

# INTRODUCING...



**KeyWest**  
TECHNOLOGY

**Contact Us**  
14563 W 96 Terrace, Lenexa, KS 66215 US  
800-331-2019 /  
[info@keywesttechnology.com](mailto:info@keywesttechnology.com)

**Easy to Use**  
**Easy to Create**  
**Easy to Afford**

**SIMPLY OUR BEST  
DIGITAL SIGNAGE  
SOLUTION**



Communicate your message easily and affordably with the most advanced technology in the industry



**Contact Us**

14563 W 96 Terrace, Lenexa, KS 66215 US  
800-331-2019 /  
[info@keywesttechnology.com](mailto:info@keywesttechnology.com)

# ABOUT US

## Powering The Digital Signage Revolution

Keywest Technology is passionate about the idea that digital technology should make communicating ideas easy, effective and fast, and well...fun. That's why we launched Keywest Technology in 1998 with a slogan that remains our motto to this day: "technically, it's a day at the beach."

Founded in 1998 with digital roots stretching back to 1979, Keywest Technology's management recognized early on that the transition from analog to digital media using IT technology was helping to propel an unprecedented change in communications. This digital transition meant a new kind of thinking was required as old communication paradigms were broken and replaced with ever-changing technical advancements. Since that time, Keywest Technology has provided innovative digital technologies guided by both hindsight and foresight to meet the challenges of communicating better, faster and more effectively.

Today, Keywest Technology offers its most advanced digital signage platform to those who want to benefit from digital signage and all it has to offer without becoming bogged down with servers, security headaches, software maintenance and constant tinkering to make it all work –enter Breeze Digital Signage.

You'll know we've accomplished our mission when, after spending some time using our Breeze Digital Signage service, you feel like the experience was refreshing as a cool breeze.

**For more information please visit:**

**[www.KeywestTechnology.com](http://www.KeywestTechnology.com)**

# BREEZE IS A PRODUCT AND A BUSINESS SOLUTION

Keywest Technology bundles advanced product design with expert digital signage services that solve your digital communication challenges, regardless of how simple or complex. Our diverse support staff specializes in professionally designed content, integrated cross-platform marketing campaigns, project management, system integration and technical support.



## CAPTIVATING CONTENT

Well-conceived content transforms digital signage from mere displays into a dynamic communications medium.



## TotalCARE SUPPORT

TotalCARE® is our no-worry support plan that is included with every Keywest Technology digital signage system.



## SYSTEM "DESIGNAGE"

We custom wrap our solutions around your needs. Our blend of expertise is so unique we had to call it something more descriptive...



## AWARD-WINNING SOFTWARE

Besides digital signage software, our programming expertise is also used in developing many other custom applications

# BREEZE ADVANTAGE

## UNLIMITED **SCALABILITY**

Breeze is a SaaS solution that scales extremely well and simplifies IT planning. You can go from 1 to 1000 locations almost instantly by duplicating resources in the Cloud. This eliminates unnecessary hardware upgrades, maintenance costs, and downtime.



# BREEZE ADVANTAGE

## REDUCE **COST** – INCREASE **VALUE**

Breeze reduces IT infrastructure cost. This is especially important in an age of “server sprawl” where companies are struggling to make efficient use of expensive datacenter space while reducing energy consumption. Also, Breeze frees up IT departments since they’re no longer locked into specific devices or locations.



# BREEZE ADVANTAGE

## MINIMIZE RISKS

Breeze also eliminates many business risks and sunk costs since there is no (or small) capital investment required to get started. You just plug in a cable and pay for what you use on a monthly basis. If you find that a new system isn't working for your company, you can simply walk away from it with minimal loss.



# BREEZE ADVANTAGE

## INCREASE ACCESSABILITY

Companies with multiple locations benefit from SaaS because it allows them to access the Breeze Digital Signage system from any point. Employees can work from the head office, the remote sales office, their home, or even from a laptop while the road. And, Breeze content updates can even be automated!





# Breeze Architecture

## Better by **DESIGN**



# Breeze Architecture

## Better by **DESIGN**



### Easy Access Yet Secure

Security is always a top consideration with Breeze Digital Signage developers, so we're quick to say we infused this product with the most secure practices available. No matter if your data is moving up or down in the Breeze cloud, it's encrypted for maximum security. We designed Breeze architecture with HTTPS 128 bit encrypted data transfer, so data is private and secured even on a public Internet connection.



### Only The Best Cloud Host

Breeze servers are hosted on the Rackspace Cloud for the most secure, flexible and reliable service possible. A cloud-based solution provides nearly limitless scalability of digital signage networks. Since various elements of the Breeze architecture can be separated into individual servers, and player connections only require limited database access, the system has the ability to support thousands of players.



### Superfast Content Delivery

Deliver your content rapidly around the world with Akamai's Content Delivery Network. Rackspace uses 213 of Akamai's edge locations, selected especially for our customers' typical usage patterns, and designed to cover all major areas of the globe. This premier CDN caches content at those edge locations, saving users time as they receive content from within their region, instead of from the origin server.

# BREEZE MANAGER: DASHBOARD

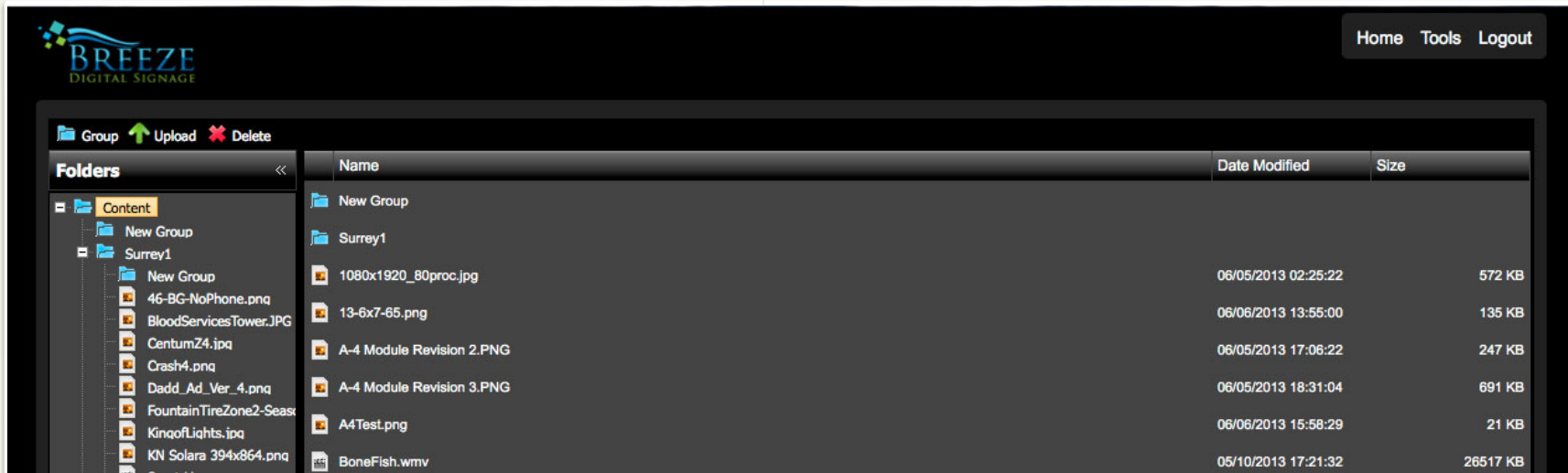
**Breeze Dashboard** is easily and securely accessed using popular web browsers like Google Chrome, Microsoft Internet Explorer 10 and Mozilla Firefox. The online Dashboard is the gateway to our powerful cloud-hosted servers that securely transfer and manage data via HTTPS (SSL) 128-bit encryption, giving system managers ubiquitous and safe control. Breeze Dashboard is by default the homepage for Breeze system management. Besides providing a news section, account information and usage statistics, Dashboard provides direct access to Content Manager, Editor, Scheduler, User and Player tools.

The screenshot shows the Breeze Manager Dashboard interface. At the top left is the BREEZE DIGITAL SIGNAGE logo. At the top right are links for Home, Tools, and Logout. The dashboard is divided into four main sections:

- Signage Tools:** Contains three icons: Editor (a notepad), Scheduler (a clock), and Players (a play button). Green arrows point from Editor to Scheduler and from Scheduler to Players.
- Account Tools:** Contains four icons: Users (three people), Configuration (a gear), Content Manager (a folder), and More Tools... (a red toolbox).
- Breeze News:** Shows a notification: "New Updates Installed" with the date "5/29/2013".
- Account Statistics:** Shows a line graph with a value of 125000.

# BREEZE MANAGER: CONTENT

**Breeze Content Manager** is where media files are uploaded into system folders either individually or batched. Files may go through a formal wizard process or simply be dragged and dropped into folders from network or local sources. Once uploaded, files may be quickly viewed and searched with corresponding metadata. All media files, from audio to video, are handled with this one single tool to help expedite management functions. Content Manager currently supports over 100 media formats with new types being added often.



The screenshot displays the Breeze Content Manager interface. At the top left is the BREEZE DIGITAL SIGNAGE logo. At the top right are navigation links for Home, Tools, and Logout. Below the logo, there are icons for Group, Upload, and Delete. The main area is divided into two sections: Folders and a file list. The Folders section shows a tree view with 'Content' expanded to show 'Surrey1' and its sub-folders. The file list section shows a table of files with columns for Name, Date Modified, and Size.

Name	Date Modified	Size
New Group		
Surrey1		
1080x1920_80proc.jpg	06/05/2013 02:25:22	572 KB
13-6x7-65.png	06/06/2013 13:55:00	135 KB
A-4 Module Revision 2.PNG	06/05/2013 17:06:22	247 KB
A-4 Module Revision 3.PNG	06/05/2013 18:31:04	691 KB
A4Test.png	06/06/2013 15:58:29	21 KB
BoneFish.wmv	05/10/2013 17:21:32	26517 KB

# BREEZE MANAGER: EDITOR

**Breeze Editor** is the centerpiece for playlist development. Media files are accessed from the Content Manager and are simply dragged and dropped into the Editor pane, which can be in the form of a customizable template or full-screen canvas. As each file is added to the playlist, a timeline is automatically built that can be previewed directly in the browser window. Playlists may be built with a variety of user-uploaded media, including web pages, graphic images, videos and audio. Additionally, handy built-in widgets may be added to the playlist to automate and source data from news feeds such as RSS, Twitter, Facebook, Google Weather, etc. New widgets are added often to provide many forms of content that adds interests to your digital sign network.



# BREEZE MANAGER: SCHEDULER

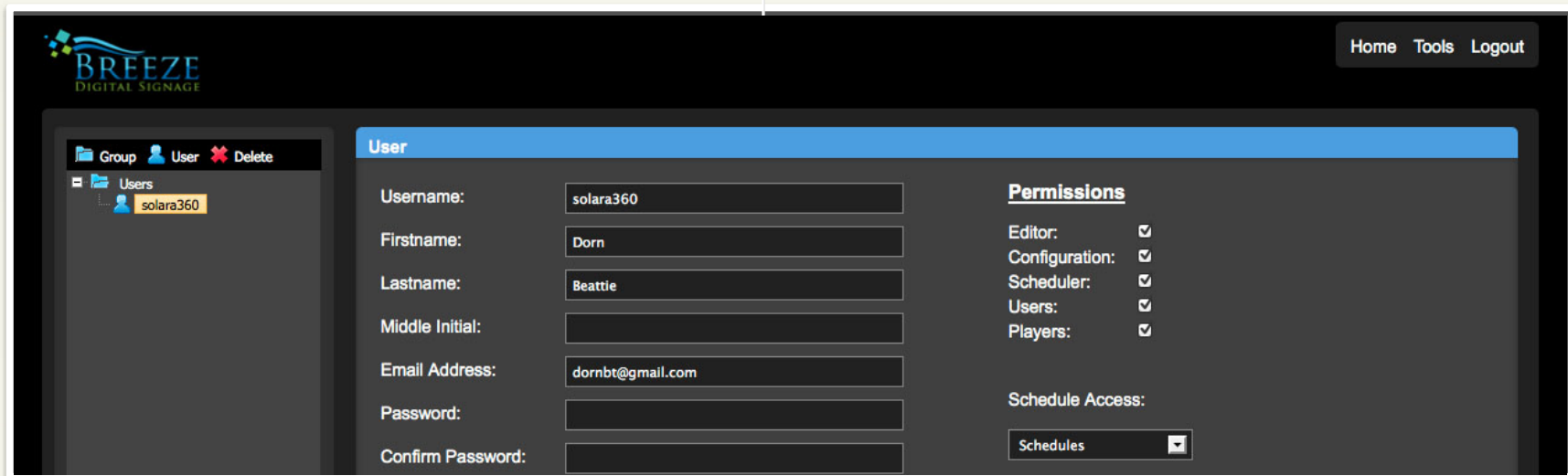
**Breeze Scheduler** works on the familiar principle of calendar event scheduling, in the sense that it is based on time and date and one may select any number of days to schedule an event, or in the case of Breeze Digital Signage, a media playlist. And, if need be, the playlist schedule can be broke down from weeks to individual days, hours and quarter hours. This logical calendar approach to scheduling gives you a quick view of schedules, helps manage conflicts, and provides adjustable panes for different schedule resolutions from one day up to a month. Besides creating schedules, Breeze Scheduler also provides a tool to name schedules and create groups and folders.

The screenshot displays the Breeze Scheduler web interface. At the top left is the BREEZE DIGITAL SIGNAGE logo. In the top right corner, there are links for Home, Tools, and Logout. The main interface is divided into three sections:

- Left Sidebar:** A navigation pane with a 'Schedules' folder icon. Below it, a list of schedule items is shown, including 'A4 Form', 'A4 Project', 'A4 Schedule', 'Bank Demo', 'MultiTest', 'S360 2', 'S360Test', 'S361', 'Solara360 Test', 'Surrey 1 May 1', 'testing123', and 'Testing123'. Each item has a small calendar icon next to it.
- Center Panel:** Titled 'Schedule', it features a calendar for 'June 2013'. Above the calendar are navigation arrows, a 'today' button, and view options for 'month', 'week', and 'day'. The calendar grid shows dates from 1 to 15. The days of the week are labeled as Sun, Mon, Tue, Wed, Thu, Fri, and Sat.
- Right Panel:** Contains two green buttons: 'New Schedule Block' and 'Edit Schedule'.

# BREEZE MANAGER: USER

**Breeze User** tool allows administrators to assign any number of permissions per tool to any number of users. Accordingly, as users login, they will see and have access only to the portions that have been setup in the User admin, with no access to other sections of the software. This greatly reduces mistakes and focuses users to assigned tasks.



The screenshot shows the Breeze Manager User administration interface. The top left features the Breeze Digital Signage logo. The top right has navigation links for Home, Tools, and Logout. On the left, a sidebar menu includes Group, User, and Delete options, with a tree view showing Users and a selected user named solara360. The main content area is titled 'User' and contains a form for user details and permissions. The form fields are as follows:

Username:	<input type="text" value="solara360"/>
Firstname:	<input type="text" value="Dorn"/>
Lastname:	<input type="text" value="Beattie"/>
Middle Initial:	<input type="text"/>
Email Address:	<input type="text" value="dornbt@gmail.com"/>
Password:	<input type="password"/>
Confirm Password:	<input type="password"/>

On the right side of the form, there are sections for **Permissions** and **Schedule Access**. The Permissions section includes checkboxes for Editor, Configuration, Scheduler, Users, and Players, all of which are checked. The Schedule Access section includes a dropdown menu currently set to 'Schedules'.



# BREEZE MANAGER: **PLAYER**

The **Breeze Player** is the main pane where media players (at remotely installed locations) are assigned to groups that can be updated either individually or batched through Breeze Scheduler. Users have a hierarchical view of players, each with corresponding run status, reporting and scheduling information.

The screenshot shows the Breeze Manager interface. At the top left is the BREEZE DIGITAL SIGNAGE logo. At the top right are navigation links for Home, Tools, and Logout. On the left side, there is a sidebar with a 'Group' button and a 'Delete' button. Below this, a tree view shows 'Players' with sub-items: 'New Group', 'Solara360' (highlighted), and 'Solara360 Demo Player'. The main area is titled 'Player' and contains the following configuration details:

- Player Name: Solara360
- Schedule: A4 Schedule
- Time Zone: America/Vancouver
- Last Check In: 2013-06-08 17:35:03
- Player Date/Time: 2013-06-08 15:33:23
- Current Schedule: A4 Schedule

On the right side, there is a 'Player Tools' section with a 'Screenshot' area. A 'Refresh' button is visible above a small image showing a sunset over a field.



# KEEP IN TOUCH

For over ten years we have been helping businesses implement digital signage successfully by creating positive relations and impact through dynamic media. Successful digital signage is a matter of putting together the right pieces in the right way. The pieces include expert know-how in creative content, software, IT infrastructure and supporting hardware. Solving your company's digital signage puzzle with professionalism at every level is our specialty. Building long-lasting client relationships is our legacy.



[youtube.com/user/keywesttechnology](https://youtube.com/user/keywesttechnology)



[twitter.com/Keywest\\_Tech](https://twitter.com/Keywest_Tech)



[facebook.com/pages/Keywest-Technology](https://facebook.com/pages/Keywest-Technology)

Visit Breeze online  
for more information  
[www.BreezeDigitalSignage.com](http://www.BreezeDigitalSignage.com)

## Contact Keywest Technology

**Address:**

14563 W 96 Terrace  
Kansas, United States

**Phone:**

+1 913-492-4666 (international)  
+1 800-331-2019 (North America)

**Email:**

[info@keywesttechnology.com](mailto:info@keywesttechnology.com)