

SOFTWARE

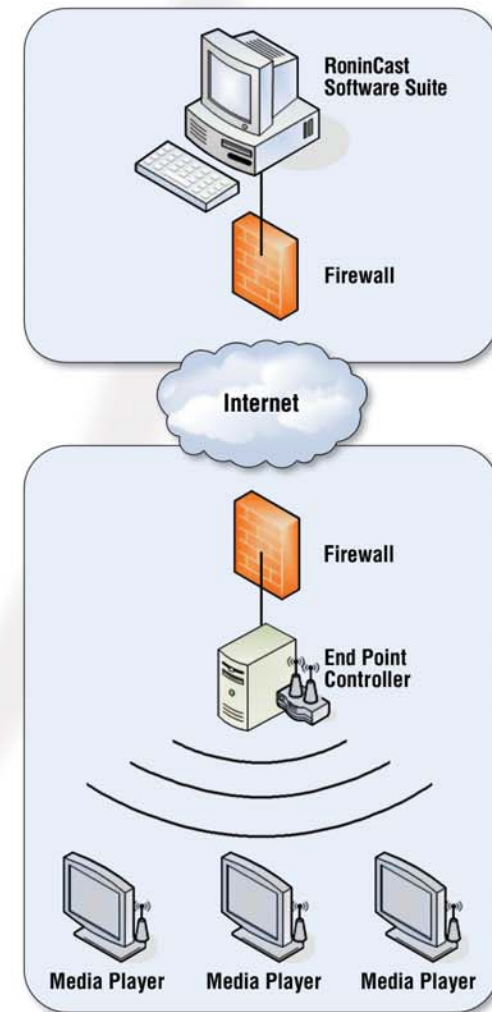
ADVANCED TECHNOLOGY FOR A VARIETY OF APPLICATIONS.

MASTER CONTROLLER: The heart of the RoninCast digital signage system, this software provides centralized control, sending directions to the end locations, managing each media player. It also allows you to review the status of each media player and network group on the system at any time. The Master Controller is the main user-interface to manage the RoninCast system and works with a suite of RoninCast software tools that help organize and control the network.

With RoninCast users can:

- Distribute and manager indoor, outdoor, interactive (kiosk) and meeting room display content through a secure network with encrypted communications
- View your content remotely on any media player at any time
- Build content playlists that can be saved off-line and retrieved for future use
- Manage the length and assign individual weighting of content for more accurate distribution
- Retrieve play logs from media players to review what has played for invoicing and advertising management
- Build libraries of content on each media player to conserve network bandwidth during peak hours

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RONINCAST[®]
Dynamic Digital Signage

Additional applications in the RoninCast software suite.

NETWORK MANAGER

Divide up and group your signage into specific network categories that will help you better manage your system. You can group and sub-group your media players by location, type of display, audience, or any other user-defined criteria. The Network Manager allows you to send content through the Master Controller to multiple media players at once, saving you time and making your updating more accurate.

- Organize your system into groups and sub-groups to help you better manage your system
- Update multiple media players at once to save yourself time
- Categorize your media players into group categories that are custom for your system

SCHEDULE BUILDER

Create and change schedules so that content will play automatically on your network, on the timeline that you specify. You can set your system to play content weeks or months in advance for better marketing planning. You then upload your schedules into the Master Controller for distribution.

- Build schedules that will automatically send on the time and date that you select
- Change your messages automatically throughout the day—every day—to match your demographic changes
- Select a file to play on a specific time line and then switch back to the original content when it's done playing

DATABASE CLIENT

Refresh and update information on your media players automatically—without having to redesign or republish the content. Created for situations where information changes on a regular basis this software will keep your information accurate and up-to-date.

- Tie your displays into a meeting room or appointment calendar to display open appointment slots or meeting schedules
- Real world information can be uploaded to get your audience information such as weather reports or sports scores automatically
- Update show times, event dates, and menu board pricing

DATA MINING

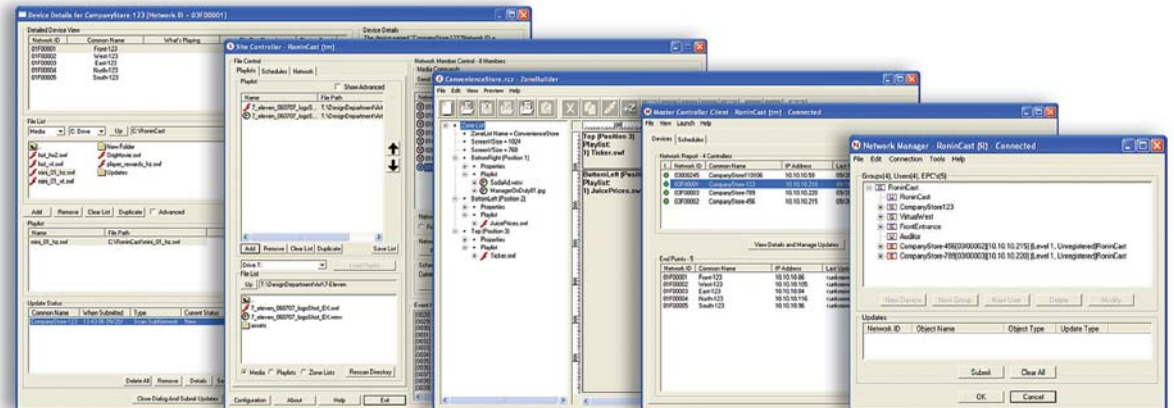
Retrieve information and support your marketing efforts with data recorded from your touch screens. As end-users touch the displays to navigate your content, they are actually taking a “soft survey” which will provide you valuable input on how and what their navigation preferences are, providing you the ability to:

- Position inventory based on the popular items selected on your touch screen
- Center your marketing on popular items or items that need more exposure
- Measure the effectiveness of your marketing efforts with data mining reports

ZONE BUILDER

Divide your displays into different zones to play an array of different content types—real-world tickers, still images, videos, flash files, etc. Through RoninCast you can manage each area of the monitor independently. Make the most of your content and other media assets by displaying a variety of information at once!

- Show real-world tickers to provide your audience with relevant information in a designated area on your display
- Create sponsored advertising zones on your displays to create revenue for your system
- Keep certain areas of your display consistent while updating others separately without having to redesign



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