BrightSign®

BSN.CLOUD

Cloud-based digital signage management

BrightAuthor vs BrightAuthor:connected

BrightAuthor

BrightAuthor:connected

BrightSign

CLOUD-BASED PLAYERS PUT YOU IN CONTROL

All BrightSign players include cloud-connectivity for free

- **BrightSign OS 8** enables the cloud-connected experience on all BrightSign players for real time player access anytime, anywhere
- **BSN.cloud** is an innovative platform that delivers varying levels of player, network and content management services

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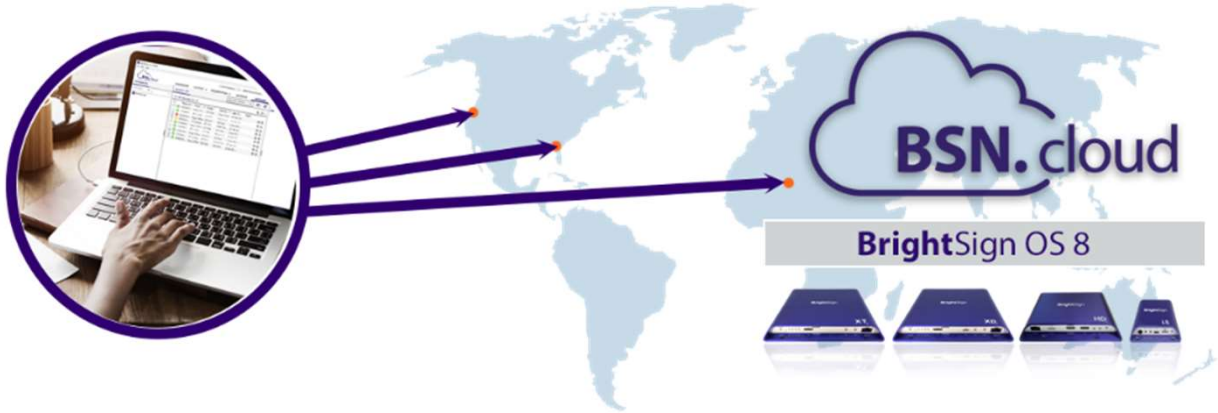
BSN.cloud CLOUD-BASED DIGITAL SIGNAGE MANAGEMENT

Connects players to the cloud for a total digital signage solution



- Innovative platform enabling secure cloud-connectivity on all BrightSign players anytime, anywhere
- Varying levels of secure and scalable services from real time player controls to robust network and content management
- Begins with free **Control Cloud** subscription for real time player access and controls with your choice of CMS
- Complete set of network and content management tools with the affordable **Content Cloud** annual subscription

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BSN.cloud SUBSCRIPTIONS – CHOOSE YOUR PLAN

- Cloud-based subscription included with all BrightSign players
- Streamlined player setup
- Real time player health & controls
- Your choice of CMS
- **Free subscription with player!**

- Annual subscription
- Includes Control Cloud services
- Adds a complete set of content & network management tools
- **Free 30-day trial**
- **Contact sales@midwich.com.au for annual subscription rate**

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FREE BSN.CLOUD SUBSCRIPTION FOR ALL PLAYERS

Cooperative digital signage solution offering real time player health & controls independently of your content management solution

Access real time player health & controls via Control Cloud
control.BSN.cloud

Create, publish & manage presentations via Your choice of Integrated CMS

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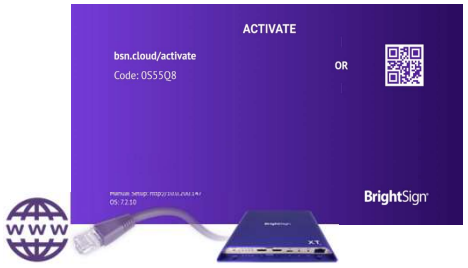
Control cloud FEATURES THAT PUT YOU IN CONTROL

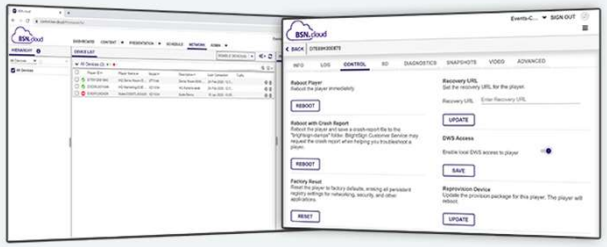
Streamlined Setup

- Instantly sign up for a free Control Cloud subscription online
- Activate your player following the on-screen instructions
- Easily provision single, multi or mass sets of players
- Customise setup for the CMS of your choice



Real Time Player Control

- View and monitor real time player health from any location
- Access real time player diagnostics and controls to perform remote reboots and more
- Initiate remote snapshots to see what's playing on-screen



Your Choice of CMS

- Freedom to choose the integrated CMS that best fits your needs
- Create, publish and manage presentations to Control Cloud players using your choice of CMS
- Supports multiple players connected to a mix of different CMS solutions on a single account

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Content cloud EXCEPTIONAL CONTENT & NETWORK MANAGEMENT

Complete set of content and network management tools in a secure cloud environment

- Includes real time player access and controls within Control Cloud
- Adds exceptional content and network management tools
- Provides a scalable, robust and secure cloud environment
- Utilises BrightAuthor:connected as the primary CMS with a PC, MAC and web unified interface and workflow
- Delivers a flawless experience to operate your BrightSign digital signage network with confidence
- APIs for partners to build custom HTML applications

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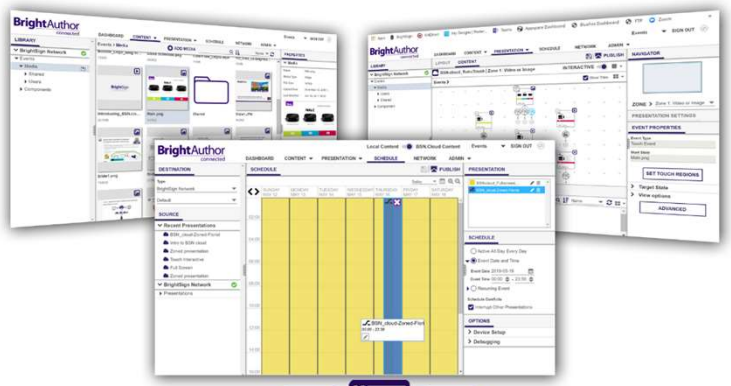
Content cloud EXCEPTIONAL CONTENT & NETWORK MANAGEMENT

Content Management

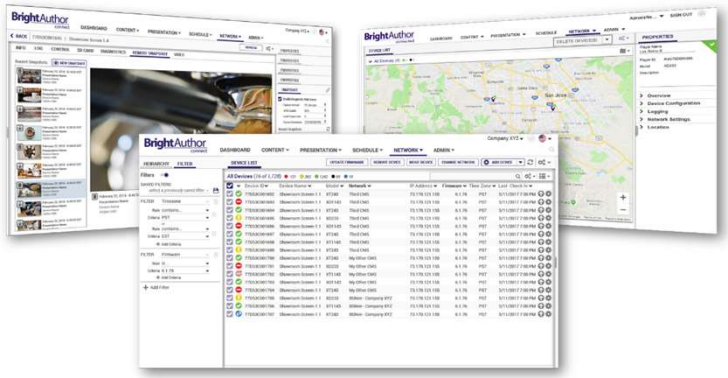
- Host and manage your content library in the cloud
- Author simple to sophisticated presentations using a comprehensive set of intuitive tools
- Schedule, publish and manage content distribution
- Utilise BrightAuthor:connected as your CMS
- Update what's playing anywhere, anytime



BrightAuthor connected

Network Management

- Securely manage one player or tens-of-thousands
- Organise players into network groups
- Monitor, diagnose and control players in real time
- View player data over time and get detailed reporting
- Administer your network and push email notifications about player health, subscriptions and more



BrightAuthor connected

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BSN.cloud NETWORKING SOLUTIONS

Versatile solutions to meet any need

Control cloud (Your choice of CMS)

FREE subscription to real time player health & controls — BA connected Free

Presentation Publishing Methods

- Local Micro SD Card Publishing — BA connected Free
- Local Network Publish (your network) — BA connected Free
- Simple File Networking Publish (your web space) — BA connected Free
- Your Choice of Integrated Partner CMS Publish

Content cloud — Cloud-based content and network management annual subscription — BA connected

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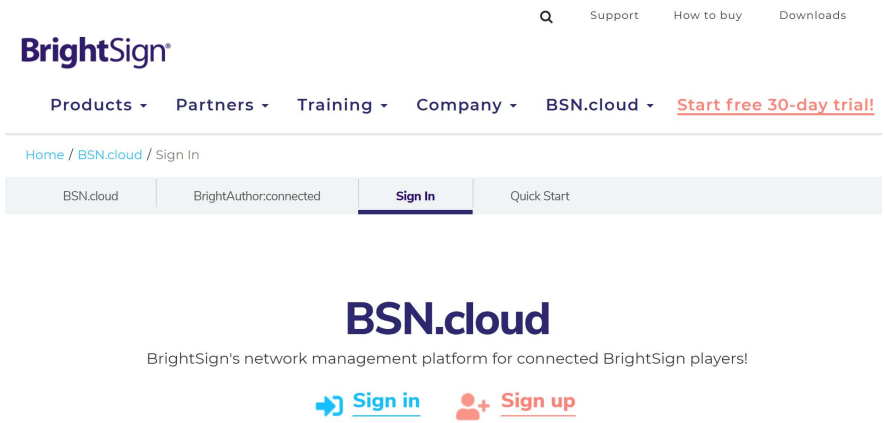
STREAMLINED SETUP TO BSN.CLOUD

Easily sign up and connect players with a free Control Cloud subscription

1. Sign Up for FREE

Control cloud

Instantly sign up online for a Control Cloud subscription <u>included</u> with all players



2. Activate Your Player

An Internet connected player will securely connect to BSN.cloud to be activated

Scan on-screen QR code or enter the activation code to link the player to your free Control Cloud subscription

If an integrated partner CMS has been selected for setup, a secondary activation process will occur

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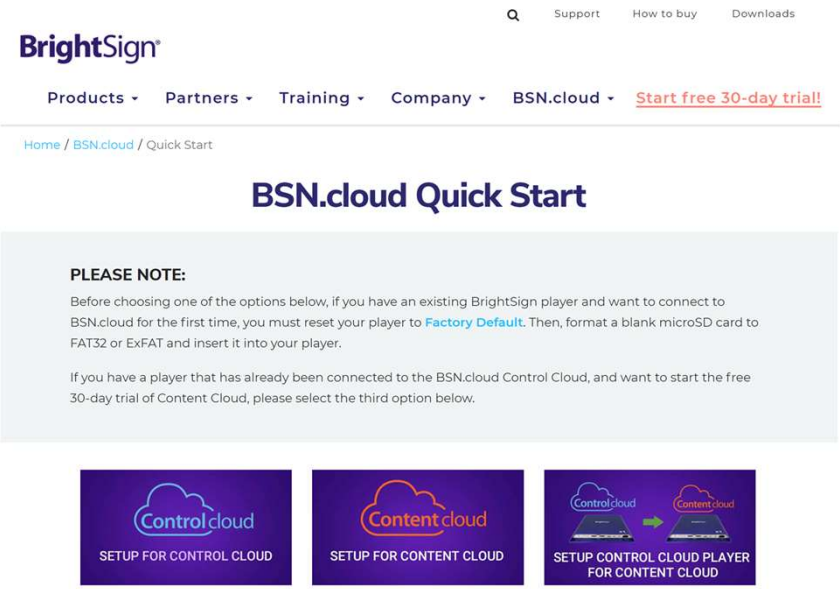
ONLINE SUPPORT

Quick start guides and tutorials to help you get started

- Detailed steps walk you through each step of the process
- Video tutorials, documentation and other resources are available



Tutorial Videos

These tutorial videos offer step-by-step training on the new BrightAuthor:connected and the BSN.cloud, as well as the original BrightAuthor and BrightSign Network. They build on one another, and are composed of short manageable modules. Feel free to follow along or skip to a specific topic. Sample assets are provided. If you are setting up your player for the first time, there are helpful videos here, and you may also want to visit our Quick Start Guide.

Overview

Series 4 Overview

BSN.cloud

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BrightAuthor connected APPLICATION

Available on PC, Mac and a Chrome browser

- Free CMS solution with a universal interface and feature set available across the PC and Mac desktop applications and Chrome web browser
- Uses locally stored (Control Cloud) or cloud-hosted (Content Cloud) content to create looping and interactive playlists
- Supports industry standard content formats for video, images, audio, HTML5, IP streams, live feeds, Live TV, Live Text and more
- Build simple looping to multi-zoned and sophisticated presentations using intuitive tools
- Apply interactive events to trigger playback, from touch and button presses to UDP and zone messages to create rich, engaging experiences
- Schedule & publish presentations with confidence via:
  - Free Local storage publishing to a micro SD card
  - Free Local network publishing
  - Free Simple file network publishing
  - Fee-based BSN.cloud publishing

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BrightAuthor connected PRESENTATION CREATION PROCESS

Simple process to author, schedule and publish presentations

Content

Prolific content types supported and stored **locally for Control Cloud** or in your **Content Cloud library**

Author

Easily create, preview, schedule and publish presentations using a vast array of simple to sophisticated features **locally for Control Cloud** or in your **Content Cloud** account depending on your network environment

Play

Confidently play presentations, access **real time player health & controls,** and **manage your content and network**

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BrightAuthor connected WORKFLOW

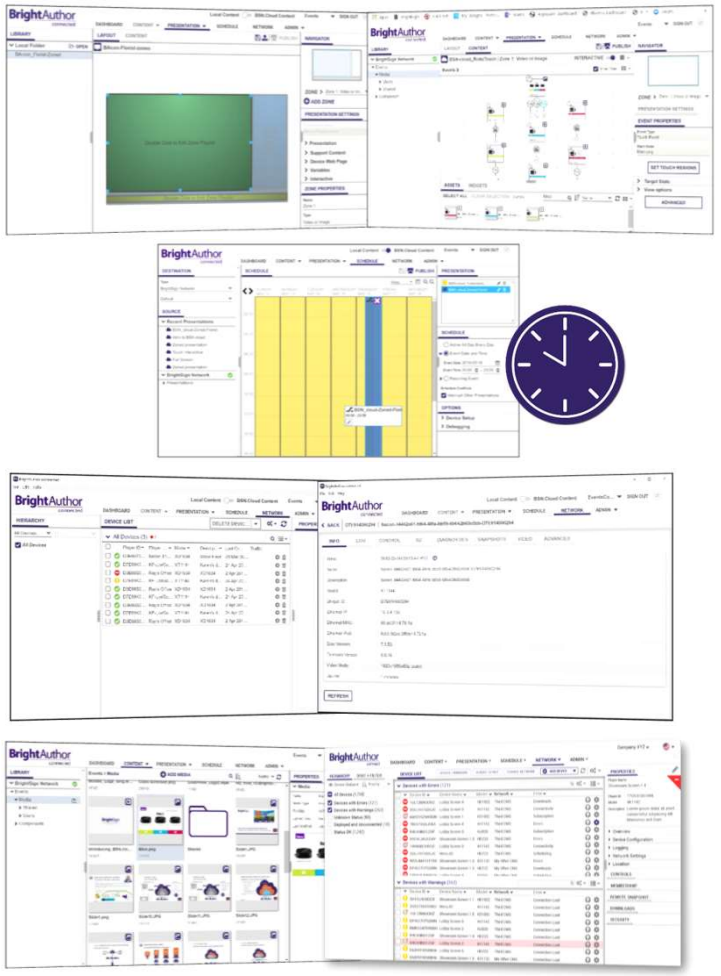
Simple steps to author, play and control your signage

1. **Author.** Easily create presentation layouts and playlists for simple to sophisticated digital signs

2. **Publish & Play.** Use the intuitive calendar view to schedule and publish your presentations

3. **Real Time Control.** Securely access connected players to view real time health and control the player with a Control Cloud subscription

4. **Manage**. Manage, administer and monitor content, presentations, player groups and data over time with a Content Cloud subscription



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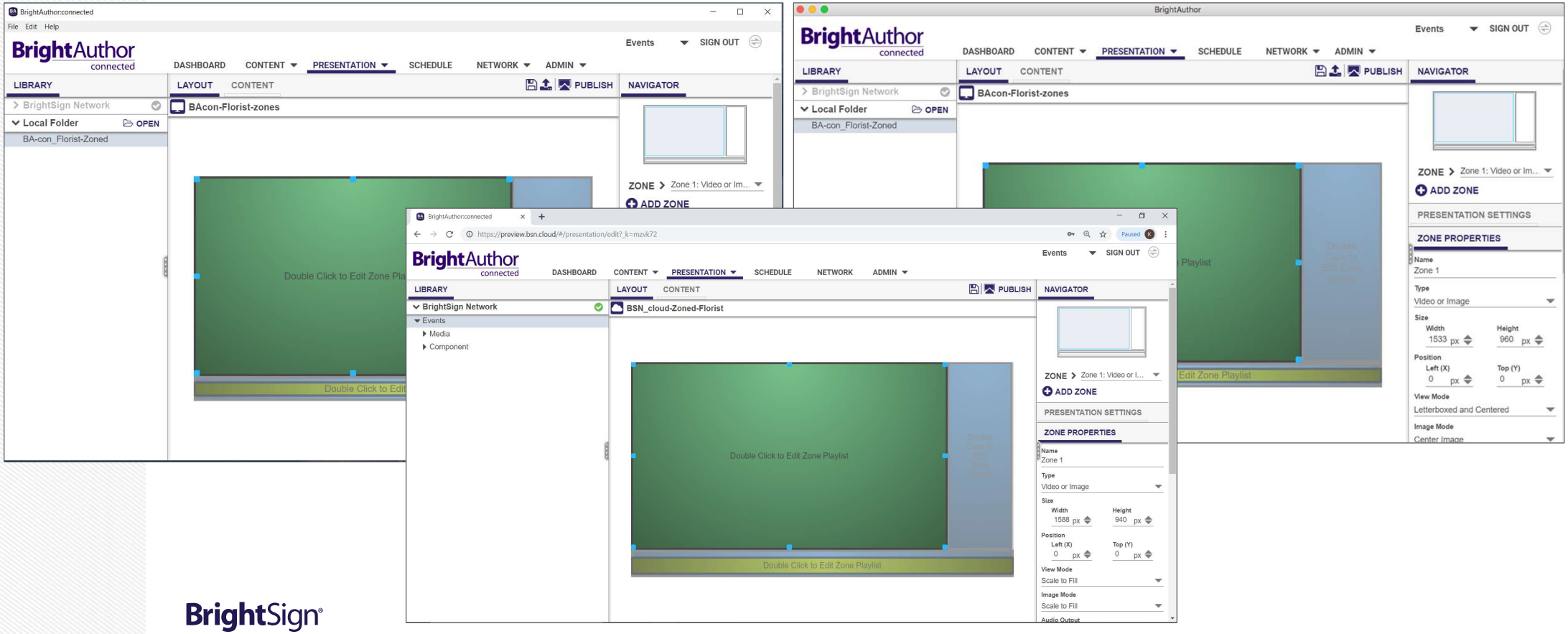
BrightAuthor connected PROVIDES A UNIFIED EXPERIENCE

Common feature set, workflow and interface across each application

PC Desktop App **Web App** **MAC Desktop App**



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COMPARISON OF CLOUD-BASED NETWORKING SOLUTIONS

- **BSN.cloud** is an innovative networking **platform** delivering varying levels of secure and scalable player, network and content management services
- **BrightSign OS 8** installed on any BrightSign player, enables the BSN.cloud platform
- **Control Cloud** is a free BSN.cloud subscription for all BrightSign players offering streamlined setup, real time player controls and your choice of CMS
- **Content Cloud** is an affordable BSN.cloud annual subscription that includes **Control Cloud** plus a complete set of content and network management tools via BrightAuthor:connected for PC, MAC and Chrome

- **BrightSign Network** is cloud-based **service** offering secure player, network and content management as an affordable subscription
- **BrightAuthor** is free PC-based for presentation authoring, scheduling and publishing, while the **Web UI** is used primarily for administrative and network management
- **Network Management** of content, connected players and administrative functions are primarily performed in Web UI
- **BrightSign Network Enterprise Edition** (BSNEE) is an optional service offering private hosting of BrightSign Network

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FREE PUBLISHING AND SERVICE OPTIONS

Only BSN.cloud offers real time player access and controls for free

	FREE PUBLISHING OPTIONS	
	SD CARD / LOCAL NETWORKING	SIMPLE FILE NETWORK
	Control cloud BrightSign OS 8	
REAL TIME PLAYER MANAGEMENT		
NETWORK MANAGEMENT		
CONTENT MANAGEMENT		
FREE AUTHORING	BrightAuthor connected	BrightAuthor

BrightSign

SUBSCRIPTION-BASED CLOUD SERVICE COMPARISON

Versatile solutions to meet your needs

	CONTROL CLOUD	CONTENT CLOUD	BRIGHTSIGN NETWORK	BSNEE
REAL TIME PLAYER MANAGEMENT				
NETWORK MANAGEMENT				
CONTENT MANAGEMENT				
FREE AUTHORING	BrightAuthor:connected or Your choice of CMS	BrightAuthor:connected	BrightAuthor	BrightAuthor

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COMPARISON: PLATFORM, PROVISIONING AND PLAYER CONTROLS

	BSN.cloud	BrightSign Network
Cloud Platform	▪ Uses WebSocket technology to enable robust real time player communication ▪ Designed with de-centralised components that deliver exceptional security and scalability	▪ Utilises a polling methodology for player network communications ▪ Secure and scalable
Player Setup	▪ Streamlined setup on players with Internet connection or standard player setup for offline players ▪ Bulk player provisioning is supported for rapid deployment at any time ▪ Supports Integrated CMS player activation within the streamlined provisioning process	▪ Standard player setup for players with either online or offline connections ▪ Bulk player provisioning using B-deploy for rapid deployment is supported the first time your network is launched
Real Time Player Control	▪ Real time player health **for free on all players** for increased up time and reduced operating expenses ▪ Real time, remote diagnostic web server for to diagnose and control players including reboots, recoveries, factory resets, re-provisioning, log file views, etc. ▪ Initiate remote snapshots in real time (snapshots over time coming soon)	▪ Player health check frequency is configurable from 5 minutes to every 24 hours ▪ Remote OS updates, reboots and recoveries ▪ Captures snapshots at set intervals and stores them for an historical look

COMPARISON: CLOUD SERVICES

	Content cloud	BrightSign Network
Network Management	▪ Create, manage and monitor network groups of players ▪ Monitor and diagnose players and network groups in real time ▪ Geographic mapping to visualise and organise your network ▪ Real time remote reboots, recoveries, re-provisioning and OS updates ▪ View player data over time with detailed reporting including proof of play and real time log views (coming soon) ▪ Administration tools including management of user, roles and app ▪ Create and manage your library of device setups ▪ Emails and alerts about player health, subscriptions (coming soon)	▪ Create, manage and monitor network groups of players ▪ Monitor player health at specific time intervals (every 5 minutes, 24 hour, etc.) ▪ Remote reboots, recoveries and OS updates at next player check in ▪ Generate reporting of various playback logs ▪ Admin tools including management of user, roles and subscriptions ▪ Email notifications about player health and subscriptions
Content Management	▪ Comprehensive set of presentation authoring from simple looping to complex interactive playlists ▪ Presentation scheduling and day-parting ▪ Secure content library access and management in the cloud ▪ Content and player tagging ▪ Tagged playlists with media validity dates ▪ Real time content and presentation updates including dynamic playlist	▪ Comprehensive set of presentation authoring from simple looping to complex interactive playlists ▪ Presentation scheduling and day-parting ▪ Secure content library access and management in the cloud ▪ Content and player tagging ▪ Content update frequency set at time intervals (every 5 minutes, 24 hour, etc.)
Authoring application	▪ Free BrightAuthor:connected desktop application for PC and MAC ▪ Web UI via Chrome browser with unified user interface and feature set as desktop app ▪ Intuitive, streamlined workflow for presentation authoring, publishing, content management and player/network management	▪ Free BrightAuthor available as PC-based desktop application for complete authoring abilities and limited network management ▪ Web User Interface offers limited authoring abilities, full network management and administrative user and subscription functions

THE BSN.CLOUD ADVANTAGE

State of the art platform with room to grow

- Adds more security and scalability using a de-centralised platform
- Includes new streamlined player setup
- Free real time player access and controls on every BrightSign player
- Unified user interface across all platforms – PC, MAC and Chrome

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