor' and 'repulsor' content rules ensure conflicting advertisements will not be shown back to back, while complementary creative is grouped together
- A user-friendly interface provides full access to audit reports and Advertising Intelligence™ data

### Content

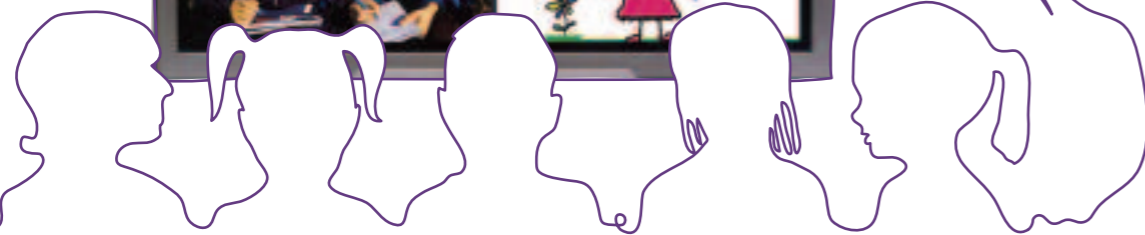
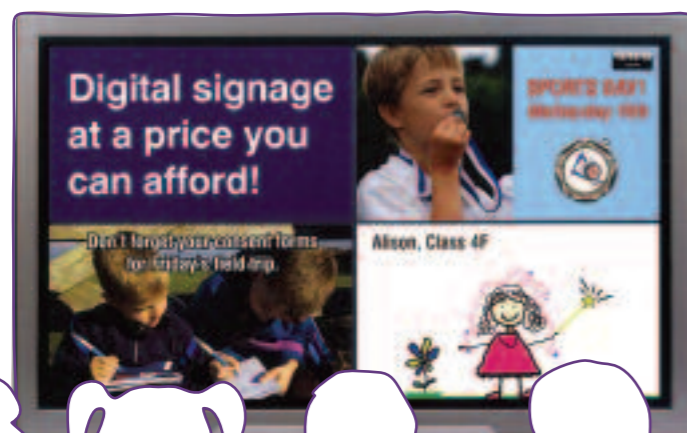
- Use **POV<sup>NG</sup>** to build a screen layout using current and future media assets to present a compelling image for public viewing
- Stream live news feeds, website data or TV to your screen
- Themes, wallpapers and templates are supplied to assist content creation and aggregation

### Control

- The **POV<sup>NG</sup>** play-list creation can be fully automated based on live third party variables such as stock, weather, customer or sales events
- The system can input and output control commands to third party hardware and software devices such as screens, lights and motion control devices

### Reporting

- **POV<sup>NG</sup>** provides 'Traffic Light' summaries of signage network health
- Hardware can be monitored via SNMP Protocols
- Proof Of Play statistics are instantly and can be exported to Microsoft Excel or user-defined reports
- All content, software and hardware performance data is stored in a Microsoft SQL database which can be further mined with standard SQL reporting tools



## **POV<sup>NG</sup>** in action...

practical, lasting solutions for retailers, media owners, corporate communications, the public sector and education...



### JCDecaux



### TITAN WORLDWIDE



*"This system gives us a significant lead. It is designed to be as scalable as **POV<sup>NG</sup>**, which means we can grow the network quickly.*

*"It could also lead to a step change in the way that advertising is bought in the US. Being able to update a national campaign at the flick of a switch and even sell outdoor advertising in TV-style 'day-parts', as the new software enables us to, is enormously exciting. When we looked for inspiration for our solution, Dynamax's **POV<sup>NG</sup>** was the clear leader in terms of what we needed"*

**Joe Shannon**  
CTO, Clear Channel Worldwide

*"The screens deliver dramatic visual impact and thanks to Dynamax, we're able to promote our special offers whilst also generating advertising revenue. We're already seeing the benefits."*

**Phil Duggleby**  
Eurostar Development Manager  
Waterloo International, London

*"With over 2000 screens in Post Offices throughout the UK, Ireland and Australia, we need a system that is reliable and requires minimal maintenance whilst remaining cost effective. **POV<sup>NG</sup>** fits the bill perfectly and I would recommend it to anybody setting up a digital signage network."*

**Dave Ravenscroft**  
Managing Director  
The Community Network

*"**POV<sup>NG</sup>** enables Titan to widen its appeal to advertisers and to enable those advertisers to either use moving images or update copy throughout the day. As well as this, advertisers can target travellers at specific times of the day."*

**David Pugh**  
Managing Director  
Titan Outdoor

## POV<sup>NG</sup> in action



### Out Of Home Advertising

Titan's Transvision network of large-scale LED screens in mainline train stations has been the UK's flagship digital screen network since 2000.

Now 17 screens strong and still growing, the network has become the 'jewel in the crown' of Titan's Network Rail portfolio. This success has been powered by POV<sup>NG</sup>, which delivers content across the nationwide network.

Being a system designed to provide media owners with the ability to easily manage and sell space and time slots – their primary asset – POV<sup>NG</sup> was an ideal choice. Furthermore, its ability to intersperse advertising with live news feeds, City updates from Sky News and carry Bluetooth content represented a major draw to Transvision's main commuter audience.

POV<sup>NG</sup> has also been employed by JCDecaux Airports to run a network of screens in waiting and shopping areas and at the Eurostar terminal at Waterloo International.

### Retail

Digital media is documented as being 7 times more effective than conventional print media.\* Trials have shown an average sales uplift in-store of around 10%\*\* and a 1.5% increase in turnover in shopping centres.\*\*\*

POV<sup>NG</sup> has a strong pedigree in the retail market, running screens in McDonalds, Waitrose, Post Offices, UK Shopping centres owned by Capital Shopping Centres (and managed by PosterPlus) and the largest Supermarket network in Cyprus.

\* Figure taken from AV:Retail Networks, AV magazine March 2005

\*\* Results from ASDA instore trials in association with POPAI

\*\*\* Independent research by the How & Why Media Strategy in conjunction with Globecast and retail academics from Brunel University's Business Management School and UMIST, The University of Manchester's Institute of Science & Technology



POV<sup>NG</sup> incorporates many database and html 'hooks' which allows the signage system to integrate rapidly and easily into existing EPOS and other retail 'back office' applications.

EPOS integration automatically drives the right message to the right customer at the right time. It delivers reactive, adaptive advertising schedules showing content which reflects customer demographics e.g. convenience food at lunchtime and end of line sales at closing time.

POV<sup>NG</sup> has been integrated with world class EPOS solutions including Microsoft's Gold Partner K3 and their retail solution platform.

### Hospitality and Leisure

Screen networks have many profitable applications in the hospitality and leisure sector.

Dedicated screen and content templates can be locally and globally updated with information such as food menus, drinks offers or promotions, upcoming events or quiz questions.

Existing venue screens can also be integrated into the digital signage system, making use of the screen real estate when sports/entertainment shows are not being shown

Current POV<sup>NG</sup> hospitality and leisure applications include restaurant menu boards, cinema foyers and bar promotions for clients such as Monarch Airlines, the Newcastle Playhouse Theatre and UCI Cinemas.



## POV<sup>NG</sup> in action



### Public Sector

Local Authorities have used POV<sup>NG</sup> to display important information to people waiting in local planning and registry offices.

Installed to display information on civil partnership ceremonies, new housing and road-works projects, these POV<sup>NG</sup>'s networks are good examples of local authorities extending e-government.

Here POV<sup>NG</sup> ease of use is a major advantage, in that office staff can quickly update the information displayed on the network.

### Corporate Communication/Training

POV<sup>NG</sup> is an ideal solution for organisations wishing to revitalise the way they communicate with staff and visitors. Screen networks in headquarters, across branches and offices allow the immediate cascading of important business information, bringing the workforce of a company together.

POV<sup>NG</sup> live web video capabilities mean that a keynote speech from a CEO can be streamed into hundreds or thousands of offices, while its content creation facilities mean a manager can use it to congratulate an employee of the month.

Additionally, since POV<sup>NG</sup> supports Microsoft PowerPoint as well as other standard file formats, your network can easily be used as a powerful tool to deliver training throughout your organisation.

With first impressions ever important, POV<sup>NG</sup> can create an impressive reception experience, displaying a rolling programme of corporate videos, press cuttings and company achievements to visitors. It is already used to greet visitors and display stock and share information in the reception of a leading investment bank.

### Education

North Lindsey College is one of a growing number of schools and BSF colleges using POV<sup>NG</sup> as an ideal way to communicate with students.

Operating as centrally controlled 'living noticeboards', the screen network allows the college to transmit rolling programmes of useful information which can also be enlivened with internet newsfeeds.

Digital signage is an excellent form of communication for the high-footfall school and college environment. Central control means content can be tailored to groups of screens and individual screens so that, for example, reception plays a welcome message and the canteen displays lunch menus.

## what is **POV<sup>NG</sup>**?

**POV<sup>NG</sup>** is a truly scalable digital signage solution capable of powering networks of one Media Player all the way up to thousands. It is already used to run a 2,000 strong screen network spanning two continents.

### 'One box' solution for beginners

The **POV<sup>NG</sup>** Player can now operate as a standalone unit providing entry level users with a 'single box' solution to get their digital signage project up and running quickly.

### Supports more file-types

**POV<sup>NG</sup>** can play virtually any PC file type from still images such as JPEGs, Bitmaps and GIFs; HTML webpages, Flash and Shockwave animations; and Microsoft Windows Media files, MPEG, and Quicktime AVI.

### Smarter scheduling for more sales

**POV<sup>NG</sup>** schedules can be controlled by an EPOS or other third party system as well as by the clock through its improved trigger system. In retail installations, this allows screen network content to truly reflect and influence trading.

### Stream live video footage on screen

A new DVB and Video capture card available with the **POV<sup>NG</sup>** Player makes it possible to stream webcam footage or third party video feeds (eg newsclips).

### Screen Saver

**POV<sup>NG</sup>** Player software can act as a schedulable screensaver, making it ideal for interactive applications such as kiosks or touch screens.

### Multi-Window layout and scheduling

**POV<sup>NG</sup>** can play any number of media files side-by-side. This allows multi-format screen-layouts where a live video feed can be played alongside news information or a weather report for added impact.

### Improved network distribution

'Pull' and/or 'push' communication between Media Players and the **POV<sup>NG</sup>** Server.

### Simple updates

All **POV<sup>NG</sup>** software upgrades, patches and version updates can be automatically distributed and installed on individual Media Players.



## **POV<sup>NG</sup>** Player



### Multi-Windowed Screen Layout

The **POV<sup>NG</sup>** Media Player supports true multi-window operation allowing any number of media files to play on the screen at the same time in different window layouts. The multi-window scene can be fully scheduled as a whole and allows each sub-window to distribute 'playblocks' or single scenes to a nested schedule.

### Desktop Style Calendar Based Visual Booking Interface

Create campaign timeslots and check current schedules with our intuitive, simple to use office style calendar booking system.

### Integrated Digital TV and Video Capture Card

Audio visual feeds such as web cameras or live TV can be scheduled in a window or as a full screen image via the integration of a DVB and Video capture card within the **POV<sup>NG</sup>** Media Player.

### A standalone, entry level product for the digital signage market

The **POV<sup>NG</sup>** Player collates, collages and controls the playback of audio visual media to any digital display device. The unit includes analogue, DVI and VGA output, allowing the hardware to integrate with CRT, Plasma, LCD, projector and LED devices.

A web based control interface allows the **POV<sup>NG</sup>** Player to be controlled over any TCP/IP based network via a web browser.

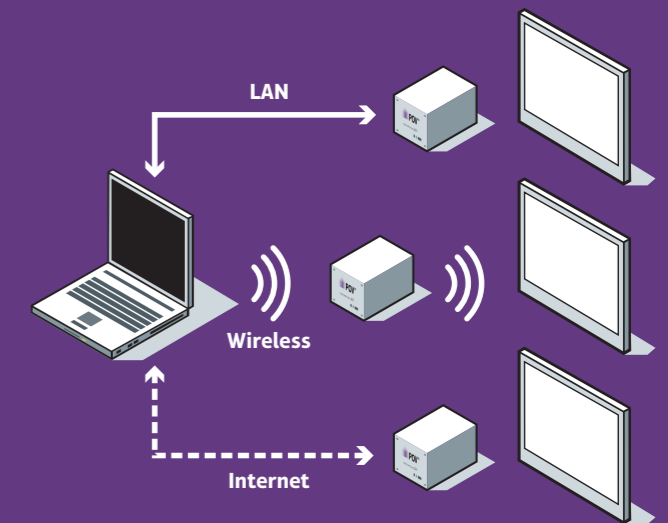
*The interface includes:*

### Content Templates

User friendly content creation templates are available in the web based **POV<sup>NG</sup>** interface enabling you to identify 'RSS Feeds', 'Text Strings' and 'Clock Animations'. These can be placed on the screen featuring scrolling animations, multiple font selections and wallpaper/transparent backgrounds.

### Comprehensive Media Format Support

The **POV<sup>NG</sup>** System is built to support all common PC based media; you can therefore reuse web content and advertising and your agency can create new content without the need for special software. The Player also supports live web based text, news and video feeds.



# POV<sup>NG</sup> Enterprise Server

The POV<sup>NG</sup> Server software allows you to:

- Upload movies, pictures or presentation files into a central content store
- Build a multi-windowed screen layout featuring text, media and live TV or data feeds
- Manage the creation of campaigns and playlists using Advertising Intelligence which efficiently costs and manages media placement on the network
- Distribute content to the right location, unit or zone to play-out content on the POV<sup>NG</sup> Player at a particular time or as a result of a third party trigger event

## Flexible and Scalable

POV<sup>NG</sup> Enterprise Server allows a single user to manage content, scheduling and distribution across a digital signage network of 10 to 100,000+ screens from one central location.

## Standardised Installation and Integration

The POV<sup>NG</sup> System uses standard Microsoft Windows components such as SQL and IIS ensuring that the system integrates seamlessly into existing corporate network infrastructures and uses current security protocols.

## Network Independent

Operates over any TCP/IP based network on a user defined 'Pull' or 'Push' data transfer model. The distribution of data can be centrally managed and scheduled for optimum usage of available bandwidth.

## Comprehensive Auditing

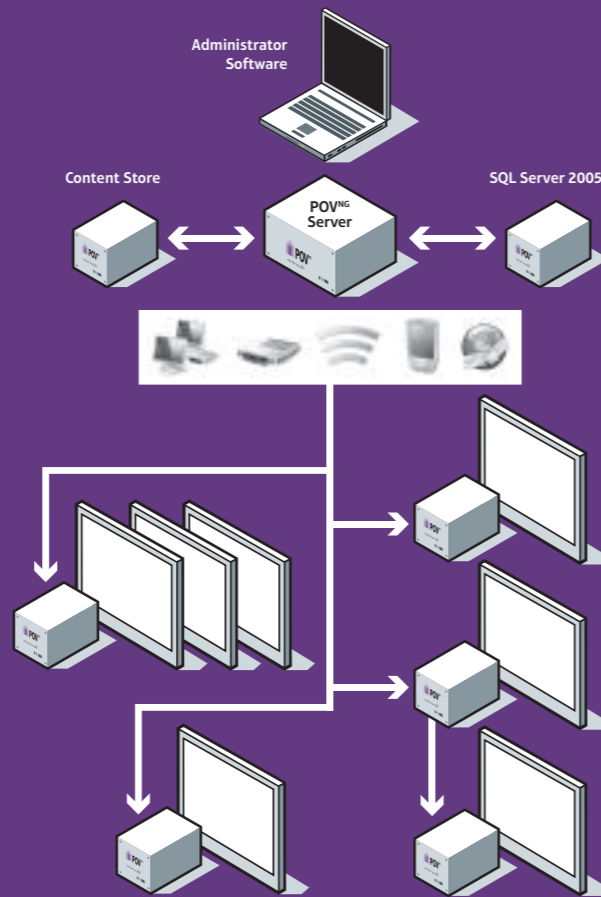
The health of the entire POV<sup>NG</sup> System is monitored from the server software through the use of log files, polling and SNMP protocols. These summarise hardware, software and media playout performance across the entire network.

## Future Proof

All POV<sup>NG</sup> upgrades, patches and version updates may be distributed and installed across the POV<sup>NG</sup> Player network from the head end.

## Secure

Encrypted roll based user access ensures that users may only view and edit the system variables that they are authorised to do so and records of all user activity.



# POV<sup>NG</sup> Enterprise Solution

The POV<sup>NG</sup> Enterprise Solution is a modular 'digital signage in a box' solution designed for rapid global deployment in larger scale commercial or public sector projects.

The system is a combination of POV<sup>NG</sup> Software, off the shelf hardware and world class installation/support which combines to give a retail, corporate, or government entities a true 'turn-key' digital signage solution. Clients can supply their own screens or take advantage of Dynamax's existing relationships with global screen manufacturers.

## Hardware & Software

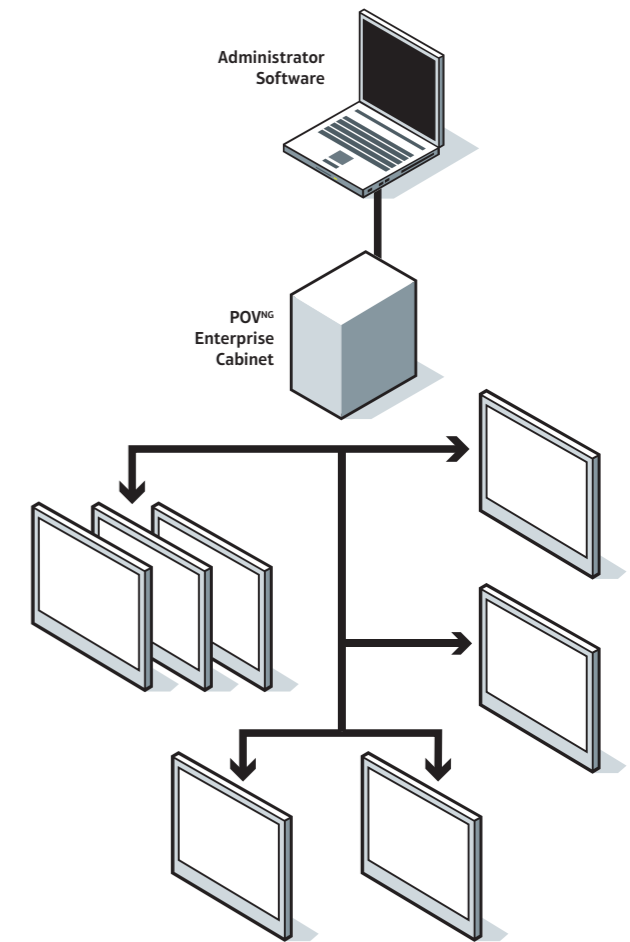
The Dynamax Modular ISTV System is a single 24u rack cabinet which houses the in-store digital hardware (servers, players, routers and audio visual hardware) it offers you up to 16 channels (expandable) of digital signage content. Screens are installed with a miniature audio visual receiver - all audio visual data is transferred over LAN cabling so that the hardware cabinet can be secured in a single room.

## Installation

Dynamax's installation team carry out a full pre-installation survey to determine wiring, screen, location and content requirements to optimise your digital signage project. The hardware is then shipped and installed to your current ICT and electrical installation methods and standards. All POV<sup>NG</sup> Enterprise projects are assigned a dedicated project manager working to PRINCE2 standards.

## Support

Dynamax will provide each location with comprehensive first line telephone support for all POV<sup>NG</sup> Enterprise Solution components it provides.





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