

InfoCaster[™] Digital Signage Solution



InfoCaster[™]

InfoCaster™ - High Impact Digital Signage

The Digital Signage Revolution

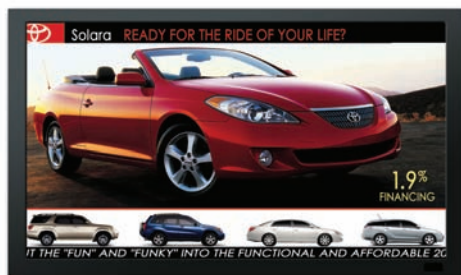
InfoCaster is revolutionizing the digital signage industry by enabling new and more effective ways to communicate your message. As the most comprehensive digital signage solution available for creating, managing and delivering stunning displays, InfoCaster meets your needs, from a simple menu board to a sophisticated national network of retail point of purchase displays. InfoCaster will captivate your audience and convey your message effectively – no matter how big or small your application or budget.

Flexibility and selection are the essence of InfoCaster. You can choose from a stand-alone InfoCaster creation system or an extensive digital signage network of multiple InfoCasters, effectively managed by InfoCaster Network Manager. InfoCaster LE and InfoCaster SE are exclusively InfoCaster playout products designed for more modest digital signage needs. For the most cost-effective networked delivery solution use a combination of InfoCaster, InfoCaster LE and InfoCaster SE players.

Use Schedule Manager, our new visually intuitive interface, for more complete scheduling management.

Digital Signage For Every Application

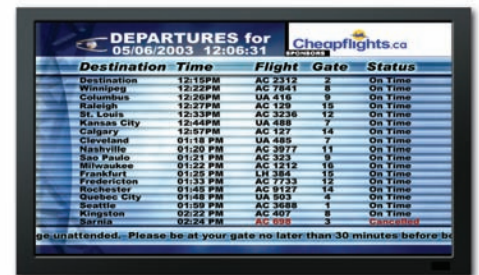
InfoCaster meets the digital signage needs of many different applications.



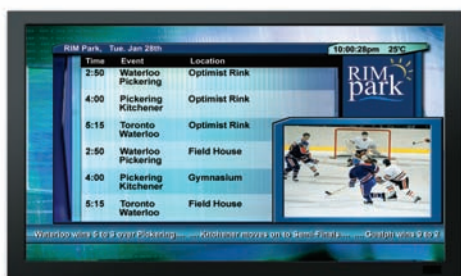
Car Dealerships



Restaurants



Airports



Recreational Facilities



Museums



Movie Theaters



Retail Stores

A Solution That's Right For You

Digital Signage Solutions

Everyone's needs and applications are different, that is why we are committed to helping you reach your audience the way that best suits you.

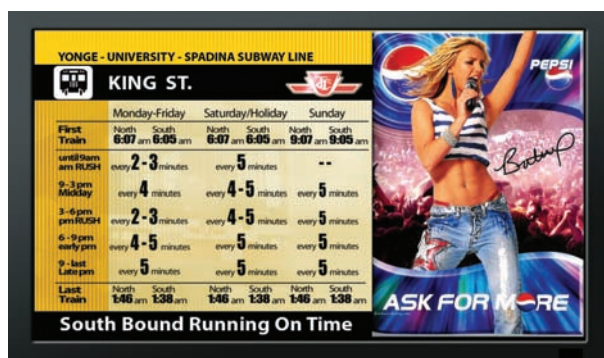


InfoCaster LE™ – Strengthen Your Message

InfoCaster™ LE offers a feature set specifically designed to meet digital signage needs that require modest graphics, but advanced networking and scheduling capabilities. With minimal system requirements, InfoCaster LE provides big impact for small budget.

By integrating stills, video and audio accompaniment, you can quickly and easily communicate your message. Use InfoCaster™ LE to add depth to your message with multiple page layouts and the ability to manage the sequence of output.

Use InfoCaster™ LE to help your customers make informative menu choices, get to the right meeting room on time or learn about a new product. Have advertisers come onboard with you and share the cost for a solution that will boost business for all parties.



InfoCaster SE™ – Enhance Your Presentation

For moderately demanding displays with more sophisticated graphics, networking and scheduling needs, InfoCaster™ SE combines the advantages of InfoCaster™ LE with elements of sophistication from InfoCaster™. Make your presentation one they'll never forget with a striking multi-zone display. Integrate advanced crawls and rolls with digital clocks, stills (graphics), live video, audio and flash animation. Automate page sequencing for seamless presentation. Supported by basic system requirements, InfoCaster™ SE allows customers to benefit from measurable cost savings.

Ideal for financial, corporate or retail environments, InfoCaster™ SE can educate customers, keep employees informed and attract customer attention.



InfoCaster™ – Energize Your Communications

Delivering the ultimate in high-impact, multimedia communications InfoCaster™ will energize and intensify your message for maximum impact. Boasting advanced features such as complex 3-D animations, live data feeds of real-time information such as weather, sports and stock updates; multi-zone layouts with embedded sequencing; and elaborate region transitions, InfoCaster™ stops passers-by in mid-step.

Use InfoCaster™ to get your display noticed in places such as sports stadiums, store fronts and car dealerships.

Functionality and Performance

Powerful Functionality for Powerful Performance

InfoCaster's numerous features provide unparalleled performance. From multi-zone layouts to live data feeds and 3D animations, with InfoCaster™ you can create sophisticated and stunning displays in no time!

Scalability

Different feature sets offer a solution for everyone regardless of how large or small your needs. You can run a single display with LE or mix and match LE and SE with your full InfoCaster™ systems for significant cost savings.

Network Manager and Players use LAN, FTP, TCP/IP network or satellite transmission to reach an even larger audience. Network Manager enables remote management of content, permissions and schedules of multiple InfoCaster™ displays. Content can be set to play identically on every system, or be modified for individual players.

Flexibility

Creative flexibility is inherent in InfoCaster™ with versatile, multi-zone screens that allow you to design layouts that best fit your application. Arrange multi-layered graphics, text, video, rolls, crawls, 3D animations, clocks and logos in limitless overlapping zones. Use easy Z-ordering to set the depth of each layer, determining whether content is displayed in the foreground or background of a layer. Award-winning TitleMotion™, a powerful character generator (CG) graphics tool, provides unparalleled creativity, composition and playback so you can create stunning custom animations, text and graphics within InfoCaster™.

Localized content and advertising is just a click away with InfoCaster™ and its players which enable custom content creation for specific audiences and selective playout to those locations.

Flexible scheduling is a breeze with easy drag and drop functionality to order sequences. Independently schedule each zone, including events based on specific times of day. Use the weekly scheduler to set the playout of complete projects or individual items on specific days. Assign transitions such as dissolves, pushes and wipes between items in each zone.

Advanced Functionality

Conditional playback permits both hardware and user-defined triggers to cause changes to occur in the display. Get your viewers involved with an interactive, touch-screen display that helps them make their purchase decision. Maximize your screen space with the new Pop-back™ feature. When triggered, Pop-back™ reduces what is on full screen to a smaller sized region and when triggered again, returns it to its original size.

New information instantly is achieved through remote updates that can be scheduled for specific times for all or individual displays to keep your audience informed. Schedule each zone independently to update or change as needed for maximum flexibility and easy maintenance.

Reliability

InfoCaster's monitor service automatically tracks and corrects playback interruptions so you can breathe easy.

Remote software updates ensure that all InfoCaster™ players in your network are running at their best by remotely deploying new software versions as they become available.

Organization

Easily manage complex communication projects with InfoCasts that contain content pages and all related scheduling information. You can easily create and deploy information for a single page or entire project. Save time and repurpose valuable content by importing and exporting pages between projects.

Powerful tracking capabilities allow you to track and log playback, ideal for accurately monitoring and billing advertisers.

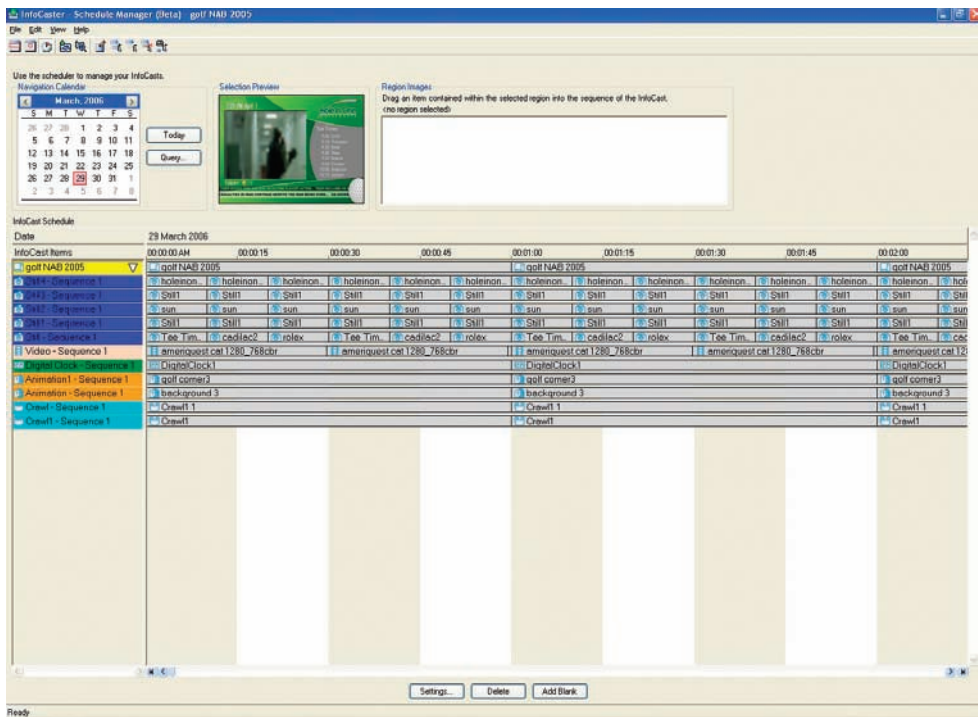
Effortlessly manage large scale digital signage networks with InfoCaster Network Manager Clients which offer remote control and monitoring of groups of InfoCaster Players on the InfoCaster™ network.

Easy to Use

Easy, intuitive design allows you to quickly create impressive presentations with simple drag and drop region creation functionality. Simply press "Play" to showcase your work and attract your audience. Even playout while continuing to modify or create additional content.

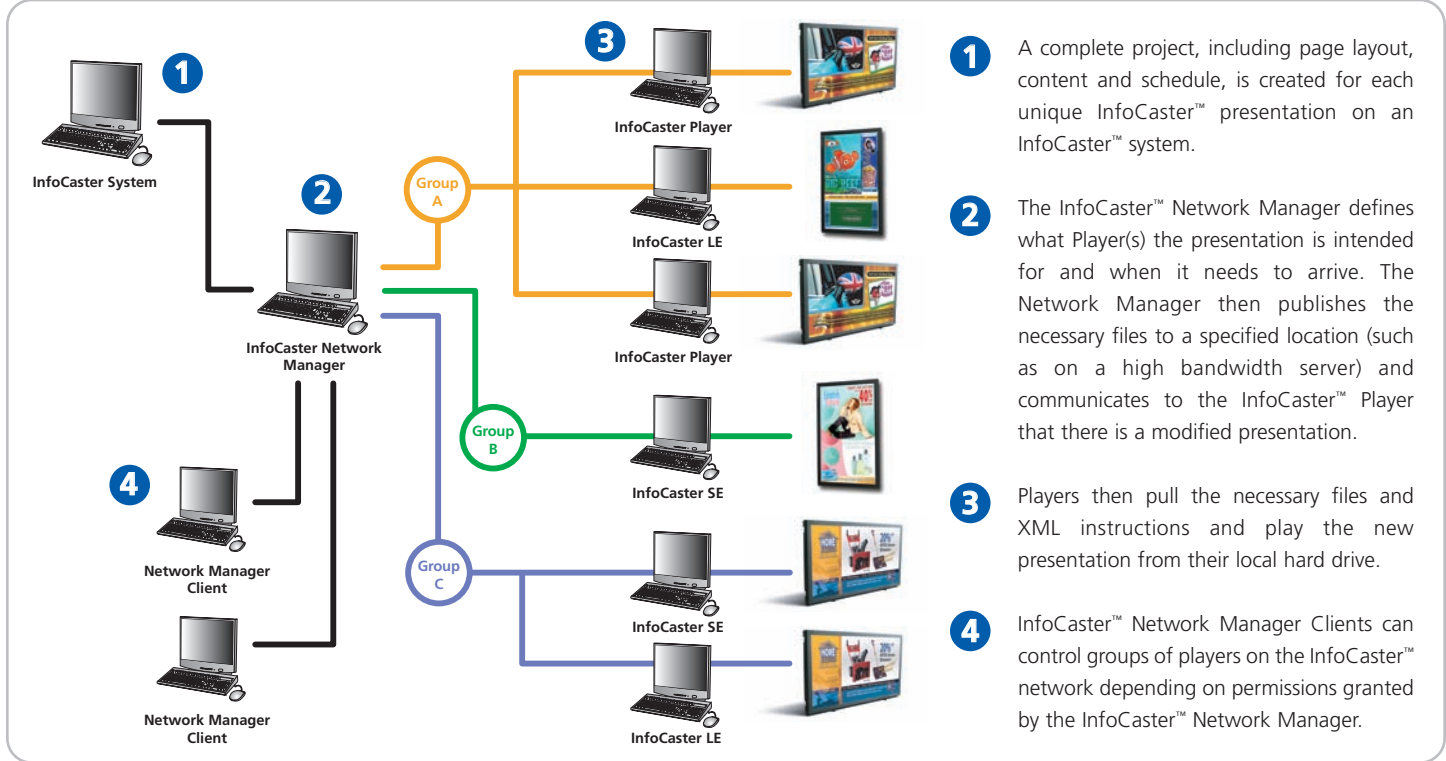
Templates and regions within InfoCaster™ enable quick display creation.

Schedule Manager



Schedule Manager is an application that works with InfoCaster™ to provide a visually intuitive interface for viewing, editing and disabling InfoCast sequences. Snapshot views by week, day and second provide increasing detail of upcoming scheduled events. Each view displays a preview of the scheduled InfoCast and allows you to edit all sequence settings including dates, duration, days played, timing and transitions. See graphic representations of conditional playback sequences and query Schedule Manager for event playback information.

Typical InfoCaster™ Network



- 1 A complete project, including page layout, content and schedule, is created for each unique InfoCaster™ presentation on an InfoCaster™ system.
- 2 The InfoCaster™ Network Manager defines what Player(s) the presentation is intended for and when it needs to arrive. The Network Manager then publishes the necessary files to a specified location (such as on a high bandwidth server) and communicates to the InfoCaster™ Player that there is a modified presentation.
- 3 Players then pull the necessary files and XML instructions and play the new presentation from their local hard drive.
- 4 InfoCaster™ Network Manager Clients can control groups of players on the InfoCaster™ network depending on permissions granted by the InfoCaster™ Network Manager.

Customer Profile - Fox Sports Grill



Fox Sports Grill Chooses Harris® InfoCaster™

"Expect the unexpected" is FOX Sports Grill's (FSG's) apt slogan for its upscale sports restaurants aimed at sports aficionados and casual fans alike. Borne of the media giant FOX network, this exceptional restaurant provides customers an irresistible blend of contemporary American cuisine and uncompromised sports entertainment viewing. At FSG, customers always come first. To better serve its patrons, FSG invested in Harris® InfoCaster™, a versatile digital signage solution for communicating messages and promotions.



FSG wanted a digital signage solution that was dependable, creatively flexible and simple enough for any restaurant staff to use. "InfoCaster has proven to be an excellent way to communicate our promotions to customers," commented Steven Miguel, executive vice president, FOX Sports Grill. "We have tried other digital signage solutions, but InfoCaster has proven to be the most reliable and easy to use solution. Other solutions were cumbersome, inflexible and did not create professional looking messages." FSG currently uses five InfoCaster Creation Stations and Players in different restaurant locations across the United States.

One of the most successful uses of InfoCaster for FOX Sports Grill has been to promote its March Madness event which takes place during the National Collegiate Athletic Association (NCAA) basketball tournament. "This is the second year that we're using InfoCaster to promote our March Madness extravaganza. Last year's March Madness promotion was an excellent success and our InfoCaster system was an excellent way to inform customers of the promotion," said Steve Miguel.

FOX Sports Grill has had so much success with InfoCaster that they plan to complement their systems with InfoCaster Network Manager. "We are currently looking into controlling our InfoCaster systems at a corporate level using Network Manager," said Steve Miguel. "This will allow us to change content instantly across all sites and quickly roll out new promotions."

FOX Sports Grill found the best solution to enhance their communications with customers in InfoCaster, a reliable and intuitive digital signage solution.

InfoCaster™ Features

Features	InfoCaster™ LE	InfoCaster™ SE	InfoCaster™
Delivery Modes			
Available as creation station with playout capability			YES
Available as a player	YES	YES	YES
Controllable via Network Manager	YES	YES	YES
Output Modes			
VGA	to 1024 x 768	to 1024 x 768	no limits
NTSC/PAL	YES	YES	YES
Video Features			
Video clip playback	YES	YES	YES
Live/streaming video		YES	YES
Video scaling			YES
Clip trim editor	YES	YES	YES
Scalable, positionable graphic over live video/clips	YES	YES	YES
Graphic Features			
Multi-zone display		YES	YES
Import and display static graphic files	YES	YES	YES
Text creation capabilities	YES	YES	YES
TitleMotion™ - full featured CG for page creation	YES	YES	YES
Pre-designed templates			YES
Text rotation			YES
Text on a curve			YES
Text animation with keyframes			YES
Logo animation with keyframes			YES
Individual character animation			YES
Soft shadows	YES	YES	YES
Motion effects (blur, dissolve, etc)			YES
Transition effects on items (dissolve, push, etc)	YES	YES	YES
3D effects and transitions on items			YES
3D effects and transitions on pages			YES
Digital clock		YES	YES
Analog clock			YES
Multiple simultaneous text rolls and crawls		YES	YES
Line audio file to region (wav, mp3)	YES	YES	YES
Link regions to external text file	YES	YES	YES
Instant live updates from external sources	YES	YES	YES
RSS feeds	YES	YES	YES
Crawls		YES	YES
Rolls		YES	YES
Event logging per region	page based	YES	YES
RFID triggering option	YES	YES	YES

Total Content Delivery Solutions that Deliver Results

With the broadest range of hardware, software and services spanning every segment of the content delivery chain, Harris is the leader in Total Content Delivery, providing solutions that drive our customers' strategic success and deliver business results. Scaling from individual point products to content delivery platforms, Harris solutions provide a streamlined workflow to enable customers to achieve greater productivity, reduced costs, new revenue streams and assured communications as they create, manage, distribute and deliver content to their consumers.

Service And Support

At Harris, we are committed to customer service excellence. It is our goal to provide the highest level of support by applying a simple rule: We take ownership of helping our customers succeed. Our support teams consist of innovative technical experts who support all situations regarding product performance, integration and operational processing. We are adept at providing proven solutions, making workflows better and ensuring reliability of the product and system. At Harris, our experienced and dedicated teams stand ready to help you meet your goals for premium product performance, 100% up-time and reduced maintenance investment.

Warranty

Because we want to assure you that Harris stands beside its products and system solutions, Inscribe products carry a standard set of warranty services, which are competitive with — and in some cases outperform — others in the industry.

Service Packages

We offer value-add services that allow you to customize the level of services you need in meeting mission-critical performance levels. Our service package options offer many ways to upgrade your standard warranty by choosing the All-Inclusive OnePak, or by selecting individual services from our extensive portfolio. Our service and support advisors can assist in the selection of the individual services that best suit your requirements.

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For more information please visit www.broadcast.harris.com/infocaster

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