

# coolsign

Digital Signage



Intelligent IP Video

## Digital Signage Solution Powerful – Efficient – Scalable

CoolSign delivers business-class software-based solutions for the digital signage and digital out of home (DOOH) sectors. Since its launch in 1998, CoolSign is deployed within hundreds of high profile clients around the globe. The CoolSign solutions allow companies to create, manage and deliver powerful, dynamic content across an entire network, regardless of size, topology, or connectivity.

Haivision believes there is an art and science to digital signage. Developing and delivering the best enabling technology requires understanding and addressing the key business drivers behind networks. Networks that really work understand and respect their audiences, communicate powerfully, and deliver on objectives that were well-defined and understood from the start. CoolSign offers the most robust, full-featured digital signage application on the market – for small businesses all the way up to Fortune 500 companies – because CoolSign networks simply work.

CoolSign has all the features and functions to drive the most sophisticated multi-screen landmark displays, to deliver highly targeted and metered advertising media, and to effectively power corporate communications networks. The focus is always on reliability and efficiency, and what they mean to the true total cost of ownership (TCO) of networks.

**Simplicity for Corporate Networks.** CoolSign is designed to make planning, scheduling, distributing and monitoring media an easy, quick and accurate process. Drag and drop usability combined with CoolSign's control and patented scheduling approach make ingesting, assigning, and adjusting content delivery across your network a simple, repeatable process.

**Visual Performance.** CoolSign provide superior quality playback of graphics, overlays, and video content. Transitions are seamless with full cross fade capability and no retrace tearing. CoolSign support sophisticated multi-layer compositing directly at the player level with independent control of all elements. Tickers play at 60 fps full motion with no stuttering.

**Network Scalability.** CoolSign has been designed as a true enterprise grade platform. CoolSign not only accommodates any network connectivity available, but also supports an n-tier architecture approach. Simple networks are managed directly from the central signage server. As the network expands, intermediate transfer servers and site controllers can be introduced to efficiently accommodate the distribution of tasks and network loading. Leading integrators today count on CoolSign as a platform that can support very diverse networks with thousands of displays.

**Advanced Integration.** CoolSign is the platform of choice for the most advanced signage network operators. The CoolSign platform enables true value-added signage network management by combining its n-tier extensibility with advanced features such as multi-tenant support, lifecycle management of players, and a powerful application programming interface (API).

CoolSign offers the most complete feature set in the digital signage industry. Some highlight capabilities include:

### Broadcast Quality Playback

- Multi-layer compositing
- No retrace tearing
- Smooth 60Hz tickers
- Multi-screen multi-pc video synchronization

### Powerful & Easy to use

- Intuitive Graphical User Interface (GUI)
- Point and click attribute based scheduling
- Day-parting – point and click

### Distribution

- N-Tier architecture
- Intrinsic Multi-casting
- Any transport from DSL to cellular to satellite
- Simple bandwidth controls

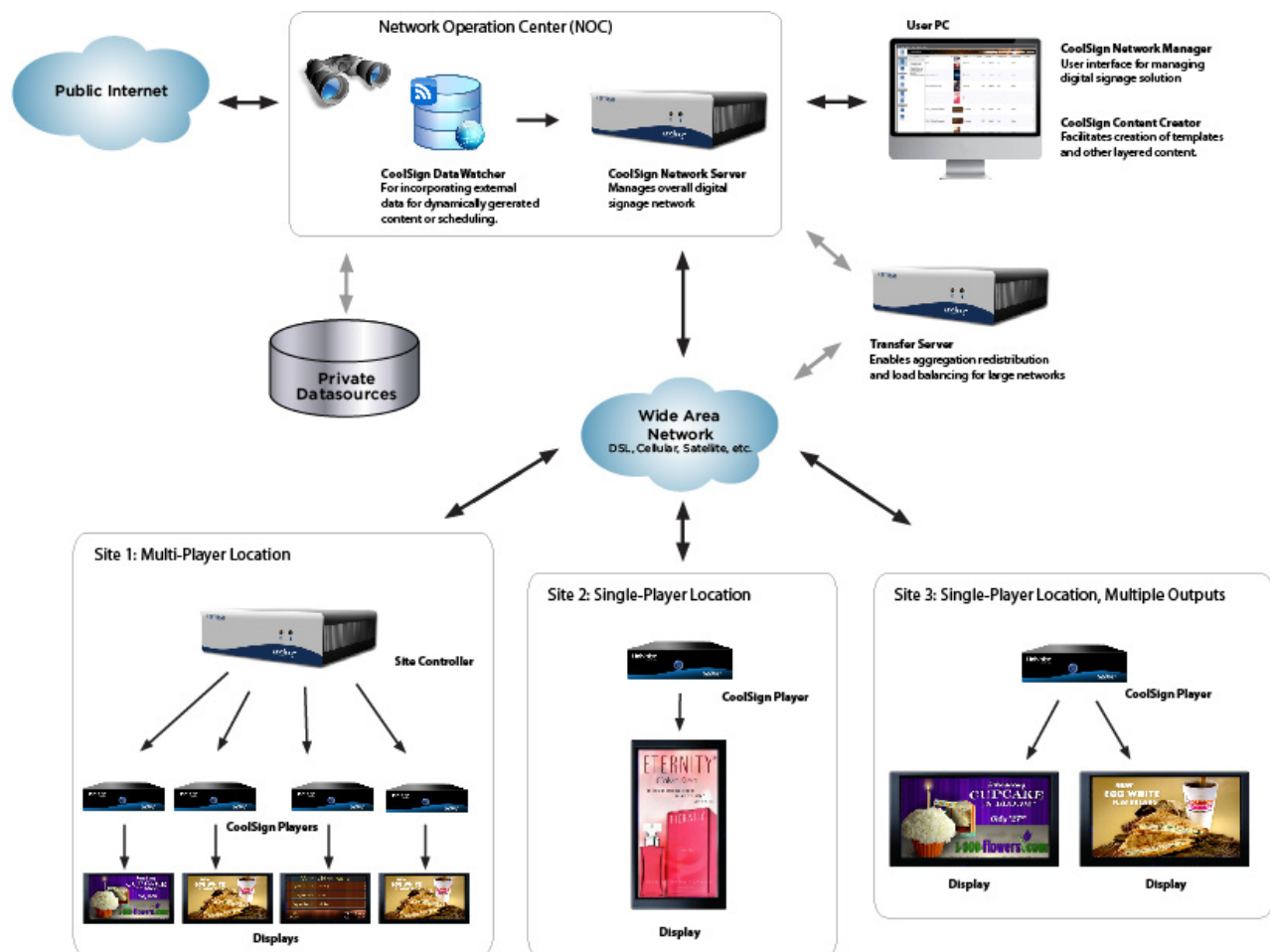
### Fully Managed

- Configurable alerting mechanism
- Rich remote configuration and maintenance toolset
- Lifecycle management features
- Device control and monitoring, including Conduit



**coolsign**

## The CoolSign Network Architecture



**CoolSign Network Server:** The core of any CoolSign network - available in various capacities to fit the needs of networks from small to large; the main repository for all network data and controls the actions of all other devices on the network. There is always one and only one CoolSign Server per network.

**CoolSign Transfer Servers and Site Controllers.** The key to n-tier scalability - caching and redistribution nodes for downstream content and schedules; aggregation points for upstream logging and monitoring information; providing distribution optimization to guarantee network efficiency.

**CoolSign Network Manager.** The primary window into controlling, managing, and monitoring the activities of a CoolSign network. CoolSign Manager's Core Functions including importing and managing content, creating channels, playlists, and the advanced CoolSign scheduling, configuring and managing all players, creating dynamic data tables, and configuring and monitoring all aspects of your network including element status, network bandwidth usage, and play logs.

**CoolSign Player.** The powerful media playout software designed to support all key aspects of today's digital signage deployments, supporting broadcast quality, 1080p, with MultiPlay™ (multiple displays) and CoolSync™ (screen synchronization).

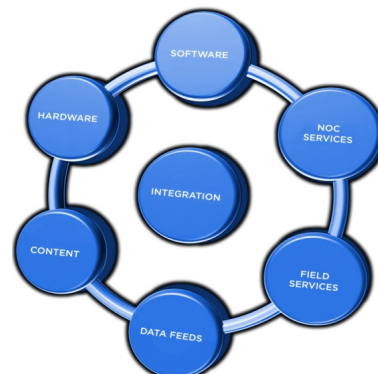
**CoolSign Content Creator.** The extensive templating environment. For those who want to design their own layouts for RSS feeds, weather, databases of pictures, text, products, etc., Content Creator lets you easily assemble multiple media elements in layers and animate them based on presets or external data.

**CoolSign DataWatcher.** Making it easy to bring in data from virtually any source and have it easily flow into your dynamic template content. By centrally ingesting the data, it can be monitored, secured, and given a controlled lifespan. With DataWatcher, data is automatically distributed throughout your CoolSign network without the need to configure each individual player (and the network) to access remote feeds.

**Interactivity.** Interactivity is increasingly becoming a part of signage networks allowing content on each display to automatically adjust to user or environment inputs. CoolSign natively supports central or local data integration capabilities and multiple real time triggering methods, allowing you to engage customers as never before.

**Experience, Maturity, Growth.** CoolSign is a founding member of the digital signage market. The CoolSign development team has addressed diverse requirement in corporate, retail, and ad-driven networks to build the most reliable and scalable signage platform available today. Haivision is dedicated to providing the most advanced end-to-end medias network solutions incorporating the most reliable and most cost-efficient technologies available.

**The Signage Ecosystem.** Haivision understands that many deployments rely on the power of multiple technologies and services coming together in a fully integrated and maintainable system. While Haivision focuses on developing world-class infrastructure software for signage, we foster partnerships with networking, content, and data feed providers to enable our integrators to deliver value-based systems that work.



## Specifications

### Minimum Server Hardware Specifications

#### A) Value Server (0-50 Nodes)

Processor: Intel Core2 Duo 1.8 GHz  
Ram: 2 GB or greater  
Hard Drive: 80 GB SATA

#### B) Mid-Range Server (50-200 Nodes)

Processor: Intel Dual Core Xeon 5050 3 GHz  
Ram: 4 GB or greater  
Hard Drive: SATA RAID 5, 4x80 GB, 10K RPM

#### C) Premium Server (200-800 Nodes)

Processor: Intel Quad Core Xeon 5100 3 GHz  
Ram: 8 GB or greater  
Hard Drive: SATA RAID 5, 4x80 GB, 10K RPM

*CoolSign Servers require Windows XP SP2 or Windows 2003/2008 Server SP2*

### Minimum Desktop Hardware Specifications

Processor: Intel Core2 Duo 1.8 GHz  
Ram: 2 GB or greater  
Hard Drive: 80 GB SATA

*CoolSign Desktop applications require minimum Windows XP SP2*

### Minimum Player Hardware Specifications

#### A) Value Player

(supports 1 region of MPEG-2 content @ 720p)

Processor: Intel E4300 or greater  
AMD Athlon X2 5600 or greater  
Ram: 1 GB or greater  
Hard Drive: 80 GB SATA; 10K RPM w/ 16MB cache or greater  
GFX: Intel 945 or greater ATI Radeon HD 4350 or greater  
NVIDIA GeForce 9500GT or greater

#### B) Premium Player

(supports 2 regions of MPEG-2 content @ 720p or 1 region of MPEG-4/H.264 content @ 1080p, either with 1 region of scrolling text)

Processor: Intel Q6700 or greater  
AMD Athlon II 620 or greater  
Ram: 2 GB or greater  
Hard Drive: 160 GB SATA; 10K RPM w/16MB cache or greater  
GFX: ATI Radeon HD 4890 or greater

#### C) Multi-Output Premium Player

(supports 4 outputs of 1 region @ 1080p or 4 outputs of 2 regions @ 720p and 1 region of scrolling text)

Processor: Intel Q6700 or greater  
AMD Athlon II 620 or greater  
Ram: 2 GB or greater  
Hard Drive: 160 GB SATA; 10K RPM w/16MB cache or greater  
GFX: 2x ATI Radeon HD 4890 or greater

*CoolSign Players require Windows XP (Pro SP2 or Embedded), 7 (Pro or Ultimate), Vista (SP2)  
Graphic Cards must support DirectShow and DirectDraw / Direct3D  
Sound cards must support DirectSound*

### Media Formats Supported

MPEG-1	JPG
MPEG-2	GIF
MPEG-4 Part 2	BMP
H.264/MPEG-4 Part 10*	PNG
Flash	PSD
WMV	
AVI	
MP3*	
Microsoft PowerPoint**	

\* Supported only with FFDShow and Elecard 3<sup>rd</sup> party software – installed separately  
\*\* When converted to MPEG (MS PPT 2010) or JPG (MS PPT 2003-2007)

CoolSign also natively supports dynamic templates, which can incorporate changing text and media elements, animation, and layered compositing.

**For a complete list of supported hardware platforms and requirements for CoolSign servers and players, please see [www.haivision.com/coolsign](http://www.haivision.com/coolsign)**

**Ordering information** (please obtain complete system quotations from Haivision or an authorized Haivision integration partner)

<b>SW-CS-SRV-x</b>	<b>CoolSign Network Server Software</b> – Options: Lite, Basic, Standard, Enterprise Server, Enterprise MT Multi Tennant Server. Supports 10 – unlimited number of player connections, includes 1 Network Manager connection. Software only.
<b>SW-CS-TS-S</b>	<b>CoolSign Standard Transfer Server Software</b> – Aggregates data and network connections to provide scalability and load balancing in a large network. Connects directly to Players or to additional Transfer Servers or Site Controllers to provide the most efficient network possible.
<b>SW-CS-SC-x</b>	<b>CoolSign Basic or Enhanced Site Controller Software</b> – Enables bandwidth aggregation for local site with multiple players. Maximum 10 players with the Basic and 100 players with the Enhanced. Software Only.
<b>SW-CS-DW-x</b>	<b>CoolSign DataWatcher Software</b> – Option: Central or Remote. Allows import of external data to populate tables to display dynamic content or to trigger specific content schedules. Software Only.
<b>SW-CS-CCT</b>	<b>CoolSign Content Creator Software</b> – Powerful video composition tools to design dynamic and interactive content that can pull from data tables within the CoolSign network. Software Only.
<b>SW-CS-PALxx</b>	<b>CoolSign Player Access License.</b> License Only.
<b>SW-CS-NPM</b>	<b>CoolSign Player MultiPlay Option</b> - Enables multiple display output from a single Player device. Requires Base Player License.
<b>SW-CS-NPCS</b>	<b>CoolSign Player CoolSync Option</b> - Enables synchronized payout. Only 1 per Player Required. Requires Base Player License.

Contact Haivision for additional licensing and maintenance ordering information.