

## Software-as-a-Service (SaaS) Digital Signage Management Software

### NEOCAST® Media Server

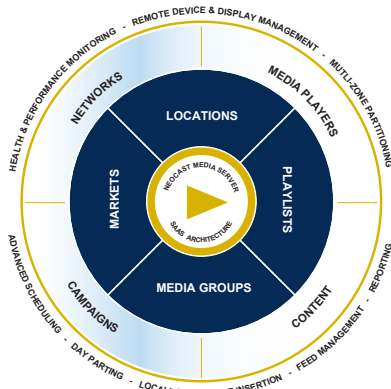
NEOCAST® Media Server software from Real Digital Media is raising the bar for dynamic digital signage network management.

Centrally managed and web-based, the NEOCAST® Media Server employs a Software-as-a-Service (SaaS) architecture and incorporates the key constructs of campaigns, markets, schedules and collaboration to enable the efficient distribution of content across networks down to individual media players. This flexibility creates the optimal environment for any marketing or advertising professional seeking to communicate targeted messages that reach customers at the right place, at the right time.

### Precise Control and Flexibility

NEOCAST® Media Server software controls the digital elements used in visual marketing campaigns, generates and schedules playlists, and delivers targeted messaging to NEOCAST® Media Players over a network. Both media and players can be grouped to take advantage of user defined market and network characteristics, enabling the precise and efficient delivery of advertising and promotional campaigns.

NEOCAST® Media Server software supports multi-zone partitioning as well as portrait and landscape modes, providing users the option to define and position designated areas of a display screen to showcase additional marketing messages along with the latest news, sports, business and entertainment headlines.



***With a clear vision of large scale, advertiser-supported networks, the NEOCAST® Media Server ensures the timely and targeted delivery of content across digital signage networks.***

Please see reverse for more details on NEOCAST®.

### Key Features

- SaaS Delivery Model
- Network Management
- Campaign Scheduling & Reporting
- Content Management
- SpotSwap® Technology
- On-Demand Function
- Smart Group Technology



## Campaign Management

- Define and create media campaigns
- Real-time, 24x7 visibility of campaign summaries to determine overall time consumption and availability across network
- Create Campaign Smart Groups
- Schedule playout by calendar dates, day parts, or both
- Specify both time-based playout and sequential playout, including looping
- Create/Update playlists dynamically as campaigns are changed
- Distribute campaigns across markets, networks, media player groups and/or individual media players

## Content Management

- Upload and manage new media for distribution by bulk upload and create
- View thumbnail previews of images and media files, and view 30 second previews of video content
- Create media groups to easily assign blocks of content to media players and manage playout order
- Create Media Smart Groups
- Assign position of media on display with sidebar and ticker features
- Manage content volume remotely
- Leverage SpotSwap™ technology to manage local content insertion
- Leverage local and remote RSS feeds to display news, sports, weather, stocks and more.

## Network Management

- Define and create networks
- Real-time, 24x7 visibility of network and media player status to determine overall network health
- Determine operating hours across network, per location or per media player
- Maintain detailed attributes and demographics of each location in the network
- Store key media player information as it comes online
- Create Media Player Groups to aid in campaign distribution
- Create Media Player Smart Groups
- Append and maintain key attributes of media player locations
- Manage media player configurations and software upgrades remotely
- Log and view media player status and playout history
- Remotely manage display volume and on/off status through RS-232 enabled display functions

## Layout Management

- Assign position of media on display with sidebar and ticker zones
- Manage network screen layouts for branded experience (including sidebar and ticker functionality)
- Select background music
- Create Layout Smart Groups

## Administration and Access Control

- Create / manage user profiles
- Assign users to roles and groups to control access to the application
- Robust Personalization Engine to manage numerous access and control user profiles

## Miscellaneous

- On-Demand Function
- Subscribe to RSS feeds for alerts
- Create visual reports
- Robust search features
- Smart Group Engine and Smart Tag system
- Web-based Help Guide

## Get Started Today

NEOCAST® Media Server software from Real Digital Media is a hosted application supported by certified technical and support resources at our operations center. This robust environment is accessible to advertisers, agencies, internal marketers and network managers seeking to quickly establish a dynamic digital signage network.

Contact us to learn more.

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