



SUREPLAY

DIGITAL SIGNAGE CONTENT MANAGEMENT SOFTWARE

A digital solution by



Institute for Customer
Relationship Management

Revolutionalize the way you use your digital signage network.

High-Impact Digital Signage Content Management Software

- ▶ Traditional notice boards and posters are static information tools of the past.
- ▶ Today, digital screens have transformed the way organizations interact with their consumers and staff no matter what the industry - Banking, Healthcare, Education, Hospitality, Transportation, and of course Retail. Your company can benefit greatly from them.
- ▶ With SurePlay you can make eye-catching content and send them to your screens in real-time.



Digital signage – Innovation in on-site communication

Versatile

Micro-target your messages to specific groups, in specific locations, at your desired time with total control.

Professional, multi-purpose pre-designed templates

Just fill in the blanks within a few seconds; or adjust the information to fit in with your design. SurePlay tasks are easy and efficient.

Easy Immediate content change

You may need to change your message daily or even give updates during the day. With SurePlay such tasks are easy and efficient.

Continuous Playing capability

Even when your network is down, SurePlay ensures the content keeps on playing - no blank screen.

Network control with intelligent reports

With a click of the mouse you can monitor what is showing and where it is showing, so you are always in control.



The facts are clear:

Consumers are 10 times more likely to notice dynamic media than static media and 5 times more likely to recall the message.

SurePlay content management software is effective in helping you maximize the use of your digital signage.

- ▶ **Educate**
SurePlay offers such versatility with your network that you can target messages to your customers at front-of-house, while simultaneously educating and training your staff back-of-house.
- ▶ **Advertise**
Promote your products and services or generate income by using the reach of digital signage to advertise for third parties.
- ▶ **Entertain & Enhance the Environment**
Keep customers entertained with a visual and auditory experience to reduce perceived wait time. Use it as a design tool to add color and excitement to your décor, creating a dynamic, changing environment on your premises.
- ▶ **Influence**
Tell your brand story and build brand identity through digital signage in strategic areas.
- ▶ **Inform**
Disseminate up-to-the-minute information data, news, weather reports, travel schedules and more to the public, or hard-hitting corporate messages to your employees.

Total control over your digital signage content and network.

Designed for versatility & convenience

We specialize in creating content in different formats to offer your audience an exciting visual and auditory experience.

SurePlay allows you to switch between various display formats, creating content and design that perfectly fits your audience.

SurePlay is easy to manage — we design the templates and train your people on updating the content and scheduling.

Our intuitive "Drag & Drop" schedule allows you to make immediate content changes with ease and our security features ensure that you can assign different permission levels to different user groups.

SurePlay also allows you to control multiple screens from a centralized location and to program the unit content to be displayed on each screen. It enables you to handle thousands of displays in your own comprehensive network.

- ▶ Easy to use templates
- ▶ Live video & text feed capability
- ▶ Multiple screens
- ▶ Interactive content
- ▶ Versatile displays
- ▶ 'Drag & Drop' Scheduler
- ▶ Customised content
- ▶ Continuous playing capability
- ▶ Intelligent reports
- ▶ Cost-effectiveness
- ▶ Remote Tracker
- ▶ Security
- ▶ Scalable

Designed for Simplicity

SurePlay's four components are designed for easy use, and make controlling your content and distribution to hundreds of screens an easy task. There is no steep learning curve, but some training is required.



SureDesigner

A professional tool that allows the authorized user to create attention grabbing content using a set of application - specific built-in templates.



SureScheduler

Enables content scheduling for the network of players by time, date, and location.



SurePlayer

Plays any given video, audio, image, and animation content and offers a 24/7 reliable, smooth and stable playback.



SureTracker

Offers live monitoring of the content and generates practical reports.



SUREPLAY
DIGITAL SIGNAGE CONTENT MANAGER

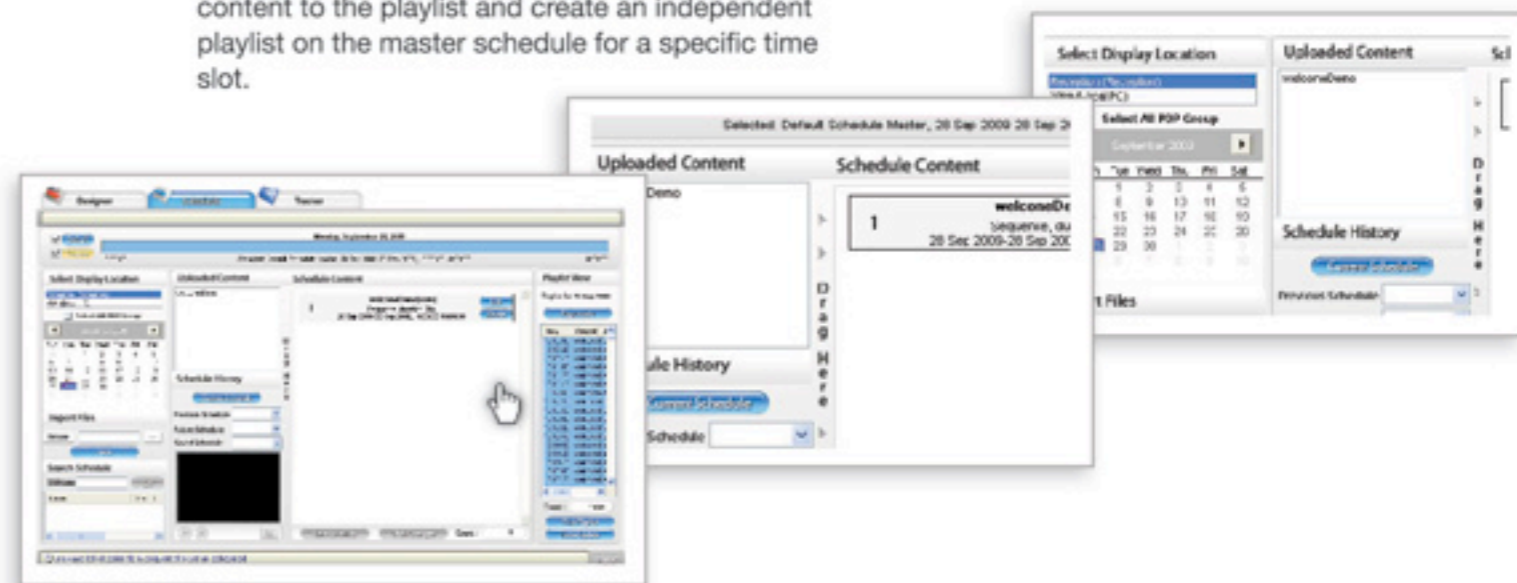
SureDesigner

- ▶ Created for **flexibility**
- ▶ Built-in templates that allow you to customize your content by inserting text, images and videos.
- ▶ Not interested in our templates? Then create your own flash content and publish it to the display.
- ▶ SureDesigner supports a variety of content formats, including live feed video and customised data feed content.
- ▶ Edit or delete your content at will and preview your created content before publishing it to the screen.



SureScheduler

- ▶ Programmed for **effectiveness**
- ▶ Schedule content for a single screen or multiple groups of screens by time, date and location.
- ▶ Create a master schedule for months ahead and edit individual content schedule anytime you want.
- ▶ SureScheduler also allows you to drag and drop content to the playlist and create an independent playlist on the master schedule for a specific time slot.



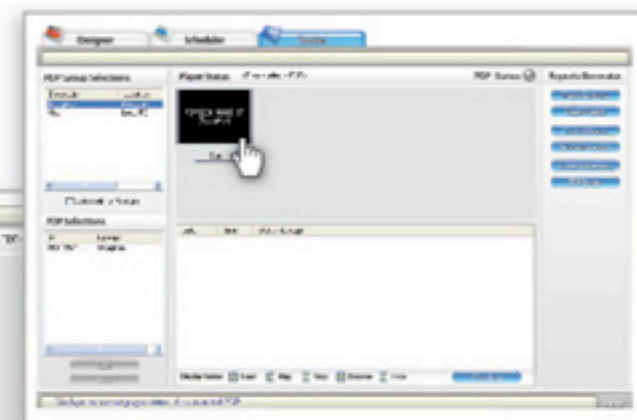
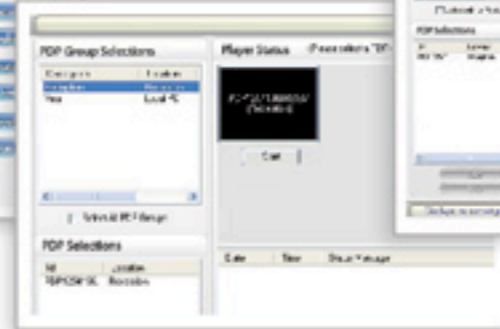
SurePlayer

- ▶ Made for **reliability**
- ▶ SurePlayer ensures stable playback capability.
- ▶ Picture-perfect quality.
- ▶ Play any given video, image or animation content at will.
- ▶ SurePlayer assures you of continuous play even when the network is down.



SureTracker

- ▶ Designed for **efficiency**
- ▶ Track the contents of your digital signage network and get a detailed log report of each player's content status.
- ▶ SureTracker also provides comprehensive, intelligent reports in .rtf format:
 - Player content
 - Player playlist
 - Content status
 - Schedule status
 - Content inventory



Why choose Sureplay ?

Here's a host of reasons:

Communication

Many organizations invest in hardware like digital display panels and digital screens, but don't get the full benefit from it. Your organization might be one of them! Having a proper content management system will help you disseminate your messages and display your content more efficiently.

Features

SurePlay is highly customizable according to your needs and industry application. Whether it is corporate, retail or banking, Sureplay enables customization based on what you need and what you want.

Flexible

Whether you are a corporate head office or a manufacturing entity, SurePlay enables flexibility in your digital communication requirements through any commercial needs.

Customizable

Instead of displaying your content in a loop which gets too monotonous, you can display exciting content & have total control over it.

Adaptable

With Sureplay you can almost instantly upload the latest digital files across the latest Windows platform.

Value

By offering superior product quality, enhanced customer value combined with its capabilities, SurePlay allows you to reap your Return On Investment (ROI) in digital signage technology more effectively.

The way forward for you

We offer you the digital signage content management software that:

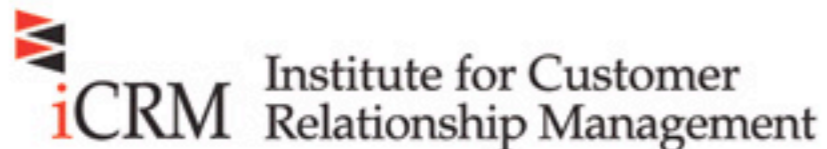
- ▶ **Has a robust and scalable architecture**
- ▶ **Offers comprehensive features and functions**
- ▶ **Is cost effective with no hidden cost**

To date, our clients include IBM Malaysia, Curtin University of Technology, Construction Industry Development Board of Malaysia and Cathay Cine Leisure. We believe in offering our clients flexible options that meet their needs. Hence customers have the choice to engage us for the following:

- ▶ **Software only**
You can purchase just the SurePlay software and install it over your own hardware and networking infrastructure.
- ▶ **Software, hardware, and networking**
If you don't have the required hardware and the infrastructure, you can opt to have us come in with SurePlay and assist you in installing the hardware and planning your network.
- ▶ **Software, hardware, networking, and managed services**
This is a hassle-free, complete end to end solution. We provide the hardware, the software, and management of your digital content. Let us be your digital signage jockey!

The versatility of digital signage will take your business to new heights and enhance your organizations image.

Contact us now to get a demonstration of how SurePlay can take your digital signage network to the next level.



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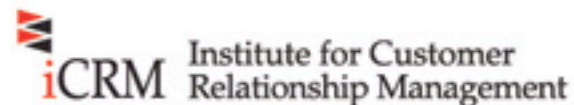
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