

# InfoChannel 3 Benefits

## InfoChannel Designer 3

InfoChannel Designer's easy interface takes minutes to learn and is streamlined to reduce production time. Features such as multiple level undo, grid and layout guides and spell check in nine languages help you improve the look and quality of productions.

InfoChannel Designer has powerful graphic features to increase visual impact:

- drawing tools
- texture tiling
- image processing
- opacity control
- alpha channel
- text formatting & rotation
- text crawl

InfoChannel Designer imports many standard graphic file formats and can grab images from cameras or scanners. You can easily and inexpensively repurpose your existing print, web and TV content.

- Graphics: BMP, GIF, IFF, JPEG, PCX, PNG, Targa, TIFF, WMF
- Animation: FLC, FLI, AnimGIF
- Sound: WAV, MP3, MIDI, CD Audio (requires sound card, CD-ROM drive)
- Video: Software and hardware MPEG 1 & 2, AVI Support and QuickTime® 3
- Fonts: TrueType® and ScalaType

InfoChannel Designer lets you schedule time-sensitive messages by time, day, week, month and year. You can announce events, sales, deadlines, or target specific demographics by time of day or season.

Interactive buttons, variables and branching can be easily done without any programming. You can design kiosks for store directories, self-service product information, museum exhibits or even employee training.

Support for Windows® Script Host languages lets you integrate with other applications, databases and hardware.

- Use languages such as JavaScript and VBScript.
- Respond to retail POS and inventory systems to reflect changes in pricing and availability.
- Interface with card readers, printers, queue systems, etc.
- Display live data such as production status, call center information, sports scores, local weather or traffic.

InfoChannel Designer also has serial port data communications for external devices.

- Programmable input and output settings let you talk to anything with an RS-232 port.
- Special modules are available for VCRs, switchers, queuing and weather data systems.

You have a wide array of content publishing options. InfoChannel Designer lets you distribute content over InfoChannel Networks, the Web, CD-ROM, e-mail, stand-alone file, HTML or video.

## InfoChannel Player 3

InfoChannel Player delivers attention-grabbing, full-screen, TV-like playback with hundreds of real-time effects and transitions.

It gives you versatile layering of text, video and graphic elements and unlimited mixing of digital audio tracks.

Content can be created for 4:3, 16:9 or even 9:16 portrait format for maximum freedom of screen placement and rotation.

Digital video plays seamless and smooth, even at full screen. From advertising to movie trailers, training, and more. Software MPEG2 support eliminates the need for hardware playback.

Playback can be tracked and verified via player logs for ad billing and system status. Ad logs are a great value to your advertisers, and the system status will alert you when players in the field need attention.

And because it's dynamic real-time multimedia, information can be customized for different locations, times and conditions. Dynamic information like prices and dates, local product availability, even weather or traffic can be mixed with multimedia elements.

## How InfoChannel 3 Works

### 1. Content Creation: InfoChannel Designer 3 (or Reporter 3)

*Combine text, graphics, video & sound.*

*Integrate dynamic data.*

*Schedule & publish to InfoChannel Network.*

### 2. Broadcast: Network Manager 3 (and Broadcast Server 3)

*Distribute content to players through LAN,*

*Internet, modem or satellite.*

### 3. Playback: InfoChannel Player 3

*View content on plasmas, TVs, video walls or kiosks.*

*Then feed back data for ad revenue and system status.*

## InfoChannel Network Manager 3

Network Manager lets you control hundreds, even thousands of displays (plasmas, TVs, kiosks). It's extremely scalable to meet any applications. Use any standard network- LAN, Modem, Internet or Satellite.

By delivering all content digitally, there is no need to rely on local associates to install DVDs or VHS tapes.

Content can be integrated from multiple sources - departments, advertisers, news, training etc.

Content it can be customized for different players, locations, times or conditions, even specific screens in a single location.

File transfer, player control and monitoring can all be automated, freeing content designers from repetitive, technical tasks. Transmissions can be set up to occur when network bandwidth is most available and can either push or pull the content to players.

Network Manager Enterprise Edition provides extended capabilities including multi-user access from any PC using a browser. You can also monitor the status of your players from a single interface, and receive alerts via email, mobile phone or pager as desired.

Enterprise Edition is expandable to satellite and multicast broadcasting with the InfoChannel Broadcast Server 3.

## InfoChannel Reporter 3

InfoChannel Reporter lets you create and update multimedia messages on an InfoChannel network from a standard PC. It can be used at a central location or locally.

A template-based interface allows anyone to update content with minimal time and training. Just cut and paste text from any other application.

Local information such as prices or special announcements can be added without having make changes over the entire network.

## InfoChannel Broadcast Server 3

Broadcast multimedia content via satellite and multicast networks to hundreds or thousands of sites.

Address multiple players with a single transmission. Save tremendous bandwidth cost and time, especially with large networks of players.

The Broadcast Server takes advantage of back-channel networks to retrieve log files and re-send missed data.

## Get the most out of your InfoChannel application

### Broadcast Media Services

A division of Scala, Inc.

We can help you from just getting started to running your entire network.

**Creative Design** - developing & managing content for customers and partners.

**Network Management** - content distribution, scheduling and broadcasting.

**Syndicated Content** - news, weather, sports and other reusable content.

**Professional Services** - researching and teaching ROI, best practices & techniques.

[www.broadcast-media-services.com](http://www.broadcast-media-services.com)

# Great Reasons to Upgrade

## New Authoring Features

- Multiple-level undo/redo.
- Greatly improved user interface.
- Runs in a window on your desktop.
- Tool bar with text and icons.
- Better control over thumbnails.
- Unified Design Element menu for text, clips & drawing tools.
- Scroll bars for editing pages larger than your window.
- Ability to author 4:3, 16:9 and 9:16 mode displays.
- Ability to import directly from a scanner or camera that is TWAIN compliant.
- Multi-Tile editor to make stretchable scalable graphics.
- Printing of scripts in different layouts.
- Spell check in 9 languages.
- Ability to show / hide selected elements.
- Editable and visible grid and layout guides.

## New Playback Features

- Huge improvement in video playback performance. Software playback of MPEG2.
- Many new wipes including new 3D and "through" wipes. Change wipe directions, flip x/y, and run backwards.
- Play multiple videos and wipes at the same time.
- Support for alpha-transparent TIFF/PNG clips.
- Text rotation, allowing portrait style displays.
- Element layers to allow in/out wipes behind other objects.
- Box, Oval, Line drawing objects.
- Page size property for the entire script.
- Windows Script Host support lets you run VBScript, JScript, etc. to communicate with external devices, data sources, etc., and customize behavior.
- Data-driven text crawls that can be fed from a file, expression, or Windows Script.

New Schedule EX interface. Better layout and now supports scheduling by week number.

Backgrounds can be tiled and flipped.

Background menu now allows setting attributes for multiple pages at once.

New radio button, toggle-button, and text-entry button types.

Ability to adjust Hue, Gamma, Saturation, Red, Green, Blue, Brightness, and Contrast for clips and backgrounds.

Opacity control for shadow, outline, etc. as well entire element.

Back-to-back playback on Optibase is virtually seamless.

Billing and Serial EXes included in base product.

MP3 audio support.

Player now has separate network communications and playback processes for extra stability.

## New Publishing Features

- Publish to Web Component.
- Publish to Stand-alone CD.
- Publish to HTML slides.
- Publish to File.
- Publish to E-Mail.
- Publish to Video / AnimGIF.
- Publish to InfoChannel Network.

## New Networking Features

- Totally new stand-alone Network Manager application. Replaces ScalaNet from IC200.
- Allows lower cost authoring stations since they don't all have to include Network Manager.
- The authoring station is free to continue working while transmitting to players.
- Supports multiple authors working on different sub-scripts.
- Transmission jobs can trigger automatically upon publish, or at set schedules.

Uses internet-standard protocols (FTP over TCP/IP) to talk to players.

By using FTP servers, multiple players can receive at the same time.

Detailed transmission logs and activity logs allow better verification and affidavits.

Web-based user-interface for remote access. (Enterprise Edition only)

Supports multiple user-accounts with configurable access rights. (Enterprise Edition only)

Network monitoring that notifies via email, pager or mobile phone of changes in player status. (Enterprise Edition only)

## Add-ons Available

- CORIOgen EX.
- VCR/Switcher/Leightronix EX.
- Weather EX (now supports Davis Vantage Pro).
- New services for creative, technical and business needs, as well as syndicated content such as NewsJet.

## Upgrade Requirements

### Software

- InfoChannel Designer
- InfoChannel IC200

### Hardware

- Pentium® III or Celeron® 633 processor or better.
- 256 MB of RAM, at least 1 GB of free hard disk space.
- Windows® 2000 Service Pack 2 or better
- Internet Explorer® 5.5 Service Pack 2 or better.
- DirectX® 8.0a or better
- PC SVGA card with at least 16 MB of video memory and DirectX support with WHQL® certified drivers
- DirectSound® supported sound card with WHQL® certified drivers