



**InfoCaster**<sup>™</sup>  
Harris Digital Signage<sup>™</sup>

# InfoCaster™

**InfoCaster™ is the professional choice for operating digital signage networks, large and small.**

Harris is the ONE company that addresses the entire content delivery workflow for any digital signage application — from a small number of screens communicating broad messages, to a huge network of screens that display carefully scheduled, targeted content to a specific audience at a precise location, at an exact time.

From production and scheduling through distribution and presentation, Harris Digital Signage™ solutions — including the revolutionary InfoCaster™ product line — leverage years of broadcast and IT workflow expertise to ensure any digital signage application can benefit from carefully managed content and the highest level of video quality.

## InfoCaster Suite:

The InfoCaster suite enables targeting of graphical elements within and among on-screen regions — by zone and by schedule — for broadcast-quality presentations.

**InfoCaster Creator** — Create and edit all of your InfoCaster projects, including page layout, content and scheduling.

**InfoCaster Manager** — Administer content, permissions and schedules of presentations on multiple, remote InfoCaster players.

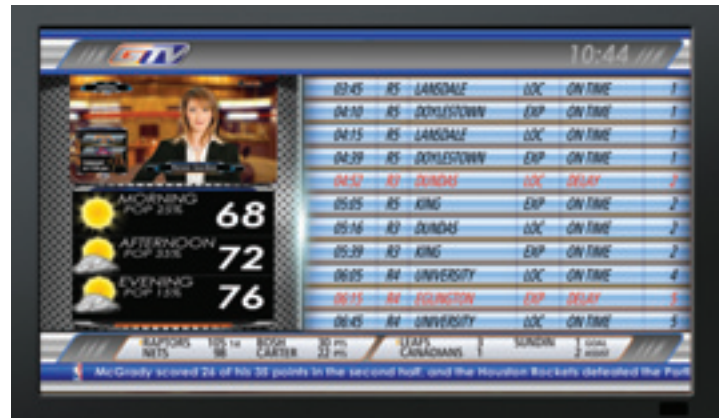
**InfoCaster Players** — Display the required content for a given project or presentation.



## Enhance Your Presentation



## Strengthen Your Message



## Energize Your Communications

# InfoCaster™ Key Features

**The numerous features of Infocaster™ provide unparalleled performance. From multizone layouts to live data feeds and 3D animations, Infocaster™ allows you to create sophisticated and stunning displays in no time!**

## Scalable

Different feature sets offer a solution for everyone — regardless of how large or small your needs. You can run a single display with the entry-level InfoCaster LE player, or mix and match LE and the mid-range InfoCaster SE player with your full InfoCaster system for significant cost savings. Network Manager and InfoCaster 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 for multiple InfoCaster displays. Content can be set to play identically on every system, or be modified for individual players.

## Flexible

Creative flexibility is inherent in InfoCaster™, with versatile, multi-zone screens that allow you to design layouts that best fit your application. Localized content and advertising are 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 is available instantly through remote updates that can be scheduled for specific times — for all or individual displays — to keep your audience informed. Out-of-the-box integration with EBMS and Newmarket Delphi, Bally's progressive gaming and VBrick streaming media systems adds even more power to your InfoCast.

## Reliability

The InfoCaster 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 an 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.

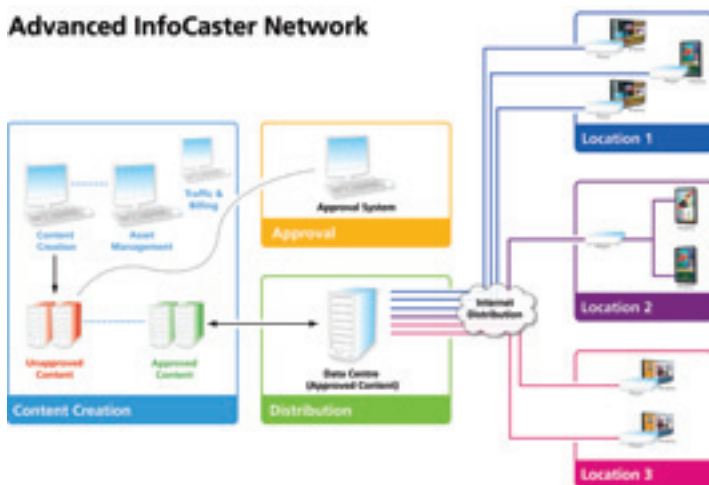
## Easy to Use

The InfoCaster system's 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. You can even begin to play out content while continuing to modify or create additional content. Templates and regions within InfoCaster™ enable quick display creation.



# InfoCaster™ Links You to Smarter Workflows

## Advanced InfoCaster Network



## Creation

### Creative flexibility is just a click away with InfoCaster Creator

- Award-winning broadcast graphics character generator provides unparalleled creativity and composition for designing sophisticated text and graphics.
- Intuitive application offers drag-and-drop WYSIWYG design/authoring/creation/scheduling
- Versatile, multizone screens
- Create new content by importing existing content, such as PowerPoints
- Templates, backgrounds and design elements are pre-loaded

## Scheduling

### Easily targets programming and advertising by time, event, region, zone, venue and monitor

- Patent-pending scheduling engine
- Preview and edit scheduled InfoCasts, along with all sequence settings, with an intuitive interface that details dates, duration, days played, timing and transitions
- Zoom on snapshot views by week, day and second for details of upcoming scheduled events
- View graphic representations of conditional playback sequences, and query event playback information
- The Schedule Manager AutoLink allows ODBC-connected graphics, broadcast-quality animations, rolls, and crawls to be automatically created on the Player — all without operator intervention

## Management

### Effortlessly manage large-scale digital signage networks with InfoCaster Manager

- Remotely control and monitor groups of players on the InfoCaster network
- Set content to play identically on every system, or target individual players
- Reach an even larger audience over LAN, FTP, TCP/IP networks or satellite transmission
- Property Map feature allows an operator to drag and drop players to a campus map, and view player status
- InfoCaster Manager distributes software triggers to InfoCaster Players throughout the network

## Playout

### The right content, to the right player, at the right time

- Individual players can be set to display different information from the same data source
- “Rolled up” views of zone groups for “roadblock” clearing — i.e., the same event across all players in a store at the same exact time
- Through any ODBC connection, a data value (from RSS or database, for example) can trigger related content
- Content can be triggered by an RFID-enabled external device
- External applications and devices can easily integrate into the triggering architecture, allowing players to trigger AVV switchers, fog machines, fireworks, etc.
- Three versions of InfoCaster Players are available, meeting the needs of any application

## Reporting

### Reports are generated with the same tools used by professional broadcasters

- As-run play logs for reviewing what has played for invoicing and advertising management
- Centralized gathering of logs for querying
- Export to ODBC-compliant files for billing integration
- Advanced Sales Manager module scheduled for release in early 2009

# InfoCaster™ Advanced Functionality

## Touchscreen Capability

- Record each touch, and provide critical intelligence to your marketing department
- Position inventory according to actual in-store data
- Present wayfinding directions to your visitors

## Multi-Head Feature

- Independent pages of content can be displayed through a dedicated VGA head on a single InfoCaster Player system.
- Depending on hardware configuration, capabilities are either two or four heads.

## InfoCaster Online

- Allows for still graphics and video content creation and scheduling
- Active Directory authentication
- Runs as a Web server

## 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.

## Out-of-the-Box Integration

### VBrick Systems — Streaming Video Integration

Harris and VBrick have combined solutions to deliver digital signage and live streaming video over various communications networks. Customers across the commercial, government and education markets now have the convenience of using one system to deliver the companies' combined digital signage and IP video streaming solutions to computer screens and digital signage displays.

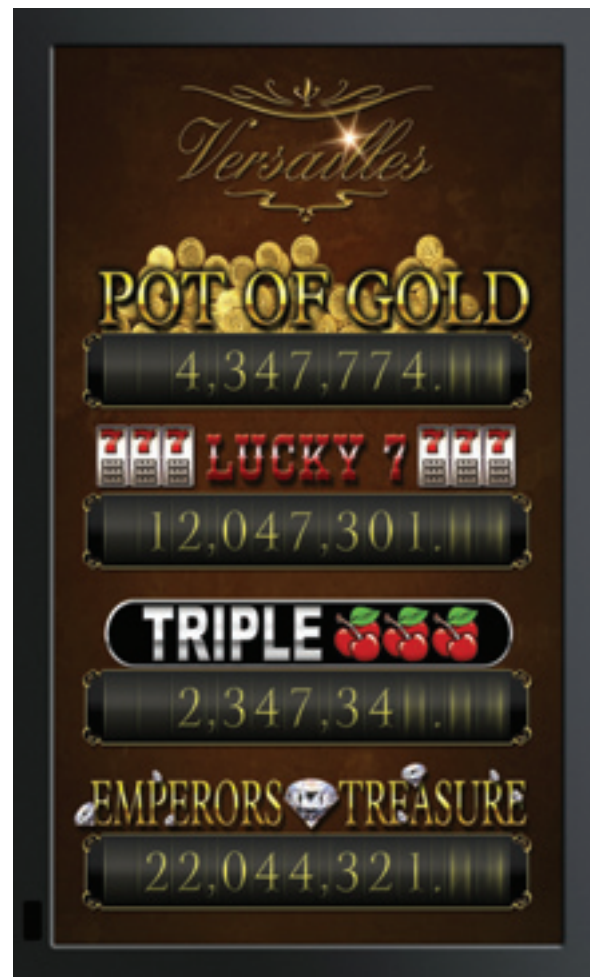
## EBMS and Newmarket Delphi — Event Management

### Software Interface

The InfoCaster Event Management System software allows the InfoCaster Players to query information from event management systems, such as EBMS and Newmarket Delphi, for their assigned locations. Informative room displays, wayfinding and scheduling can all be queried from the event management systems and displayed through InfoCaster™. Additional fields of information can be added, such as event sponsors, company logos and images of speakers, for a more meaningful display for your audience.

## Bally Power Winner — Progressive Slot Machine Interface

Capture progressive gaming information from Bally Power Winner and other leading progressive gaming solutions, and display it live through the InfoCaster Players. Current jackpot information and jackpot winners are displayed in real time as the gaming happens — anywhere on the property.



# The InfoCaster™ Advantage

## Digital Signage for Every Application



### Casinos and Gaming

- Nevada Gaming Control Board-approved progressive meter display
- Key-framed animations
- Jackpot network triggers
- Touchscreen capabilities
- Property view



### Hospitality and Travel

- EBMS (Event Management Software) integration
- Newmarket Delphi integration
- RSS and XML Internet feeds
- Live video and video clips, Webcam feed integration
- Touchscreen capabilities



### Government/Education/Transportation/Public Safety

- Automatic triggering and prioritizing of local and national emergency alert feeds
- Integration of NetXpress™ surveillance video
- Centralized remote management
- Administration for content approval
- Encrypted, secure system



### Healthcare/Banking/Corporate Communications/Houses of Worship

- Pre-loaded templates and graphics
- Centralized content creation, scheduling and management
- Live video display window
- Public safety alert integration
- "Set it and forget it" scheduling
- Combined VBrick/InfoCaster solution — delivers both streaming video and digital signage



### Retail

- RFID capability
- POS system integration
- Easy-to-read reports for comparing planned ad repetitions vs. achieved and reconciled invoices; ready for third-party audits
- Monitors, screens and playback PCs; remote troubleshooting mechanisms
- Admin privileges for local changes
- Rich play log data facilitates measurement of sales uplift
- Sales Manager module scheduled for release in early 2009

# InfoCaster™ Player Comparison

## InfoCaster Players:

**InfoCaster Premium Player** — Premium playout and creation software for delivering the ultimate in high-impact, multimedia communications. InfoCaster Premium Player energizes your messaging with live video; stylish graphics and complex 3D animations; live data feeds of real-time information, such as weather, sports and stock updates; and multizone layouts with embedded sequences.

**InfoCaster SE Player** — Mid-range playout software for moderately demanding presentations that require sophisticated graphics, networking and scheduling. InfoCaster SE offers multizone layouts with live video, audio, Flash animation, text crawls and rolls, stills, digital clocks and automated page sequencing.

**InfoCaster LE Player** — Entry-level playout software for applications that require modest graphics, but advanced networking and scheduling. Create multiple page layouts featuring video and stills with audio accompaniment to make a big impact on a small budget.

Features	InfoCaster™ LE	InfoCaster™ SE	InfoCaster™
<b>Delivery Modes</b>			
Available as Creation Station with playout capability			YES
Available as a player	YES	YES	YES
Available multi-head output	YES (P)(H)	YES (P)(H)	YES (P)(H)
Controllable via Network Manager	YES	YES	YES
<b>Output Modes</b>			
VGA	to 1024x768	to 1024x768	no limits
NTSC/PAL	YES	YES	YES
<b>Video Features</b>			
Video clip playback	YES	YES	YES
Live/streaming video		YES(H)	YES(H)
TV Tuner		YES(H)	YES(H)
Positionable video	YES	YES	YES
Video scaling			YES
Clip trim editor	YES	YES	YES
Scalable, positionable graphic over live video/clips	YES	YES	YES
<b>Graphic Features</b>			
Multizone display	YES	YES	YES
Scalable zones		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
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 (H)
3D effects and transitions on pages			YES (H)
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	YES	YES	YES
RFID triggering option	YES	YES	YES
Touchscreen support	YES	YES	YES
Progressive meter display			YES (P)
Event Management integration	YES (P)	YES (P)	YES (P)

(H) – Hardware dependent

(P) – Paid option

The InfoCaster system's new software versions always meet the latest requirements of the evolving digital signage market.

**ONE Company for Workflow Solutions Throughout the Media Chain**

Harris is the ONE company delivering interoperable workflow solutions across the entire media delivery chain — providing today's broadcaster with a single, integrated approach to capitalize on the benefits of IT and mobile applications. By providing unparalleled interoperability across our product portfolio, Harris is able to offer customers integrated solutions that improve workflows, save money, enable new revenue streams and provide a migration path to emerging media business models. To meet the evolving needs of broadcast, distribution, government agencies and entertainment businesses, Harris is the ONE answer for change.

**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, our 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.

<b>North America</b>	+1 800 231 9673
<b>Caribbean and Latin America</b>	+1 786 437 1960
<b>Europe, Middle East and Africa</b>	+44 (0) 118 964 8000
<b>Asia, Pacific Rim</b>	+852 2776 0628

For more information please visit [www.broadcast.harris.com/infocaster](http://www.broadcast.harris.com/infocaster)

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