Infocaster™

Digital Signage Software and Hardware Solutions

From production, scheduling, distribution and presentation to business management, Infocaster™ digital signage solutions leverage decades of broadcast and IT workflow expertise to help you manage content, engage audiences and realize new revenue streams.

Infocaster digital signage enables 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 is a powerful tool that can help you energize your brand, track customer behavior, influence purchasing decisions and drive revenue. From a simple menu board to a stadium concourse or sophisticated national network of point-of-purchase displays, Infocaster will captivate your audience and deliver real-world business benefits — no matter how big or small your application or budget.

Choose from a standalone Infocaster creation system or deploy an extensive digital signage network of multiple Infocaster systems with targeted scheduling and complete network management.

- **Infocaster Player™** — Deliver broadcast-quality content to your audiences on HD screens, video walls and more
- **Infocaster Creator™** — Create and edit all of your digital signage projects, including page layout, content and scheduling
- **Infocaster Manager™** — Administer content, permissions and schedules of presentations on multiple, remote Infocaster Player™ devices
- **Infocaster Traffic™** — Manage advanced scheduling and placement of advertising and promotional content to multipoint digital signage networks

Features

Infocaster is packed with features to deliver unparalleled performance. From multizone layouts to live data feeds and 3D animations, Infocaster allows you to create sophisticated and stunning displays in no time!

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. Press "Play" to showcase your work and attract an audience.

You can begin to play out content while continuing to modify or create additional content using templates and regions within Infocaster.

Scalable
Infocaster offers a variety of feature sets ideal for both large and small requirements, ensuring there is a solution to meet every need. Infocaster Manager communicates to Infocaster Player devices over any TCP/IP network, utilizing multiple, mirrored file servers and peer-to-peer management communication to reach an even larger audience.

Flexible
Creative flexibility is inherent in Infocaster, with versatile, multizone screens that allow you to design layouts that best fit your application. Localized content and advertising are just a click away, and users can perform custom content creation for specific audiences, as well as selective playout to those locations. 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 among items in each zone.

Reliable
Infocaster automatically tracks and corrects playback interruptions. Remote software updates ensure that all Infocaster Player devices in your network are running properly.

Organized
Easily manage complex communication projects with Infocasts™ that contain content pages and all related scheduling information. Powerful tracking capabilities allow you to track and log playback, which helps ensure accuracy when monitoring and billing advertisers.

Advanced Functionality
Conditional playback permits both hardware and user-defined triggers to cause changes to occur in the display. Engage your viewers with an interactive, touchscreen display that helps them make their purchase decision.

Details

Infocaster Links You to Smarter Digital Signage Workflows

Creation
Empower your designers with creative flexibility that is just a click away.

Infocaster provides unparalleled creativity and composition for designing sophisticated text and graphics layouts in a familiar, easy-to-use environment. With Infocaster Creator, you can design displays with video, animations, text and graphics, generate elegant messages and add external feeds, all with broadcast-quality graphics. Included templates, backgrounds and design elements get content creation off to a quick start.

With a hierarchical approach to content creation, versatile, multizone screens allow you to independently schedule an unlimited number of screen regions simultaneously. The system acts as a design center, schedule and player for smaller installations, or works with the Infocaster network management system to feed content and schedules across a local or wide area network, controlling multiple signs around a single facility or in multiple facilities in different locations.

Scheduling
Easily target programming and advertising by time, event, region, zone, venue and monitor.

Schedule content by calendar, and update your presentation minutes or months in advance. Preview and edit scheduled Infocasts, along with all sequence settings, with an intuitive interface that details dates, duration, days played, timing and transitions. Complete schedule tracking allows detailed reporting and facilitates invoicing customers.

Available, advanced scheduling tools provide intelligent, automatic content placement, targeting any combination of signs, including cross-network scheduling for advertising and promotional content based on location, time and user-defined attributes for powerful content display management. Monetize your network with tools to track sales inventory, enter orders, manage billing and track revenue.

Management
Effortlessly manage digital signage networks.

With Infocaster Manager, you can remotely control and monitor individual players and groups of players across the Infocaster network, with available tools to reach large audiences across facilities or locations around the world. Drag and drop content onto players across a campus map. View device status and trigger player devices remotely, across the network.

Playout
Press Play – That's it!

Deliver broadcast-quality content to your audiences on HD screens, video walls and more. Control playout with easy-to-use tools, and update presentations seamlessly, without stopping playout.

With Infocaster Player, customize content on individual displays to announce regional schedule changes, transit delays, breaking news, or advertising for specific markets. Incorporate multiple-channel IPTV video, channel guide and IR Remote. Trigger external applications from players to enhance presentations with A/V switching, fog machines, fireworks and more.

Reporting
Harness the power of information.

Infocaster provides detailed reporting, leveraging the same tools used by professional broadcasters. Leverage as-run logs to review what has played for invoicing and advertising management, and provide information from players across the network.

Markets

Infocaster Advantage
Digital Signage for Every Application.

Sports and Live Events Venues
Surround fans with broadcast-quality, high-impact video throughout the arena or stadium — from the seats to the suites and every square inch in-between.

- Highly targetable promotional opportunities for increased revenues – as much as 300%
- Enhanced fan experience via venue-wide delivery of broadcast-quality video
- Ability to drive future event ticket sales while providing up-to-the-minute game, traffic and weather info — all on one screen
- Low-latency live video assuring fans are never away from the action
- State-of-the-art monitoring ensuring no interruptions to fan enjoyment

Casinos and Gaming
Guide, entertain and inform guests — from wayfinding to event promotions to jackpot winner announcements.

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

Hospitality and Travel

Energize the atmosphere to attract and engage patrons, reduce perceived wait times and maximize revenue, while containing costs.

- 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

Relay key information to audiences in a range of locations — from airports and train stations to municipal transit systems and schools — in an effective and timely manner.

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

Healthcare/Banking/Corporate Communications/Houses of Worship

Communicate more effectively with geographically dispersed audiences — from clearly articulating company messaging and best practices to global employees to engaging congregations with inspirational messages.

- Preloaded templates and graphics
- Centralized content creation, scheduling and management
- Live video display window
- Public safety alert integration
- "Set it and forget it" scheduling

Retail

Enliven the retail environment to attract and engage customers, deepen the shopper loop and turn browsers into buyers.

- RFID capability
- POS system integration
- Easy-to-read reports for comparing planned ad repetitions vs. achieved and reconciled invoices; ready for third-party audits
- Remote monitoring and troubleshooting
- Admin privileges for local changes
- Rich play log data facilitates measurement of sales uplift
- Sales Manager module

Specifications

Specifications and designs are subject to change without notice

Infocaster Creator
Content Creation System

Create and edit all of your Infocaster projects, including page layout, content and scheduling.

- 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
- Templates, backgrounds and design elements are preloaded
- Specifications available upon request

Infocaster Manager
Network Management System

Infocaster Manager is a network management component for administering content across multiple displays. Infocaster Manager defines what Infocaster Player playout device the Infocast presentation is intended for and when it needs to arrive. Infocaster Manager then publishes the necessary files to a specified file server location (such as a high-bandwidth server) and notifies the specific Player or Players to retrieve modified presentations from the file server.

Infocaster Manager is available in three software bundles:

- **Infocaster Manager Software (1-150)** — Supporting up to 150 players, Infocaster Manager administers content, permissions and schedules of presentations on multiple, remote Infocaster Player devices. Presentations can be transmitted via satellite, standard network or wide area network to many remote sites.

- **Infocaster Manager Software (150+)** — Supporting environments of over 150 players, Infocaster Manager 150+ administers content, permissions and schedules of presentations on multiple, remote Infocaster Player devices. Presentations can be transmitted via satellite, standard network or wide area network to many remote sites.

- **Infocaster Manager Pro** — Includes unlimited players and provides the added features of mirrored and preferred file servers, Infocast approval/disapproval and also allows the control of unlimited Infocaster Player devices.

Infocaster Traffic
Intelligent, Advanced Sales and Scheduling for Signage

- Intelligent and automatic content placement
  - Target any combination of signs, including cross-network scheduling for advertising and promotional content, based on location, time and user-defined attributes
- Accurate business management with tools to make it easy to plan and execute campaigns
  - Inventory tracking, content scheduling, billing and revenue reporting
  - Automatic rotation of content to provide message variety
  - Campaign entry and routing for management approval
  - Rate card pricing relative to inventory availability
- Ability to manage digital signage network schedules from anywhere an Internet connection is available via a web-based interface
- Flexible hosting options
- Specifications available upon request

Infocaster Player
Content Playout Software and Player Devices

Infocaster Player content playout software synchronizes and delivers content from multiple sources to thousands of remote displays over a widespread or nationwide network, addressing individual messaging display requirements.

- Individual players can be set to display different information from the same data source
- Multiple-channel IPTV video and channel guides can be incorporated
- Ability to automatically trigger related content or activate external devices including A/V switchers, fog machines, fireworks, etc., based on information in an RSS feed, database, RFID-enabled external device, or other triggering mechanism
- IR Remote Control options

Imagine Communications offers three Infocaster hardware platforms for content creation and playback. The following table will help you to determine which platform is the right one for you.

	INH700	DS1150	R4150
Chassis	Small Form Factor (SFF)	2RU Rackmount Chassis (with supplied filler plate)	2RU Rackmount Chassis
Dimensions	Height: 1.6" (40 mm)	Height: 2.6" (66 mm), 3.5" with supplied filler plate	Height: 3.5" (89 mm)
	Width: 6.5" (165 mm)	Width: 15" (381 mm), 18.9" with rack handles attached	Width: 16.94" (430 mm)
	Depth: 8.3" (210 mm)	Depth: 8" (203 mm) excluding cables	Depth: 17" (432 mm)
Weight	3.4 lbs, 1.54 kg (with power adapter)	9.8 lbs, 4.4kg	25 lbs (11.34 kg)
Channels	Single channel	Dual channel	Quad channel
Resolution	Up to 1080p	Up to 1080p	Up to 1080p
CPU	Intel® Celeron 1037U 1.8 GHz dual core	Intel® Core™ i3-2120	Intel® Core i7-3820 3.6 GHz quad core
RAM	2 GB DDR3	2 GB DDR3-1066	8 GB DDR3-1333 (quad channel)
GPU	Intel® HD Graphics	Single NVIDIA® GeForce® GT 630	Dual NVIDIA® Quadro K600
Display Connectors	1 x HDMI 1 x DVI-I	2 x DVI-I	2 x DVI-I 2 x DisplayPort
Audio	One 3.5mm stereo analog output port Audio is also available through HDMI	Three 3.5mm stereo analog audio output ports	Six 3.5mm stereo analog audio output ports
Storage	**INH700 DA/DB:** 500 GB hard disk drive **INH700 SA/SB:** 120 GB solid state storage	250 GB 7200 RPM hard disk drive	500 GB 5400 RPM hard disk drive 2 TB RAID0 (Stripe), 2 x 1 TB 7200 RPM hard disk drive
Network	Dual Gigabit Ethernet	Single Gigabit Ethernet	Single Gigabit Ethernet
USB Ports	4 USB 2.0 ports on front 2 USB 3.0 ports on back	2 USB 3.0 ports on back 4 USB 2.0 ports on back 2 USB 2.0 ports on front	2 USB 3.0 ports on back 8 USB 2.0 ports on back 2 USB 2.0 ports on front
TV Tuner (optional)	1 RF tuner input 1 RCA composite input TV tuners mount external to system chassis	1 RF tuner input 1 RCA composite input	1 RF tuner input 1 RCA composite input
GPIO (optional)	-	1 DA26 GPIO port D-shell connector	1 DS26 GPIO port D-shell connector
Additional Features	2 RS232 ports on front 802.11 n/g/b wireless (disabled by default)	2 external SATA ports 1 RS-232 COM port	-
Operating Temperature	5° to 35° C (41° to 95° F)	5° to 35° C (41° to 95° F)	5° to 35° C (41° to 95° F)
Power Consumption	35 W maximum	120 W maximum	260 W maximum