

Introducing the new
 **ScreenScape 5** digital signage solution

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Unlock the benefits of digital signage for a fraction of the cost and with a fraction of the complexity.

Create fully-customized programming without breaking the bank on creative services.

Get your most popular assets, wherever they live, onto your screens in a smart and manageable way.

Adapt and tailor our professionally-designed templates or create a screen from scratch.

Keep every screen fresh with a variety of kinds of pre-packaged content options.

The new and improved ScreenScape5 platform gives you even more flexibility.

Designed from the ground up, ScreenScape5 makes it easy to play almost any kind of dynamic web-based content.

Spend less time setting up and troubleshooting your equipment and more time enjoying the benefits of digital signage.

Drag and drop file imports, en masse operations, and hardware sharing make it even easier to manage content and playlists.

ScreenScape5 still features content scheduling, other kinds of sharing, and automated news and weather.

Unlock the full benefits of digital signage with less cost and less hassle. You work hard to attract visitors...make every visit count!

Make Every Visit Count.

To find out more or request a demo, please contact us at

1-877-666-1975
sales@screenscape.com
www.screenscape.com





More of what you need, less of what you don't want

At ScreenScape we think a digital signage platform should offer you *more* of what you need in an effective solution.

For starters it should include a plug and play media player that works with any TV and just about any network to streamline and simplify IT challenges.

Secondly it should include an easy-to-use content management system that offers time-saving media templates, flexible editing tools, built-in infotainment options and a range of automation techniques. Together these components deliver a scalable communications network that empowers your organization to create stunning visuals which capture and hold the attention of your audience wherever a screen is located.

An effective digital signage platform should also give you *less* of what you *don't want*. That means it should deliver the full value of a professional digital signage network but with lower capital costs, lower operating costs, easy monitoring and maintenance of your entire network, and no unhappy surprises - no hidden costs.

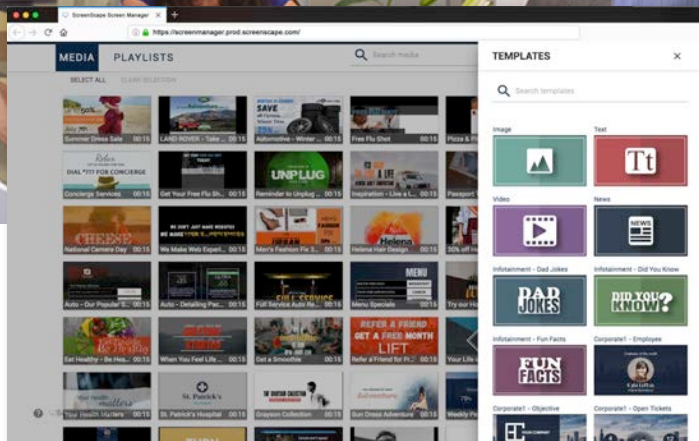
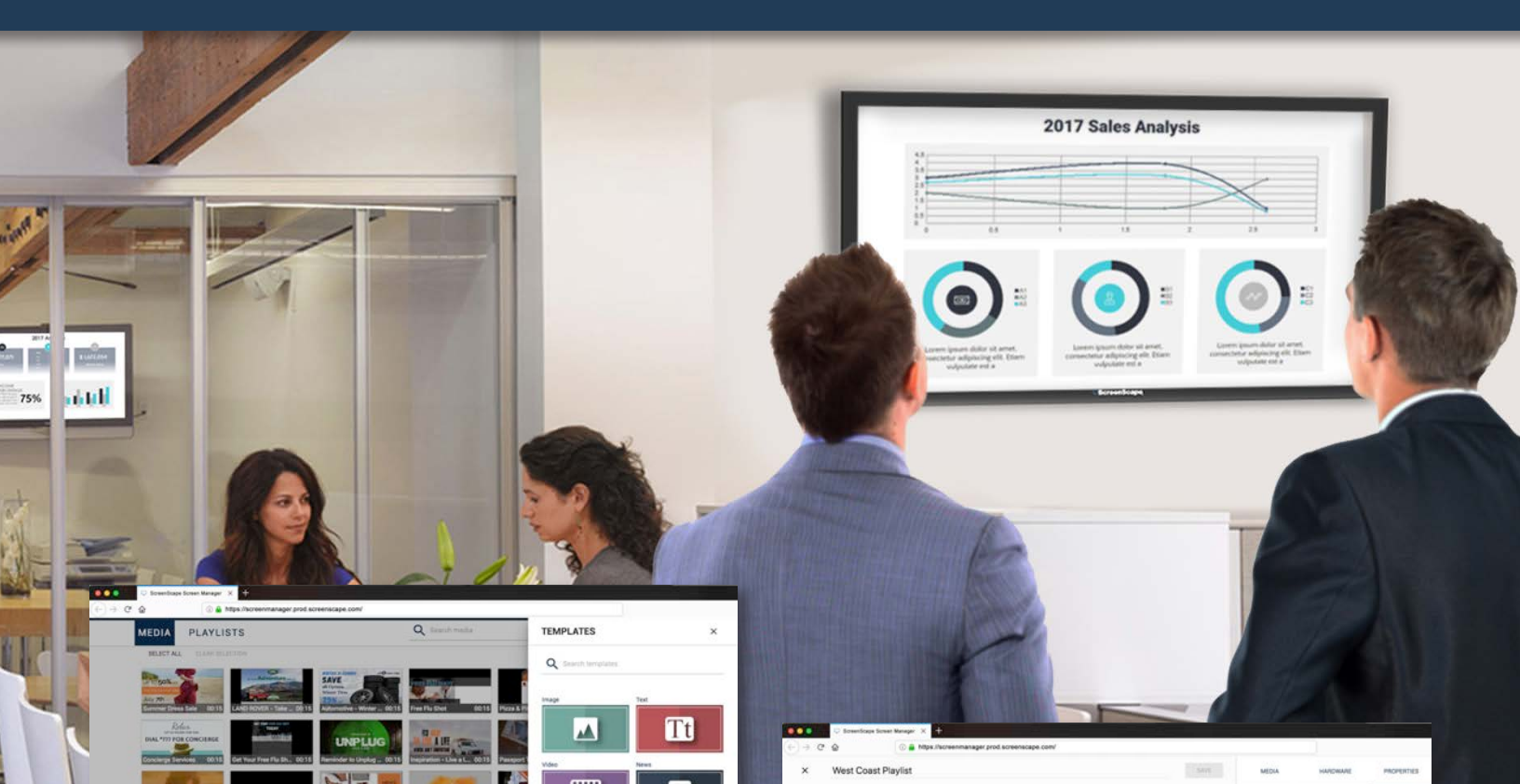
These are some of the high level goals of the new ScreenScape5, or what we like to call *the digital signage*

platform of the future. Our mission is to help you unlock the full benefits of digital signage across your organization for a fraction of the cost, and with a fraction of the complexity of the clunky digital signage systems of the past. With the advent of ScreenScape5 we've taken a *giant step* forward towards delivering on that mission.

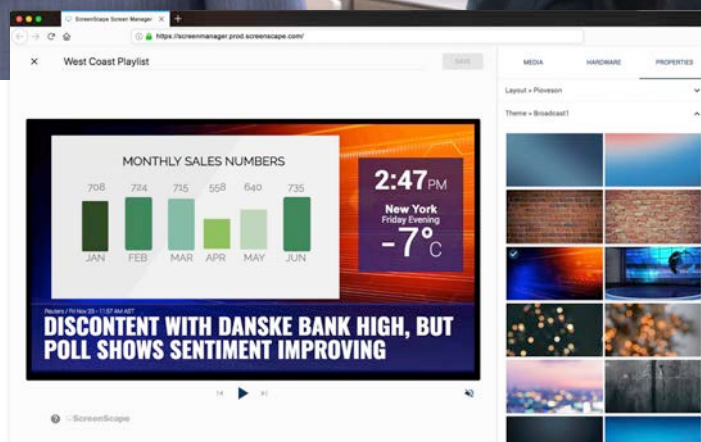
ScreenScape5 is a major redesign of the ScreenScape solution. It retains much of what you already know and love about ScreenScape: a smart plug and play device; an easy-to-use User Interface (UI) that allows you to quickly create, schedule and post beautiful media content; a robust publishing engine that makes it easy to coordinate and control media across any number of locations; and real-time visibility into the current performance and health of the devices that power your screens.

So what's new in ScreenScape5?

This memo walks you through the major themes. Although the UI has been streamlined and modernized the changes are more than simply cosmetic. We've taken ease-of-use and ease-of-management to a new level across the entire solution. More specifically, ScreenScape5 is going to deliver big improvements in the following areas.



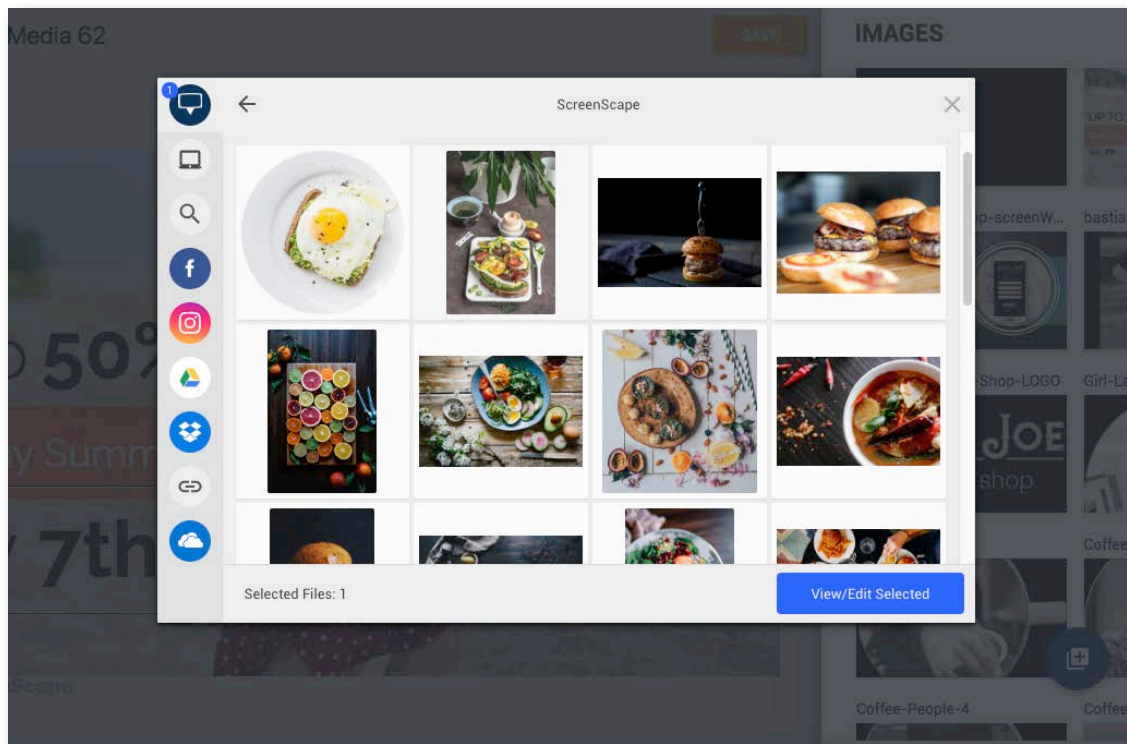
Screenshot of the new user interface for creating media in the new ScreenScape5. Step one is choosing a template.



Screenshot of a playlist being designed in the new ScreenScape5

Aesthetics

At the end of the day place-based media is about building beautiful screen experiences. Don't like black transitions between videos? Neither do we. ScreenScape5 raises the bar on visually-pleasing aesthetics by offering new style choices and new layouts, a broad range of beautiful new media templates, and faster, smoother animations with no ugly breaks between media items. Now almost anyone can create fully-customized broadcast quality programming without breaking their bank on creative services.

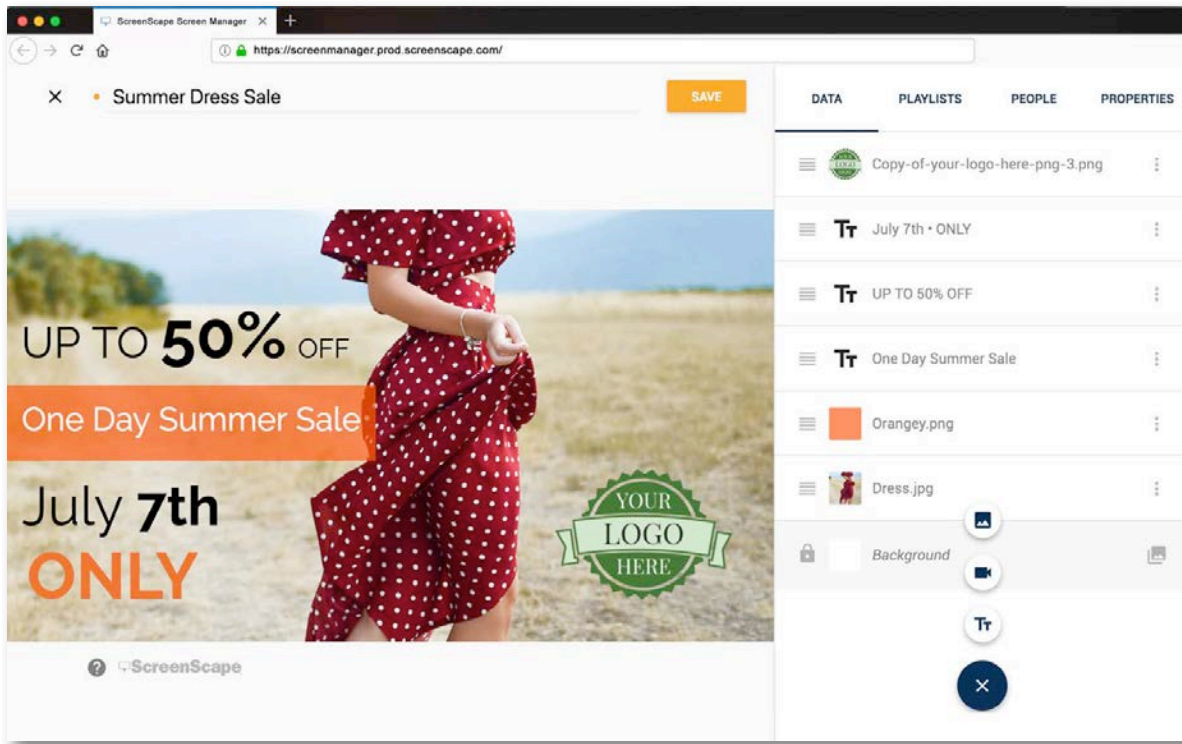


Screenshot of the new file import tool for importing assets in the new ScreenScape5.

Asset management

With ScreenScape5 we are making it much easier for you to get your most popular assets, wherever they live, into ScreenScape and onto your screens in a smart and manageable way. We start with those platforms that you already use. ScreenScape5 will allow you to connect your ScreenScape account with Dropbox, Google Drive, Instagram, Facebook and other data sources so you can feed those screens with dynamic content that you already own. We're also contributing, at no additional cost, a ScreenScape-curated media library that delivers stock assets that are useful as building blocks for creating your own media.

If your assets are on your local hard drive, adding them to ScreenScape5 is simply a matter of dragging and dropping the files onto a ScreenScape browser window. Light-weight asset transformation tools, like crop, resize, and rotate allow you to tailor each asset for the special design requirements of a large format display as you import them into the system. We now provide support for more file types such as .PDF, .XLS, .and .PPT to name just a few.



Screenshot of the rich media editor in the new ScreenScape5 content management system.

Built-in rich media editor

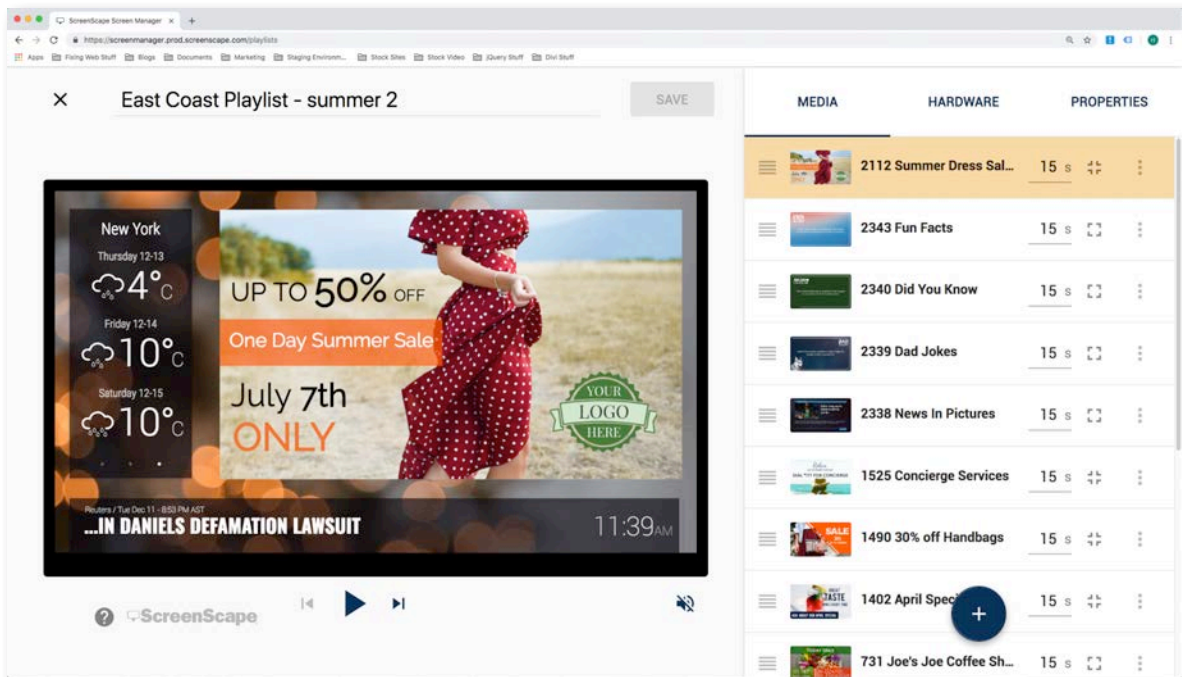
Sometimes you want to import fully realized media and sometimes you want to create it from scratch. One of the most powerful additions to ScreenScape5 is a new media editor that allows you to quickly augment or annotate a piece of media, or create something entirely new. The rich media editor is inherently flexible - every part of your design can now be moved around and transformed. A smart text editor allows you to tailor fonts to your specifications. The clever combination of stylized fonts and layered assets results in striking, eye-catching visuals.

By the way, the wide assortment of out-of-the-box media templates provided in ScreenScape5 all utilize the rich media editor. That means our stock templates are also inherently flexible. You can personalize the templates making only minor changes, or you can use them as professionally-designed starting points and adapt and tailor them to your own needs.



Professional content options – with no upcharge

Daily News in Pictures, Youtube and Trivia are just three examples of the kinds of pre-packaged content options that will be available in ScreenScape5 making it easier for you to keep every screen fresh and interesting by automating the flow of entertaining content.



Screenshot of a playlist being edited in the new ScreenScape5 content management system. Media items set to Full Screen will expand to cover 100% of the screen.

Flexibility, flexibility, flexibility

Already known for its modularity and flexible deployment options, the ScreenScape platform is giving you even more flexibility in this new and improved version. If you have a screen that you want to co-manage with the help of someone else, simply share access to that screen. If you have some content that you would like another member of ScreenScape to deploy across their network simply share that content with them. And of course, with the advent of ScreenScape5, ScreenScape templates are now HTML-based which means many more options for customizing the look, layout and feel of any design. No more one size fits all!

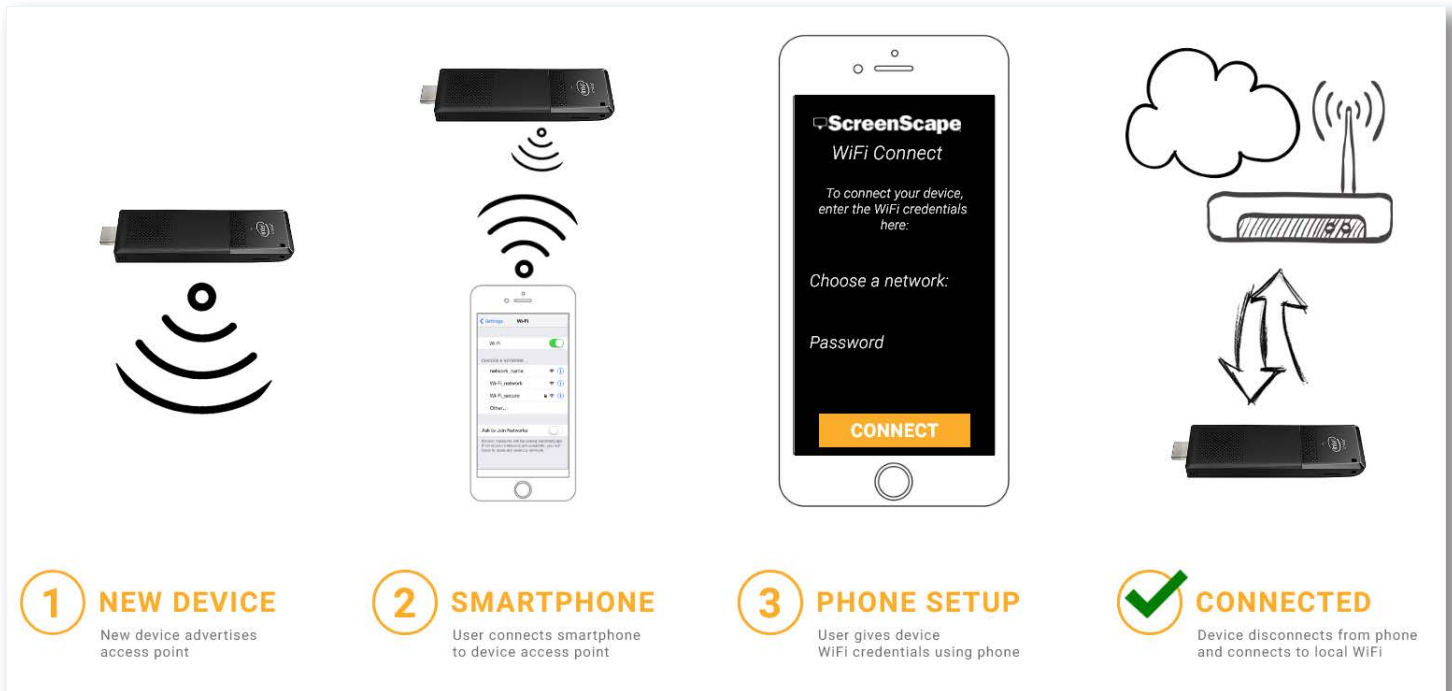
Playlists are easier than ever to create and style, even if you're just experimenting. They aren't active and live-to-air until you pair them with one or more devices. Furthermore, for the first time ever, you can now assign more than one device to a single playlist which can help to consolidate your network and reduce complexity.

HTML



Bring us your web-based content

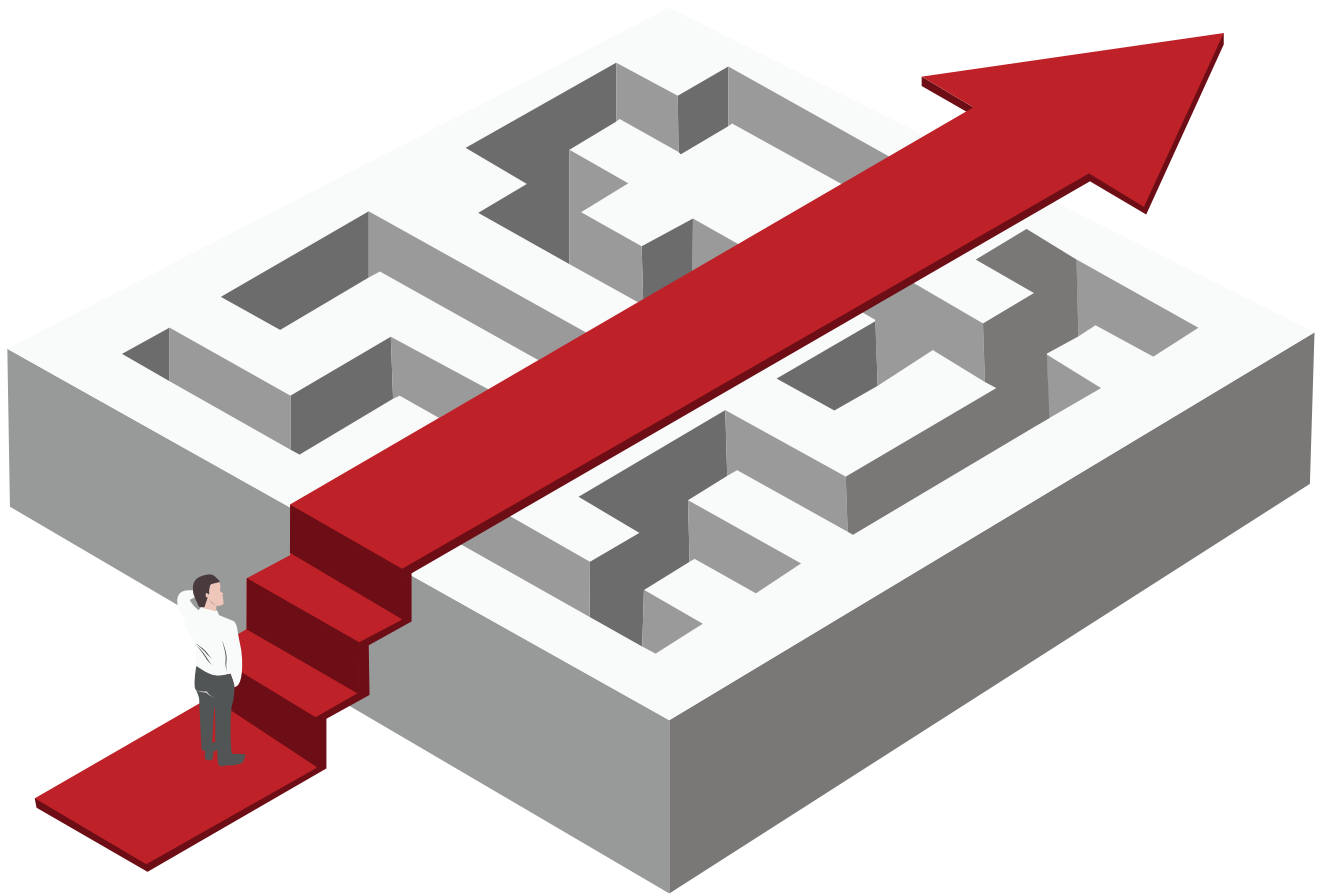
Perhaps you have some content that resides on the web and you'd like to see it flow to your screen network. ScreenScape5 is designed from the ground up to make it easy for almost any kind of dynamic web-based content to play nicely on digital signage. If your content is behind a firewall, or comes with some custom requirements, inquire with us. You might be surprised how easy it is to integrate ScreenScape with your preferred systems.



Process overview of activating your device for the first time using a smartphone. Keyboard method also available.

Smarter device management

Who wants an IT mess? Equipment challenges eat up precious time and budget. ScreenScape was the first to develop a smart device for digital signage and now with ScreenScape5 we're making the process of managing your devices easier than ever before. Smart provisioning makes it easier to track your devices and assign them to their appropriate locations. A new way to activate your device from your mobile phone now makes it quicker and easier to get your screen online (keyboard option available). Faster performance during boot and device setup means less time troubleshooting your equipment and more time enjoying the benefits of digital signage.



Speed, shortcuts, and greater convenience

Whether you're managing one screen or a thousand, the technology shouldn't get in the way. With ScreenScape5 we've introduced numerous short cut methods to get media into the system and on and off your screen with fewer mouse clicks. Drag and drop file imports automate several manual steps in the publishing process. En masse operations make it easy to make bulk edits to playlists. Hardware sharing allows you to hand off device monitoring and management to IT while the marketing department focuses on curating and executing promotional content.



Yes, all that other stuff you like about ScreenScape is still there

What about content scheduling? What about other kinds of sharing? What about automated news and weather? Yes, all still there...only better in ScreenScape5. The improvements are too numerous to recount here. So please head over to ScreenScape.com and check it out yourself. Create your own custom playlist today or request a personalized demo. The software is freely accessible online, but you will need to purchase a paid subscription and a ScreenScape device to begin broadcasting on screens in the real world.

Future-proofing your investment

These are just a few of the many important enhancements to arrive with ScreenScape5. We've given the entire ScreenScape solution a technology overhaul and the infrastructure improvements are too many to count. You'll notice a smarter help system, a new authentication and identity model that provides more login options and enhanced security. You'll notice a responsive user interface that is intuitive across mobile devices, tablets and any

modern browser, and more. Under the covers our new tech is more agile and more scalable... which means we can deliver more enhancements at a faster pace. Welcome to the digital signage platform of the future! Utilize ScreenScape to unlock the full benefits of digital signage with less cost and less complexity. You work hard to attract visitors....why not make every visit count!

Make every visit count.

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