

Q easyscreen®

digital signage made easy!



Brochure



Image Bank



Entertainment



Live Feeds



Share videos



Custom content



Advertising

Thank you for your interest in easyscreen.

In this brochure you can read all about do-it-yourself digital digital signage, controlling the screens used within your organisation. Easyscreen is a digital signage solution that allows you to create and manage your program schedules with ease.



Easyscreen makes everyone a director.

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This is easyscreen

Easyscreen grants complete and remote control over your digital signage. You can create and edit clips online and broadcast them anytime. Also, you can

fine-tune your programs depending on your organisation, location and potential customers by using a wide variety of unique apps, widgets and other extras.

Using these, you can enrich your ESC quickly and easily!



There are many possibilities:

- Create your own personalised videos.
- Central and local management.
- Display the most current and entertaining information using widgets.
- Increase revenue by broadcasting your promotions!
- Soothe waiting clients with the latest news by Nu.nl and Showbusiness!
- Integrate social media like Twitter and Facebook.
- Generate more income by advertising for your suppliers!

Your own TV channel in 4 steps:

1

As soon as you've chosen a (trial) subscription, you will receive a media player and login credentials to the secured ESC website. Connect the media player to the internet and your screen. You can start right away!

2

Schedule clips in your personal playlists. Decide beforehand what to broadcast and when. With a few minutes you'll create a complete TV-program.

3

Using different dynamic templates, your desired adverts will be displayed on your screens quickly. Everything will be shown in your own personalised format, whenever you please.

4

Make your program even more dynamic by using different widgets: entertainment, the latest news or one of the many other interesting variations!

Broadcasting programs

Optimal flexibility, speed and control

- ***Creating campaigns***

Creating and managing your advertising campaigns is a piece of cake. You can set up your campaigns in such a way that your playlist consists of “permanent” clips of shorter duration together with one or more clips from your campaign. The campaign clips will appear and disappear at times you specify. The job is complete in one go.

- ***Using time and date settings***

You want to expend as little time as possible on setting up your program, so it is very handy to be able to set timings for an entire day's schedule. You can specify times for each film clip to start and stop. Decide in advance what you want to see when, at each location. You can then automatically put out different offerings in the mornings and afternoons, and then get on with serving your clients.

- ***Put different locations into groups***

If you have digital signage at several different locations it can be useful to organise these into groups. Then you can modify the schedule for the whole group with a single action. For example you could form a group of locations which all carry a particular range of products. You can then add a “tag” to your clips, so that they find their own way to the appropriate player in the chain. You can also make certain clips “mandatory”, so that all your users have them in their TV schedule.

Digital Signage for different locations

Big organisations often have specific wishes. That's why easyscreen has some ingenious functions what make managing multiple players and clips flexible and clear.



Grouping branches

- Creating groups of branches.
- One action to change the schedule for the whole group!

Automatic and custom

- Give your clips keywords (tags).
- Link keywords to different players.

Curricular clips

- These clips will automatically be scheduled in the playlist.
- Branch can edit and add their own clips!

A complete and extensive program

Absolutely unique

To easyscreen are the many attractive possibilities to enrich digital signage programs. So you can choose from thematic video magazines and creative templates but also

athletic or funny clips. For example, make your program up to date and interactive by the use of live widgets ! Want a professional commercial or a fragment customization? No

problem! Additionally easyscreen offers an image database, social media integration and many other features and widgets.



A few of the many possibilities:

Live widgets

Always automatically up- to-date

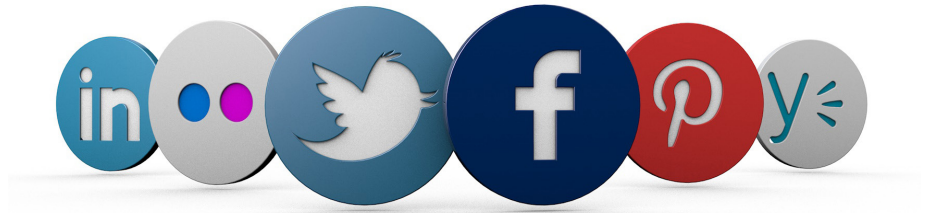
With widgets, your digital signage becomes a true video program. Enter a piece of a text and an image and you can publish and display this immediately on the screen with an accompanying animated background. Make use of one of your own images or check out our library to see if there's something you like: There are standard designs available for every segment and environment. If you have your own videos you can of course add them to the program. Putting on a PowerPoint presentation or displaying a webpage can be arranged in no time at all. Moreover, with widgets, messages from social media sites such as Facebook and Twitter can be displayed directly on your screen!



Social media

Integrate your social media

Display all your messages directly on the screen using your own social media channels. Show the latest events from your Twitter timeline or Facebook account, automatically, post your status updates or follow an interesting hashtag.



Your own content

Show what you have to offer

We have already designed handy and attractive templates for your use, but if you have photographs or video of your own to show, adding them to your program is simplicity itself, and showing a PowerPoint presentation or a web page is the work of a moment.

Video templates

Quick, easy, and always in style

Use our video templates to put films online, making your digital signage a real video program. We have suitable video templates for every imaginable sector and any specific environment. You can quickly and easily adapt them to precisely reflect your house style or add text, logos and colours. There are video templates with a moving background, animated text and an intro, and others that let you add images or film clips. Use your own material or find something suitable in our extensive library.



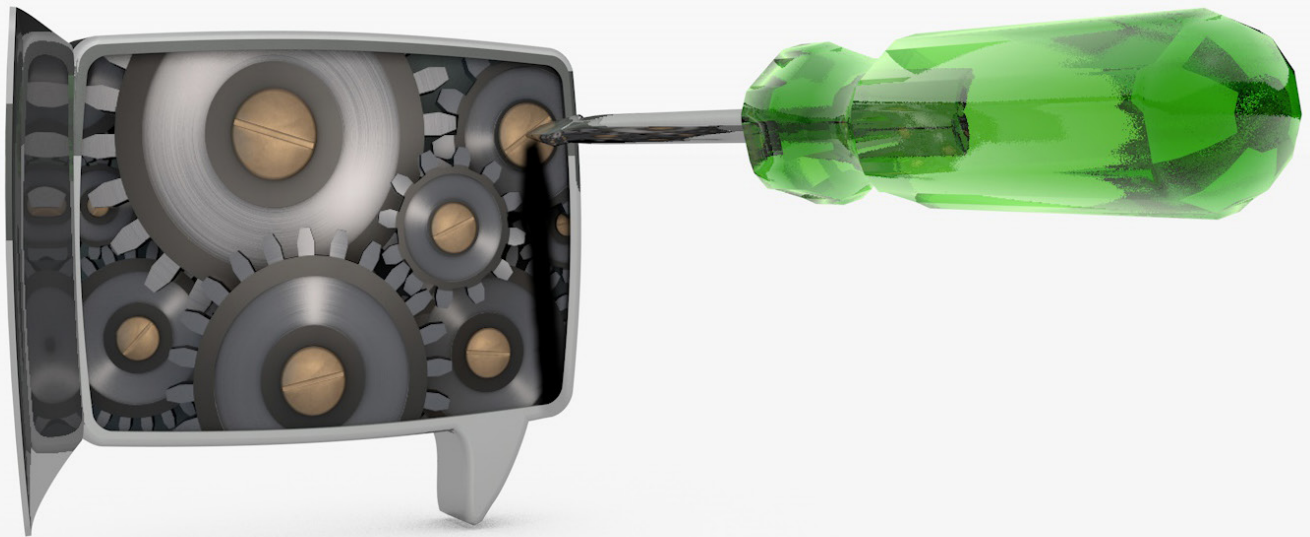
Entertainment

Lifestyle video magazines

We offer several short entertainment programs for every conceivable target audience. This way you can alternate your own offers, promotions and information with captivating footage. To entertain waiting customers our editorial team puts the video magazines together with the latest lifestyle information, movie and gametrailers! Forget about magazine portfolios: with a new package every month your customers or visitors always stay fully inform.



Because technology is always moving forward



Our software programmers are constantly at work on the development of our software so that our technology is always cutting-edge. This is how we deliver clever functionalities that simplify and improve the day-to-day practice of digital signage communications. And that makes your programs more attractive and more relevant to your target group.



Screen switches on /off automatically

Like to forget about switching your screen on and off? An automated schedule can be used to switch the screen on half an hour before opening time, and switch it off again as soon as the doors close. Any irregularities in opening times or other timings can be programmed-in in advance. Simple, and good for your energy bill!



Ticker-tape from RSS feeds

The ticker-tape feature allows you to add selected RSS feeds to your screen. An RSS feed can be used to display the latest news at the bottom of the screen. And of course you can add important text of your own. It's a straightforward matter to add text and specify its colour, font and speed.



Live streams in your schedule

Like to show your customers live football? Perhaps you are organising a major event at a different location and want to stream news about it from a central point. That is also possible with easyscreen. You can schedule specified webcams and video streams to appear in your programs.



Timing your schedule

Does your target group change during the day or do you just want to test how different information affects your visitors or clients? You schedule your playlists to play at a specific time in a jiffy!



Screen and player in one

Easyscreen is integrated in professional Samsung screens. Playlists can be displayed directly on the screens without the need for a media player. This means: fewer investments, lower usage- and energy costs and a shorter payback period for subscribers.



Video wall

Do you have multiple screens you want to use? Do you want to display different programs? No problem! With easyscreen you can control different screen with the same interface!



Multiple locations

Larger organisations often have requirements relating to specific clips or specific branches, or they may want everybody to see certain messages. So we have equipped easyscreen with a number of functionalities to allow flexible control of multiple media players and multiple clips, at the same time making the whole process more manageable.



Location based

Fill in your location and the program will automatically link to the appropriate weather forecast, the local news and other relevant sources and display these on the screen. Multiple locations? Create a variety of playlists so different target groups see messages that are appropriate to them.



“Time to queue”

Letting queuing visitors know when their turn is coming prevents annoyance and improves customer satisfaction. It's easy to add Time to Queue announcements to your easyscreen program, so you won't need to purchase an expensive additional system.

Custom features

As well as the extensive range of features we offer every user we will also think along with clients with specific requirements and collaborate with them in developing business-specific features. A few recent examples:



Red 2

THE BEST NEVER BEATS THE FIRST

RETIRE C.I.A. AGENT FRANK MOSES REUNITES HIS UNLIKELY TEAM OF ELITE OPERATIVES FOR A GLOBAL QUEST TO TRACK DOWN A MISSING PORTABLE NUCLEAR DEVICE.



1.8 VVT-i Business
5 door

Mileage : 5.273 km
Fuel : Gasoline
Year built : 2012

€ 27.180

OCCASION | Car Sales Compier



HOEKSTRA & VAN ECK .NL

AVERHORN
Bakerstreet 72

TYPE: Family home

YEAR: 1987

SURFACE: 120 m² living space
325 m² plot area

STATUS: Available

PRICE: € 319.000,-

- For Crown Cinema we developed a diary feature, displaying the day's schedule for individual studio cinemas.

- For Toyota Nederland we developed a technology which automatically displays the local dealer's latest special offers on the screen.

- For estate agents Hoekstra & Van Eck we devised a system to automatically display the description and

The best solution, always!

Digital Signage can be customised to your situation and needs. If you already have a screen, you'll only need a mediaplayer. Don't have a screen yet? Then we have the perfect all-in-one solution for you!

HTML5 HD media player



- **Robust and reliable MTBF** (mean time before failure) is 400,000 hours.
- **Specifically designed for digital signage.**
- **wide range of software options** due to SMIL (Synchronized Multimedia Integration Language)
- **almost infinite range of application possibilities** due to HTML5 support
- **1080p Full HD video/stills**

Do you already have a screen?

If so, you only need a mediaplayer! The media player has been specially designed for digital signage, it uses no PC technology and there are no moving parts. This makes the media player stable and reliable. The media player is **Full HD 1080p** and has a range of standard outputs including HDMI and VGA. It is also extremely practical and can be set up almost anywhere. The player can be controlled via the internet, including wifi control.

Contact us for a non-committal quotation!

Installation

Installing a easyscreen mediaplayer is very simple. You will receive the player and all the cables you might need in a self-installation kit. Do you have additional preferences or would you like to have the player installed for you? Easyscreen offers the possibility (spelfout in NL!) to send a technician to your location for installation.

Samsung Smart Signage Platform

**3 years
warranty
+
mechanic
on site**

- **Built-in media players** due to Samsung manufacturers of Large Format Displays
- **Smart Signage** (the software is already installed in the monitor).
- **Plug & Play** makes the system intuitive to operate, and your messages can be displayed instantaneously.
- **Costs are substantially lower** than with a conventional digital signage system.
- **Energy-efficient and environmentally friendly.**



You don't have a screen yet?

Then a **Samsung Smart Signage display** with built-in media player is the ideal solution. The Samsung professional monitor with its built-in media player is the ultimate all-in-one digital signage solution. The Smart Signage Display is based on the latest LED technology and with only two cables to connect it can be in operation almost instantly. Easyscreen is among the first signage programs that can play on a Samsung screen without requiring a separate player.

Mounting



To mount your screens tidy and safely, easyscreen can also supply various professional mounting systems, which you can install yourself! We can also do it for you, ask our colleagues for the possibilities.

Contact us for a non-committal quotation!

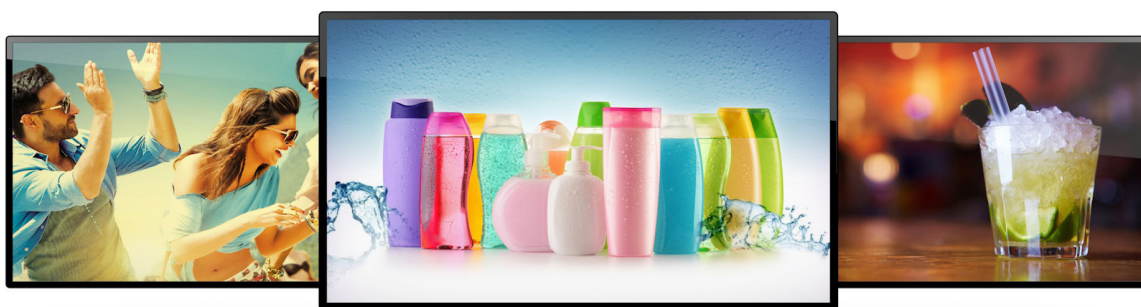
Multiple screens

Would you like to use more than one screen? **That too is possible.** Using a video splitter, the content can be managed centrally. Easyscreen will play the content on all the screens, synchronised!



Explore all the other possibilities!

Easyscreen is fast, easy and mainly very flexible! In this brochure we've shown you the basic features, but a lot more is possible! We're always available for more information.



 easyscreen®
digital signage made easy!

Just get in touch

and we will be happy to tell you all about it!