

COOLSIGN®

Digital Signage Software



Secure, Reliable, Flexible
software for all your digital signage needs

brought to you by  PLANAR



Powerful and scalable digital signage

Designing, implementing and managing a digital signage network can be challenging, especially if you need to dynamically adjust your communications to changing environment and market conditions. Without an easy-to-use system for creating and distributing the content it can be tough to reach your communication objectives – you simply can't get the right information to the right place at the right time.

CoolSign® software lets you create a powerful digital signage network that makes delivering strategically aimed messages and content to your target audience easy. With CoolSign, you get a new class of digital signage solution, one fully scalable to the needs of the largest enterprises.

CoolSign software goes beyond simple advertising loops to deliver digital content that targets audiences by location, time of day, or day of the week. And it helps you react to market conditions, inventory changes, point-of-sale data – even the local weather – to make your communication infinitely more precise and ultimately more effective.

Designed to give you control

CoolSign gives you tools you need to build a deeply functional digital signage network. Its modular design gives you:

Easy to use

Intuitive interface, automated functions

Network ready

Installs on your existing infrastructure

Customizable

Integrates with data sources

Scalable

Single-site to enterprise-wide

The ability to repurpose existing content assets

Save time and the cost of developing digital signage content. CoolSign allows you to repurpose existing digital assets encoded as MPEG2, Windows Media, Flash, Photoshop and JPEG.

Centralized control of content management

Control multiple iterations of content from a central location.

Robust scheduling capabilities

Create effective play schedules based on numerous considerations.

Proactive monitoring

Monitor all of the components on your network, including displays, software and PC's.

Dynamic rendering

Utilize high quality images and data for easy playback across multiple display sizes, shapes and resolutions – all without having to modify the content file.

Built-in security and permission levels

Allow access within the system to different user groups and individuals with role-based security settings.

Robust Reporting

Export play history and network incident information into spreadsheet for analysis.

CoolSign delivers performance, flexibility and simplicity

CoolSign delivers you high performance, flexibility and easy management – attributes of particular importance to large enterprises. These include:

Multi-user access

to empower – or limit – different users on the system depending on their security level or job function to protect the integrity of corporate IT systems and networks.

Dynamic data overlap

for real-time integration of new data with pre-created content elements – so you have the flexibility to keep graphics intact while changing dynamic data elements such as pricing, stock quotes, inventory levels or interest rates from RSS feeds and other data sources.

Event-driven digital signage

for an easy integration of dynamic messaging matched to external triggers such as the weather.

Multi-region layouts

for applying multiple information sources to a single display screen and delivering more relevant data or other content onto a single screen.



CoolSign Modules

Controller

Archives and manages content distribution.

Manager

Configures your signage network, handles content insertions and deletions, accesses reports, and status notifications.

Player

Automated playback of scheduled content.

Transfer Hub

Enables true scalability by managing network load in a large deployment with hundreds of players.

Data Watcher

Allows your content to incorporate external data.

Content Creator Tool

Creates content with dynamic data, enabling you to easily develop many types of content using templates.



COOLSIGN[®]

Digital Signage Software

Scalable to the size you need

CoolSign software is designed for digital signage networks of all sizes, from a single-site implementation to a full-scale enterprise rollout – without ever having to change to a different software package. Our intuitive, easy-to-use interface helps you manage thousands of items on the network, including content, data sources, controllers and displays. Plus, the scalability, content display and management engine, along with dynamic data integration, make it the only digital signage offering capable of supporting the growth needs of large enterprises.

Ready to run on your network

The modular design of CoolSign software makes it easy to build a network of digital signs on your existing technology infrastructure. Network performance available on CoolSign provides more efficient multicasting capability for large enterprise networks and optimizes upstream communication on LAN or WAN networks.



For more information

To learn more about CoolSign digital signage software, please call 866-475-2627, email DigitalSignage@Planar.com or visit www.PlanarDigitalSignage.com.



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