

WorkFlows

IP Video, Digital Signage and Guest Experience Solutions

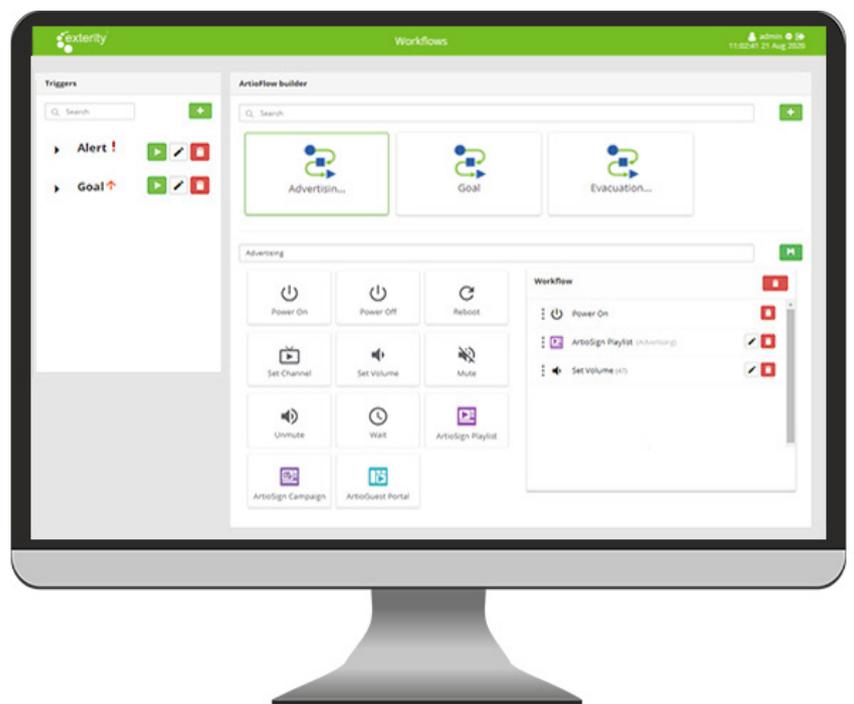


WorkFlows enables you to quickly and easily create sequences of actions that can be carried out frequently, as a workflow. Simply drag and drop actions such as power on, set volume or channel change to create action sequences. Digital signage screens and interactive portals can be integrated into these workflows and published at the push of a button, or displayed automatically when an event trigger is activated. Additionally, permissions can be assigned to the WorkFlows application, ensuring it can only be accessed by the right users.

For instance, during emergency announcements*, all screens could be automatically muted and updated to display evacuation plans, tailored to each floor. Priorities can be assigned to these triggers, ensuring that a lower priority message, such as advertising, doesn't override one that requires immediate attention.

Benefits of WorkFlows

- Build a workflow by adding individual actions to create a sequence, then drag and drop the workflow onto a device or group of devices (such as AvediaPlayer Media Players, SmartTVs and Signage LFDs), instead of having to apply each action individually
- Specify properties such as channel, wait duration or playlist, order/reorder any properties for each action, order/re-order the sequence of actions, or delete individual actions if required. Once created, a workflow can be used as many times as required
- Use triggers and priorities to ensure the right message reaches the right audience at the right time, for instance:
 - **Offices:** mute all TVs and display important information, such as floor-specific evacuation plans quickly and effectively, thereby communicating a message requiring immediate attention
 - **Stadiums:** override regular messages such as way-finding or advertising with score alerts, then automatically revert back to the original message
 - **Casinos:** display a prominent, eye-catching message when a jackpot is won



* WorkFlows does not replace dedicated emergency alarm and evacuation systems

