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INFORMATION

# Glance - Digital Content Distribution

## Overview



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The Glance – Digital Content Distribution gives owners and operators of digital signage an easy to access, simple to use way of managing the digital content on their electronic devices. The management of digital content; the monitoring of the health and status of the device; and the reporting of “proof of play” makes Glance the platform of choice for effective advertising program management for all types of media playing devices, including tablets, flatscreens, and outdoor LED displays.

There is no central software to install. All the required software is hosted on cloud based servers, and is available over the Web through the *Glance - Digital Content Distribution* interface.

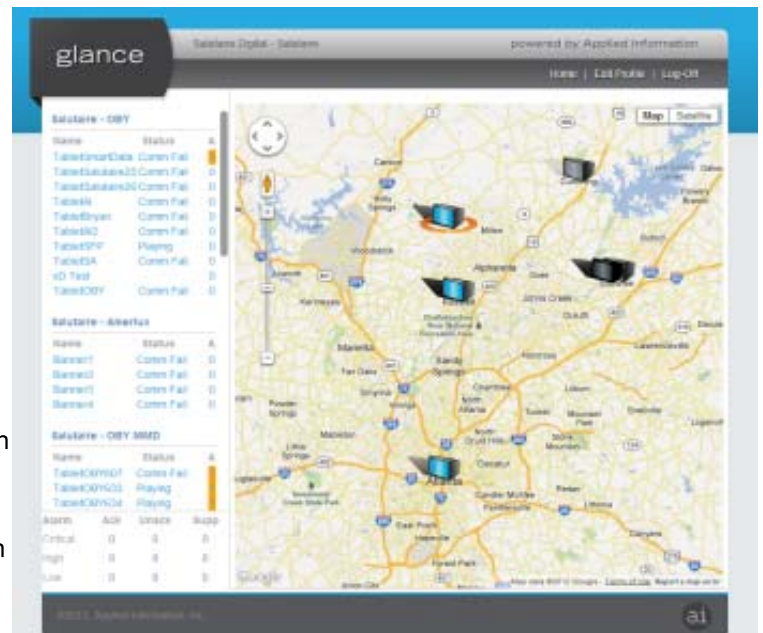
## Glance is the Right Choice for the Following Applications...

There are many choices for Digital Content Management available in the market. For example, some applications are highly configurable, and complicated to use. Others focus on specific niche markets. The following list of the benefits of Glance allows the user to see if Glance is the right choice for their digital content distribution needs.

### 1) Situational overview at a “Glance”

Glance contains a very powerful map-based overview that shows the user the status of the whole system “at a glance”. Figurines show the different sign types with their status clearly shown including current communication status and any device alarms. Multi-company support means that a supervising media company can see all the signs controlled, and via company based permissions, a client company can see just the signs belonging to that company.

As Glance is designed to automatically update the position on the map with the GPS or Location Service coordinates received from the device, the user is assured that the sign is located correctly, and the right message is appearing on the right sign.



### 2) Hardware monitoring and battery powered devices



A powerful and unique feature of the Glance player installed on the field display device is its ability to monitor external sources such as buttons (i.e. contact closures) or intelligent devices (i.e. barcode scanners) to trigger specific content. For battery powered devices, the player can monitor the state of the battery and associated battery charging function. A variety of Media Player and external interface card combinations can be used to meet most application needs. Alarms can also be configured for abnormal situations, sending text and email messages to service personnel, allowing effective maintenance of the system to be carried out.

### 3) Slot based advertising scenarios

Glance is designed to make it easy to implement slot based advertising schemes. If the display has, for example, 12 advertising slots, then media can be simply “dragged and dropped” to the slot belonging to the advertiser, and the sign or signs will be automatically updated by clicking the “Publish” button. Playlists for “Tuesday Specials”, “Lunch Specials”, and so on can be easily created and edited, and scheduled to run in simple or complex scheduling schemes. A look-ahead “next up” feature shows which playlist will run when in the future, making it simple to see what is going to be displayed. A preview of the playlists is also provided, making it easy to see what future display sequences will look like.

#### 4 - Day Parting Example

	M	D	Days	Time	Command
1	ALL	ALL	SMTWTFS	04:00:00	Play Morning List
2	ALL	ALL	SMTWTFS	11:30:00	Play Afternoon List
3	ALL	ALL	SMTWTFS	16:30:00	Play Evening List
4	...	...	.....	00:00:00	

#### 3 - Weekday Example

	M	D	Days	Time	Command
1	ALL	ALL	S.....	00:00:00	Play Sunday List
2	ALL	ALL	.M.....	00:00:00	Play Monday List
3	ALL	ALL	..T....	00:00:00	Play Tuesday List
4	ALL	ALL	...W...	00:00:00	Play Wednesday List
5	ALL	ALL	....T..	00:00:00	Play Thursday List
6	ALL	ALL	.....F.	00:00:00	Play Friday List
7	ALL	ALL	.....S	00:00:00	Play Saturday List
8	...	...	.....	00:00:00	
9				00:00:00	

#### Test Playlist



A OBY\_Quip.jpg



RobotBumper(1).n



OBY\_Here(1).jpg



RobotBumper(2).n



OBY\_Here(3).jpg



RobotBumper(3).n

### 4) Assurance of what is being displayed when and where.

Filter From: [December 24, 2012](#) To: [December 31, 2012](#) TabletOBY617

Play Statistics	
Media	Impression
OBY MMD\A OBY_Quip.jpg	654
OBY MMD\OBY_Here(1).jpg	650
OBY MMD\OBY_Here(3).jpg	650
OBY MMD\RobotBumper(1).mp4	654
OBY MMD\RobotBumper(2).mp4	648
OBY MMD\RobotBumper(3).mp4	647

The Glance player installed on each of the field display devices regularly sends to Glance the details of when and how many times each media file is displayed. This enables Glance to publish high reliability “proof of play” reports. These reports are from the media actually displayed (as opposed to what was meant to be displayed) which allows audit of advertising performance to be carried out.

### 5) Analytics Friendly

Interested in more than proof-of-play reports ? If your application is interactive, hooks can be integrated into the content, tracking its performance - what selections were made, where did user stop. Great for A-B testing of content scenarios.