

## About ezeVue Ltd

Our business is digital display software, and as specialists in our area of expertise, we have built up an enviable reputation for delivering applications which are impressive and reliable. Our solutions include passenger information systems, window displays, in-house television and product information systems.

Today's internet generation is familiar with (and in many cases, expects) a diverse and constantly changing communication experience in order for them to take notice. Turnover comparisons show that our retail solutions are attracting attention, and that response rates are on the increase. And from those retailers where it is possible to accurately measure footfall, we know at least 3 million people view our digital displays every year.

Available from:

# ezeVue

## Digital Display Software

### Minimum system requirement

- Intel® Pentium® 4 2.6 Ghz Processor
- Microsoft® Windows® XP Professional Service Pack 2
- Microsoft Internet Explorer® 6
- 256 Mb RAM (512Mb recommended)
- 128Mb Graphics Card
- 40Mb available hard-disk space (for installation)
- 30Gb available hard-disk space (for potential media)
- 800x600 Screen Resolution (1024x768 recommended)
- DVD-ROM Drive
- Internet Connection required for Product Activation.

# Grab their attention. Spark their interest.

# ezeVue™



## ezeVue

### Digital Display Software

Manage and deliver compelling dynamic content to single or multiple media players



ezeVue Ltd.  
www.ezevue.com

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# What is ezeVue Digital Display Software?

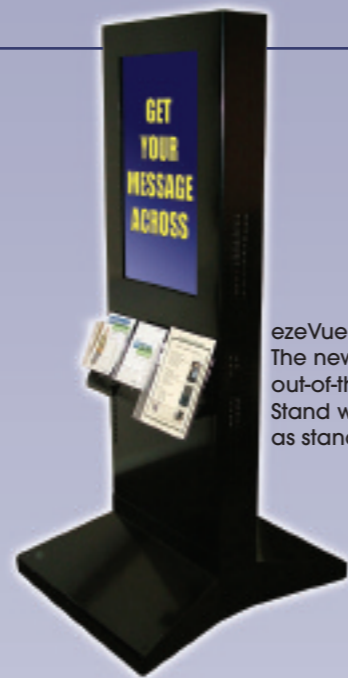
Digital display, also known as dynamic or digital signage, uses computer technology to deliver controlled media-rich content and messaging to electronic displays.

Whether these displays are CRT screens, LCD panels, plasma displays, video walls or projected images, the improvement over traditional display technologies is massive.

**ezeVue Digital Display Software** is a flexible solution with many uses:

- **Information delivery** – By showing current travel, public or consumer information, digital display keeps the public updated, informed and targeted.
- **Advertising** – Through in-store promotions and offer-targeting, uplift sales in any location-based retail environment. Alternatively, develop third party advertising as a new income stream.
- **Entertainment** – Provide live entertainment feeds to keep waiting customers occupied.

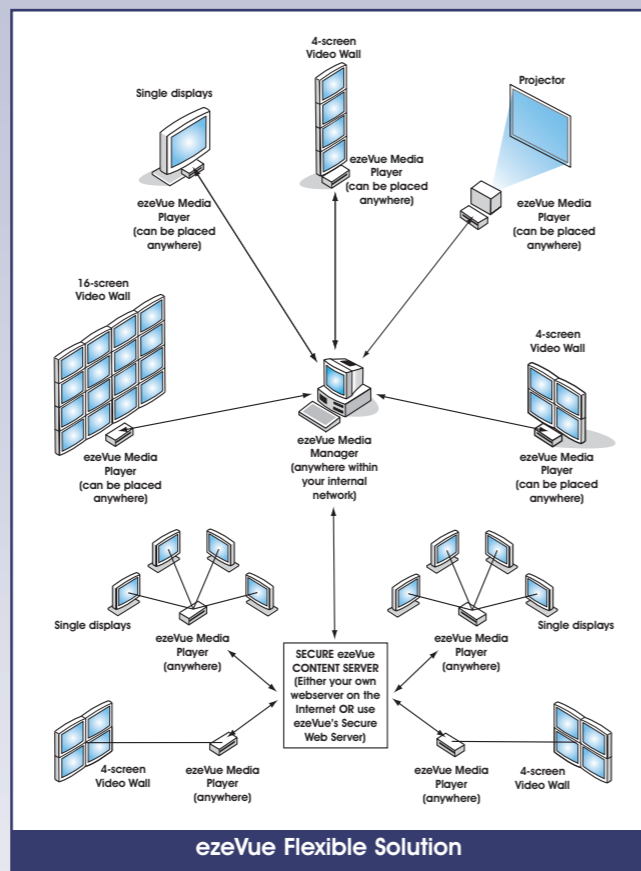
By broadcasting media-rich output, digital signs become more engaging and get better results than traditional static displays.



**ezeVue Message Tower.**  
The new mobile, out-of-the-box Signage Stand with ezeVue Software as standard.

## ezeVue flexibility

- **ezeVue Digital Display Software** is designed to deliver your media content in the form you want across existing, standard IT technologies. Display layouts are completely free-format so you are not restricted by pre-determined structures.
- **ezeVue** scales up from a stand-alone single screen to complex, context-sensitive enterprise-wide network provision without changing the way you use the software.
- **ezeVue Ltd** is a specialist company in the field of digital display software and we do not supply hardware. We are, however, pleased to provide contact information for a number of proven business partners who can supply professional hardware solutions for users of **ezeVue Digital Display Software**.

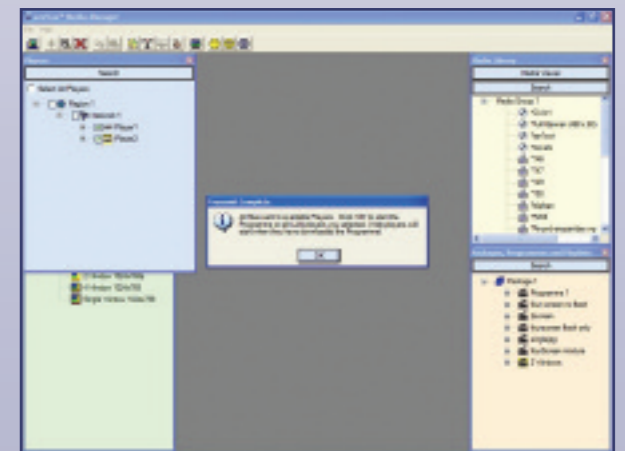
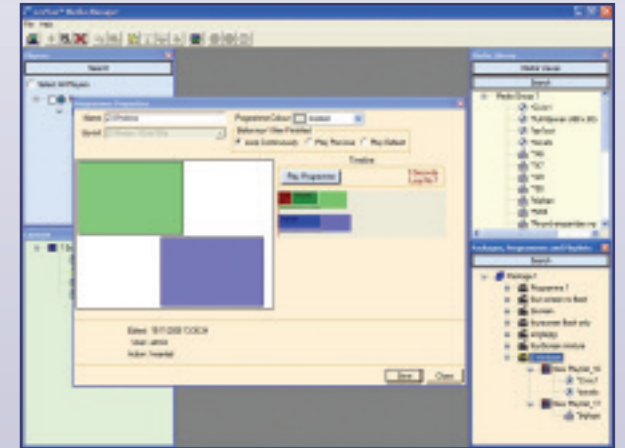


# The component parts of the product

## Media Manager

At the heart of the **ezeVue** software suite is **Media Manager**, an easy but powerful tool for the management and delivery of dynamic content.

- Set up and configure display screen output options with network locations, templates, resolutions and layouts.
- Collate and organise most media types into sequenced packages – **ezeVue** accepts content from all common video, audio, data, graphical and animation formats as well as linking to web sources.
- Transmit packages and message immediately to single or distributed media players or schedule for play later.
- Manage multiple media players across LAN and Web connections – **ezeVue** easily scales up from a single player to multi-player, multi-screen networks using a variety of display options.
- Administration area for login security, username and password set up.
- **Media Manager** is accessed simply through a Windows-based GUI with a minimum of training. As a consequence, anyone can manage your digital signage content and maximise the commercial opportunity it represents.



## Media Player

Loaded on any connected PC with one or more screens attached, **ezeVue Media Player** accepts media and instructions transmitted from **Media Manager** and acts to display the content in the required formats.

- Players are targetted by using a simple selection process in **Media Manager**.
- Packages are instantly transmitted to players, but **Media Manager** can also send instant messages and schedule media to play at a later date.
- Once a package has played it can:
  - continue to loop until another package is transmitted
  - play a default package
  - play the previously finished package.
- Whether the system is a stand-alone PC running a DVD, or a complex network of LAN and Internet distributed display systems, **ezeVue** delivers scaleable solutions for all digital signage requirements.

