

easyCMS

Digital Signage made easy



www.myeasycms.com

Benefits & advantages.



Central access

Access your players
via a web browser



Plan & Schedule

Schedule contents for an
automatic broadcast



Budget

No recurring cost
and 2 years warranty



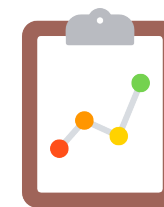
Communication

The ideal tool for
Effective marketing



User management

Managed and
Secured user access



Statistics

Get proof of play
for all your files

Pricing.

Start Here	Add Players or Licence		Upgrade	Support
easyCMS Account	Licence Only	easyCMS Player	Enterprise	Premium Support
All Standard features	Advanced features	Includes One Licence	Enterprise features	Priority Support
One Free Licence	Proof of Play/Datasets	Plug&Play Solution	User Management	Same Day Answer
500 Mo Cloud Storage	1 Go Cloud Storage	2 Years Warranty	Premium features	Phone Support
Free Support	Free Support	Stability & security	White Label	Remote Support
Free Updates	Free Updates	Best Performances	Custom Domain	7/7 Availability
29 €	99 €	199 €	1299€/year	39€/year/Licence

Glossary

1. easyCMS Account:

Allows to remotely manage content of your players.

2. Licence:

Need to be activated on the player to connect to easyCMS.

3. Features:

Things you can do when using easyCMS, like creating a playlist.

4. Media Library:

Where you upload and store your medias, like videos.

5. Player:

Device with activated licence that you connect to the screen.

6. Plug&Play:

Working out of the box

Features.

Features	Standard (Free Licence)	Advanced (Licence)	Enterprise
Fully Hosted (Cloud)	✓	✓	✓
Software Updates	✓	✓	✓
Dashboard	✓	✓	✓
Upload Images, Videos,...	✓	✓	✓
Playlists/Timeline	✓	✓	✓
Tag-based/Dynamic Playlists	✓	✓	✓
Scheduling	✓	✓	✓
Layout Design	✓	✓	✓
Split screen to zones/regions	✓	✓	✓
Media Library	✓	✓	✓
Widgets (Weather, Social,...)	✓	✓	✓
Network Monitoring	✓	✓	✓
Data Sets (Database, SQL)	-	✓	✓
Playback Reports (Proof of Play)	-	✓	✓
Creation of users	-	-	✓
Custom User Roles/Permissions	-	-	✓
White Label Server	-	-	✓
Custom Domain Name	-	-	✓

Widgets.

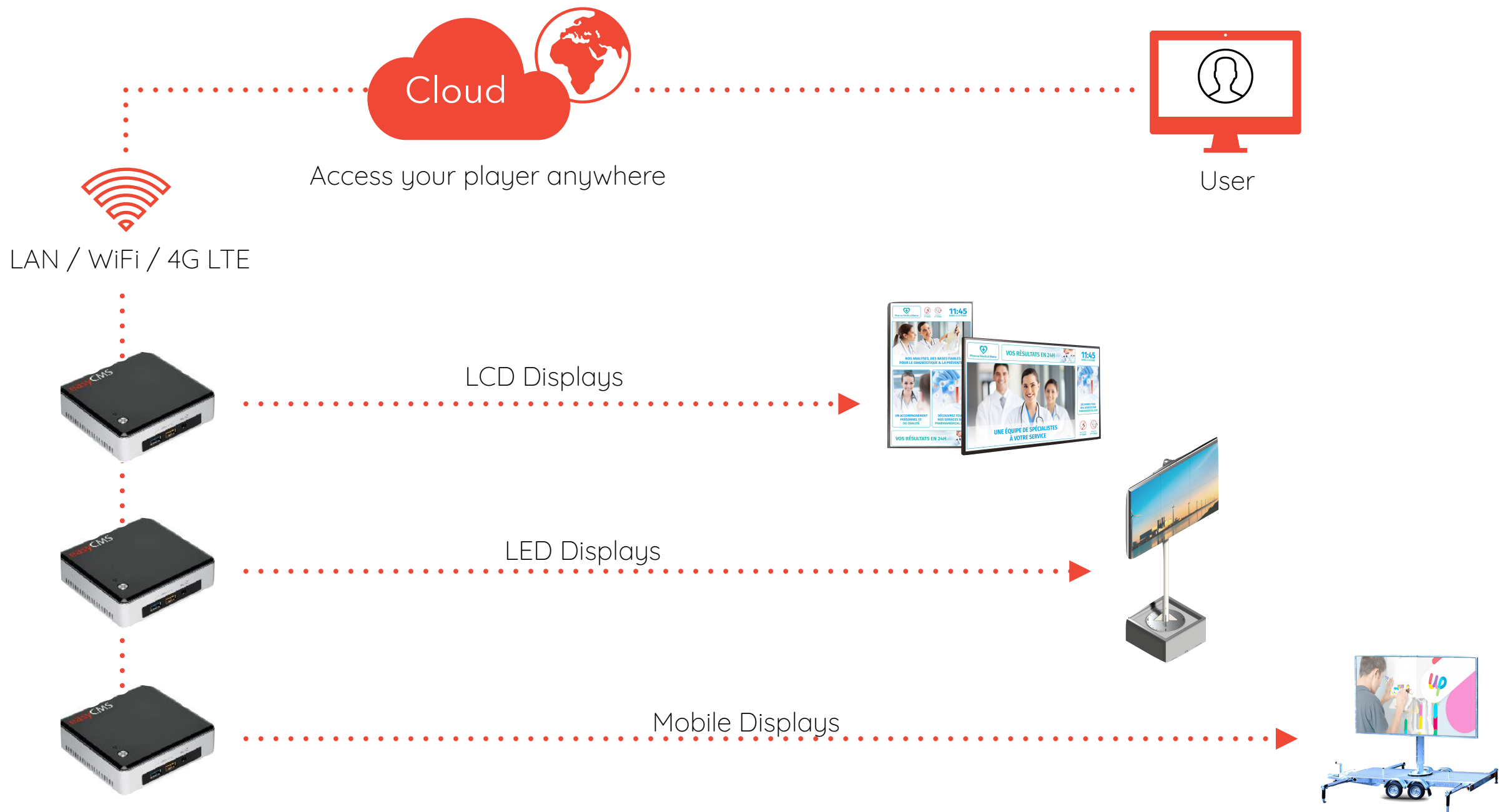
WIDGET	WINDOWS	ANDROID	Linux
AUDIO	✓	✓	TBC
CALENDAR	✓	✓	TBC
CHARTS	✓	✓	TBC
CLOCKS	✓	✓	TBC
CSV	✓	✓	TBC
CURRENCIES	✓	✓	TBC
CUSTOM FONTS	✓	✓	TBC
CUSTOM WIDGETS	✓	✓	TBC
FLASH	✓	-	TBC
GOOGLE TRAFFIC MAPS	✓	✓	TBC
HTML	✓	✓	TBC
HTTP LIVE STREAMING (HLS)	✓	✓	TBC
IMAGES	✓	✓	TBC
MEDIA RSS	✓	✓	TBC
PDF	✓	✓	TBC
POWERPOINT	✓	-	TBC
RS232	✓	✓	TBC
RSS/ATOM	✓	✓	TBC
RSTP STREAMS	-	✓	TBC
SHELL COMMANDS	✓	✓	TBC
STOCKS	✓	✓	TBC
TWITTER	✓	✓	TBC
VIDEO	✓	✓	TBC
VIDEO IN	-	-	TBC
WEATHER	✓	✓	TBC

How it works?

How it works.

Content management made easy.

EasyCMS is connected to the "Cloud" allowing you to manage your content remotely. Thanks to a user friendly interface accessible via a web browser, you can control your screens instantly.



How it works.

Content management facilitated. All EasyCMS screens are delivered with a CMS linked to the "**Cloud**" allowing our customers to manage their contents remotely. Thanks to an interface

Content

images, video, RSS feeds,
Widgets and other files



Screen

Any type of Screen,
LCD or LED Displays

Player

Ready to use device to
Connect to your display



The family of Player.



Model	easyCMS player	easyCMS PRO player	easyCMS PRO+ player
Os	Android	Windows 10	Windows 10 Pro LTSC
Processor	Amlogic ARM Cortex 2.0GHz	Intel® Celeron 2.3Ghz	Intel® Apollo Lake 2.4GHz
Graphics	ARM G31 MP2 Graphics	Intel HD Graphics	Intel® HD Graphics
Resolution	1920 x 1080 px	4096 x 2160 px	4096 x 2160 px
Memory	LPDDR4 2GB	DDR3 1600Mhz 4 Gb	DDR3L 1866MHz 4GB
Hard drive	eMMC 16GB	SSD 128GB	SSD 128Gb
RJ45	1x	1x	2x
Wifi	YES	YES	YES
LTE/4G modem	OPTIONAL (+100€)	NO	YES
Videos zones	1x	4x	4x
Best for	<ul style="list-style-type: none"> • Use indoor • Use with LCD 	<ul style="list-style-type: none"> • Use indoor • With LED and LCD 	<ul style="list-style-type: none"> • Use indoor/outdoor • use with LED and LCD
Price	199 €	599 €	999 €

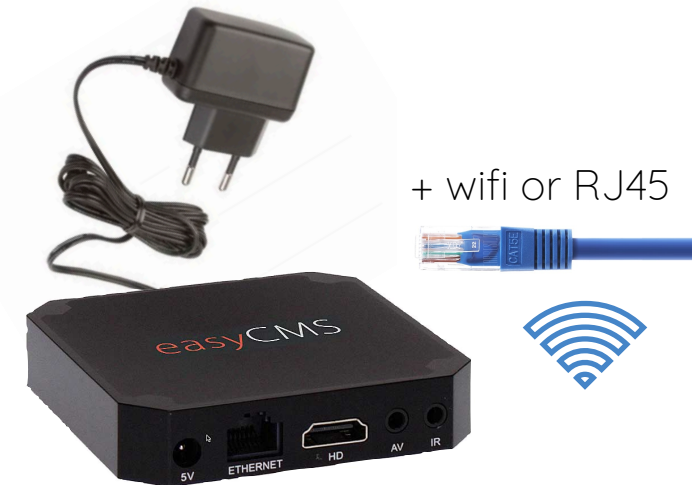
How to connect.



LCD Display



HDMI cable
(Max 20m)



easyCMS Player



LED Display (all types)



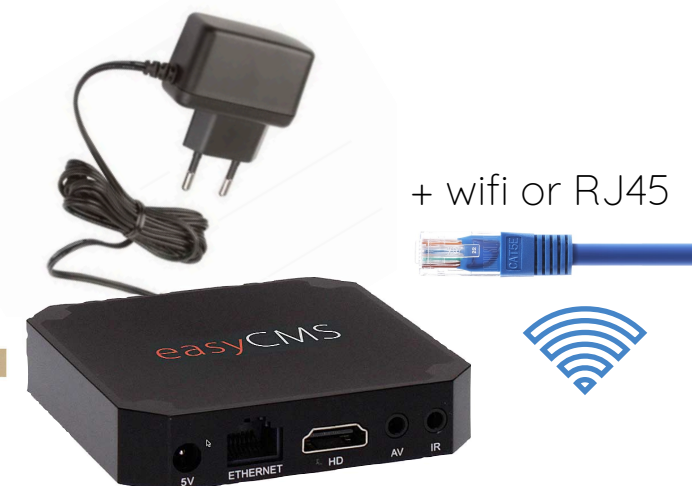
RJ45 cable
(Max 90m)



Sending Card
(LED Controller)

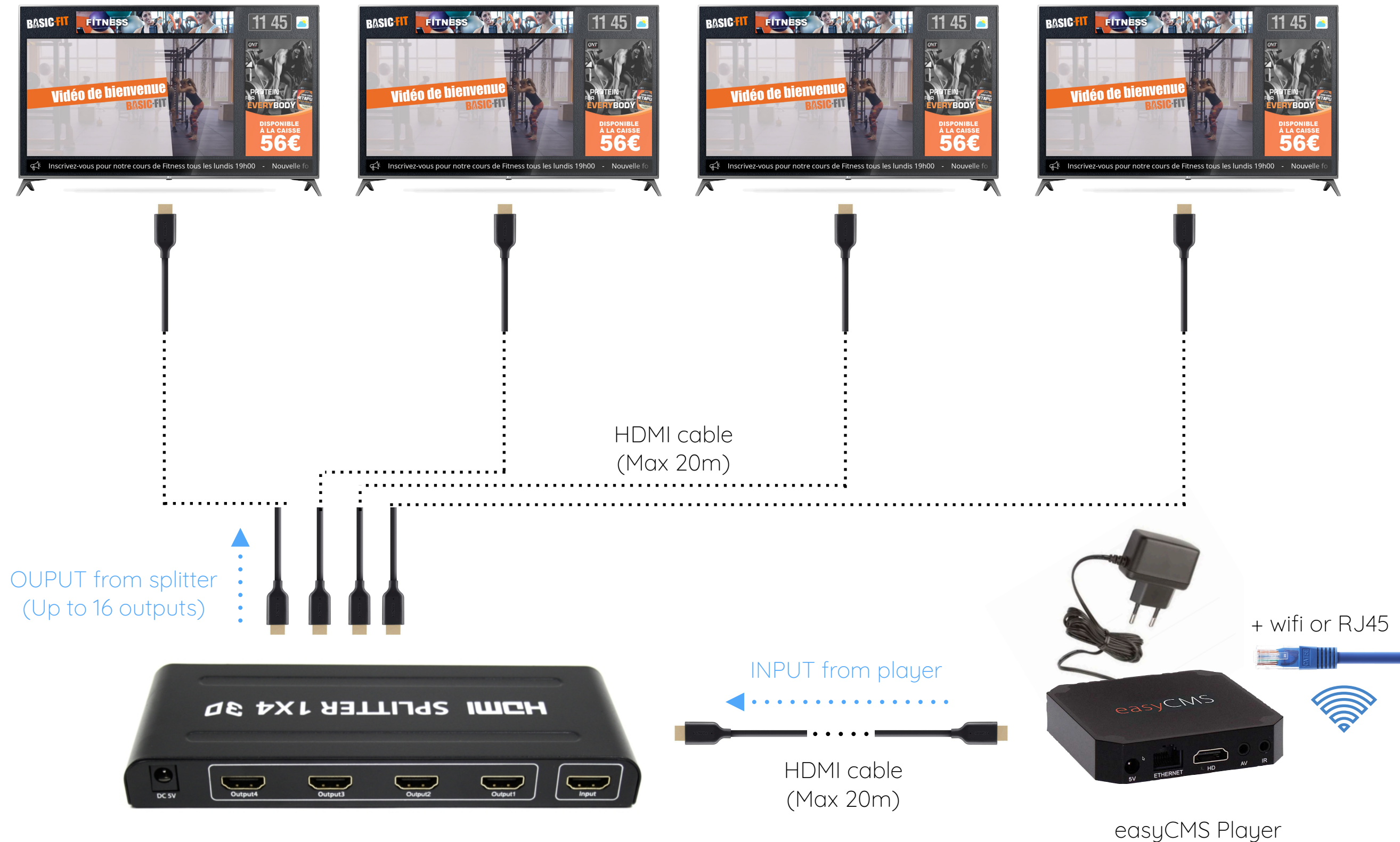


HDMI cable
(Max 20m)
(or DVI/HDMI)



easyCMS Player

Splitters.



Custom templates

Custom templates.

Our powerful yet easy-to-use solution allows you to make your screens really versatile and display dynamic data and pre-programmed playlists.

The image shows a digital display screen with a medical-themed advertisement. The screen is divided into several sections, each with a label and a red dotted arrow pointing to it:

- Text Zone**: Add and edit text live. Points to the text "VOS RÉSULTATS EN 24H" in the top right section.
- Date and time**: Based on location. Points to the time "11:45" and date "MARDI 23 OCTOBRE" in the top right section.
- Template**: Created according to your needs. Points to the right side of the screen, including the section "DÉCOUVREZ TOUS NOS SERVICES SUR PHARMAMEDICAL.COM" and the bottom icons.
- Dynamic Playlist**: Add images, video, RSS feeds, etc. Points to the main image of the three medical professionals in the center of the screen.

The advertisement content includes:

- Logo: Pharma Medical Name (heart with a plus sign).
- Text: VOS RÉSULTATS EN 24H.
- Time and Date: 11:45, MARDI 23 OCTOBRE.
- Main Image: Three medical professionals (two men and one woman) in white coats.
- Text: UNE ÉQUIPE DE SPÉCIALISTES À VOTRE SERVICE.
- Text: DÉCOUVREZ TOUS NOS SERVICES SUR PHARMAMEDICAL.COM.
- Icons: A syringe icon labeled "PRISES DE SANG 1ER ÉTAGE" and a stethoscope icon labeled "SPÉCIALISTES 2ÈME ÉTAGE".

Custom templates.

Dynamic Playlist
images, video, RSS feeds,
Widgets and other files

Image zone
Add images

Date, time, weather
Based on location



Ticker RSS & text
Display news, and live text
in a ticker

Custom templates.

Dynamic Playlist
images, video, RSS feeds,
Widgets and other files

Text Zone
Add and edit text live



DataSets
Display data based on
Databases and filters

Ticker RSS
Display local and
international news or sports

Custom templates.

Text Zone
Add and edit text live

Date, time, weather
Based on location

Template
Created according to your needs

The display shows the following information:

- Header:** ENGIE Electrabel logo, "BIENVENUE À LA CENTRALE NUCLÉAIRE DE THIANGE", and a digital clock showing 11:45 PM.
- Production Data:**
 - THIANGE 1: 953 MW
 - THIANGE 2: 923 MW
 - THIANGE 3: 1065 MW
- Safety & Performance:**
 - NOTRE PRODUCTION (lightning bolt icon)
 - NOMBRE DE JOURS SANS ACCIDENT: 365 JOURS (first aid kit icon)
 - MEILLEURS RÉSULTATS: 423 JOURS (first aid kit icon)
 - ELECTRABEL: 365 JOURS
 - ENTREPRISES: 230 JOURS
 - 295 JOURS
- Right Side Panel:** A grid of six icons: a factory with a red prohibition sign, a person with glasses, a speed limit 50 sign, a person with headphones, a camera with a red prohibition sign, and a person with a hard hat.
- Footer Ticker:** "THIANGE 1 & 2 À L'ARRÊT POUR RÉVISION • OUVERTURE SI..."

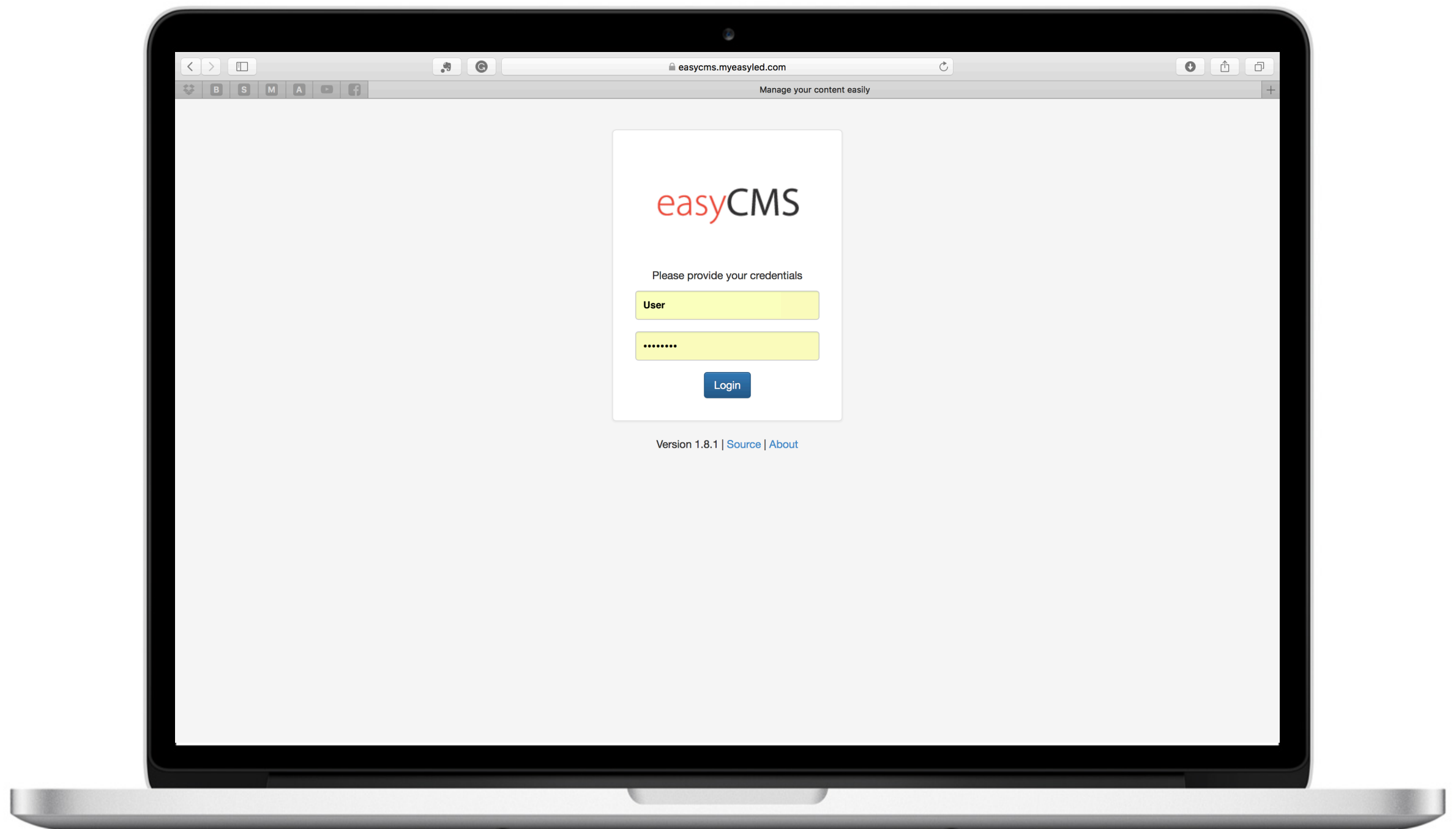
Ticker RSS & text
Display news, and live text in a ticker

User Friendly

Login.

Connect from everywhere!

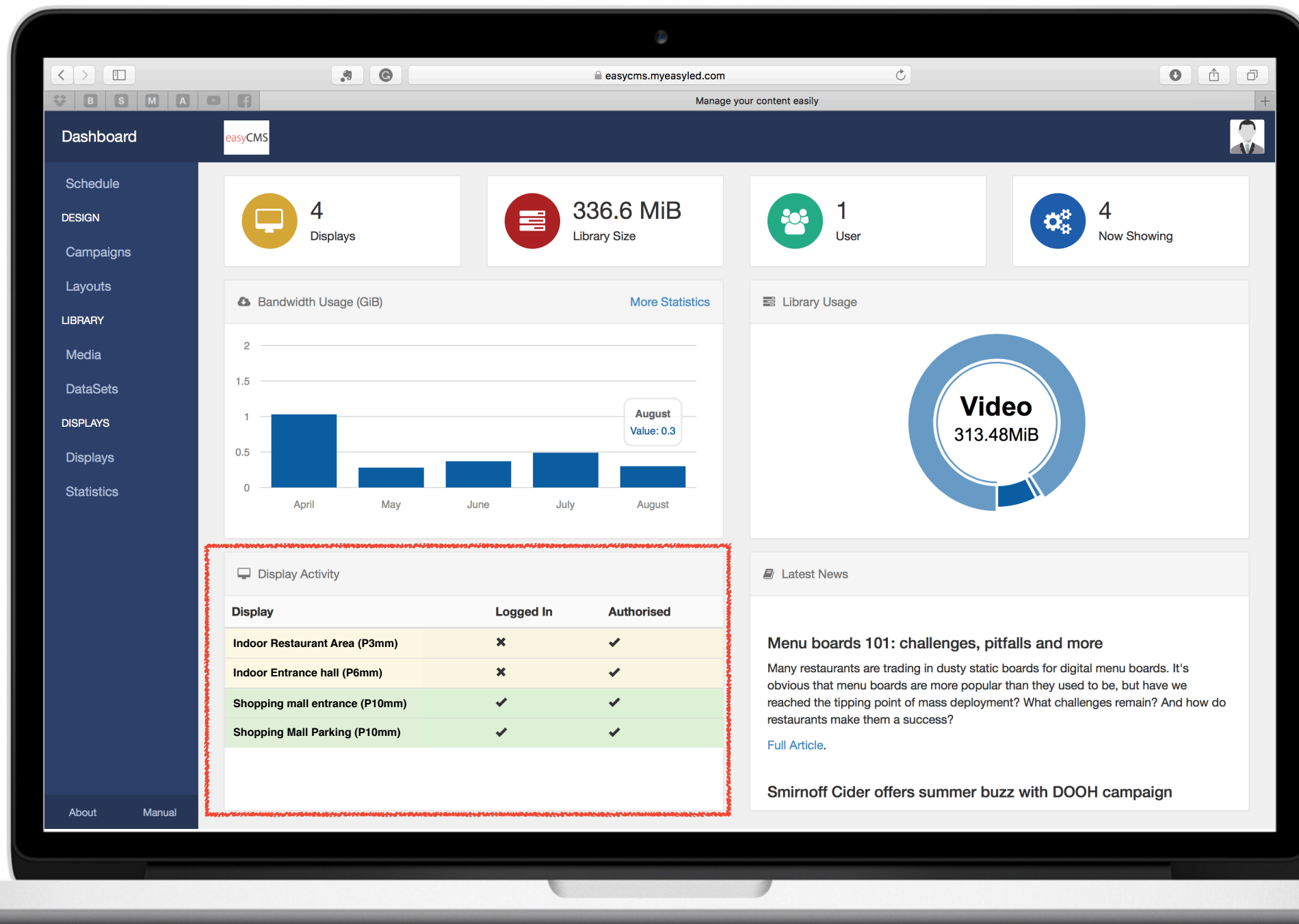
Thanks to an interface accessible via a web browser,
you can control your screens instantly.



Dashboard.

Keep an eye on your network!

A dashboard informs you of the status of your screens, to make sure everything is online and up to date.



Layout.

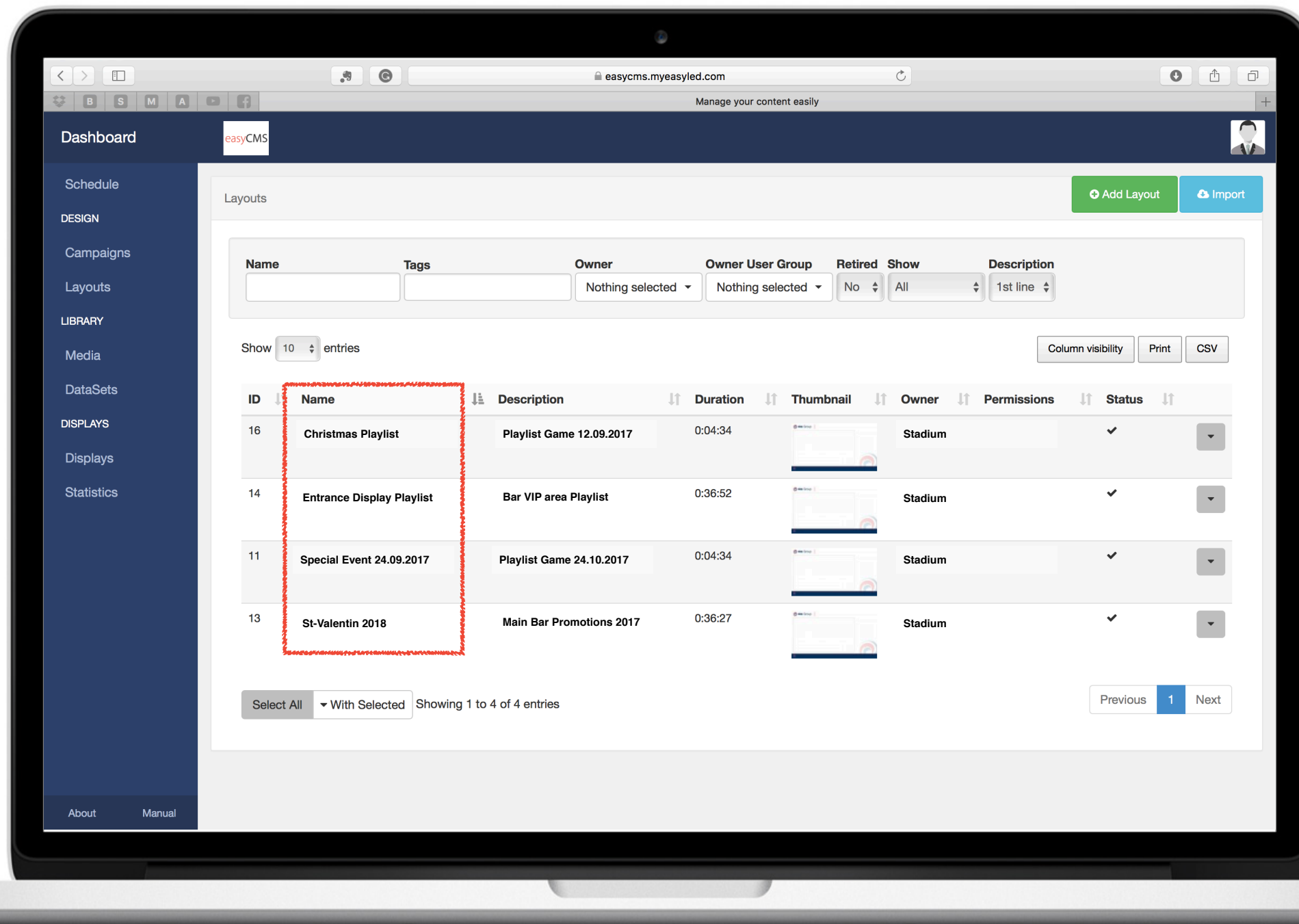
Create your promotions quickly and easily!
Thanks to a WYSIWYG interface, the creation of layout is fast and easy, get your message across quickly.



Playlist.

Manage your playlists easily!

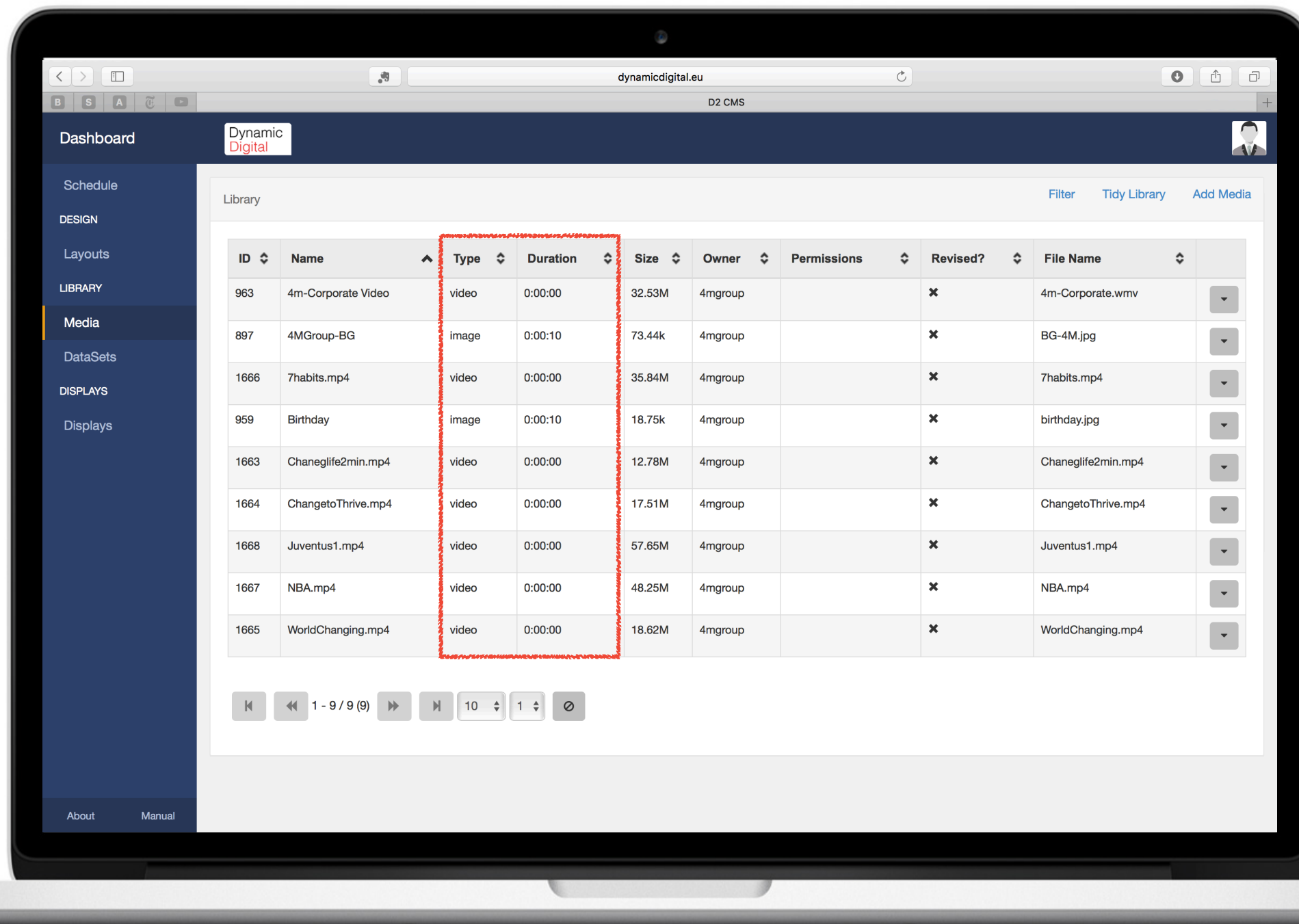
Easily create and manage ads by creating lists.
which are easy to edit and organize.



Media Library.

Use any type of file!

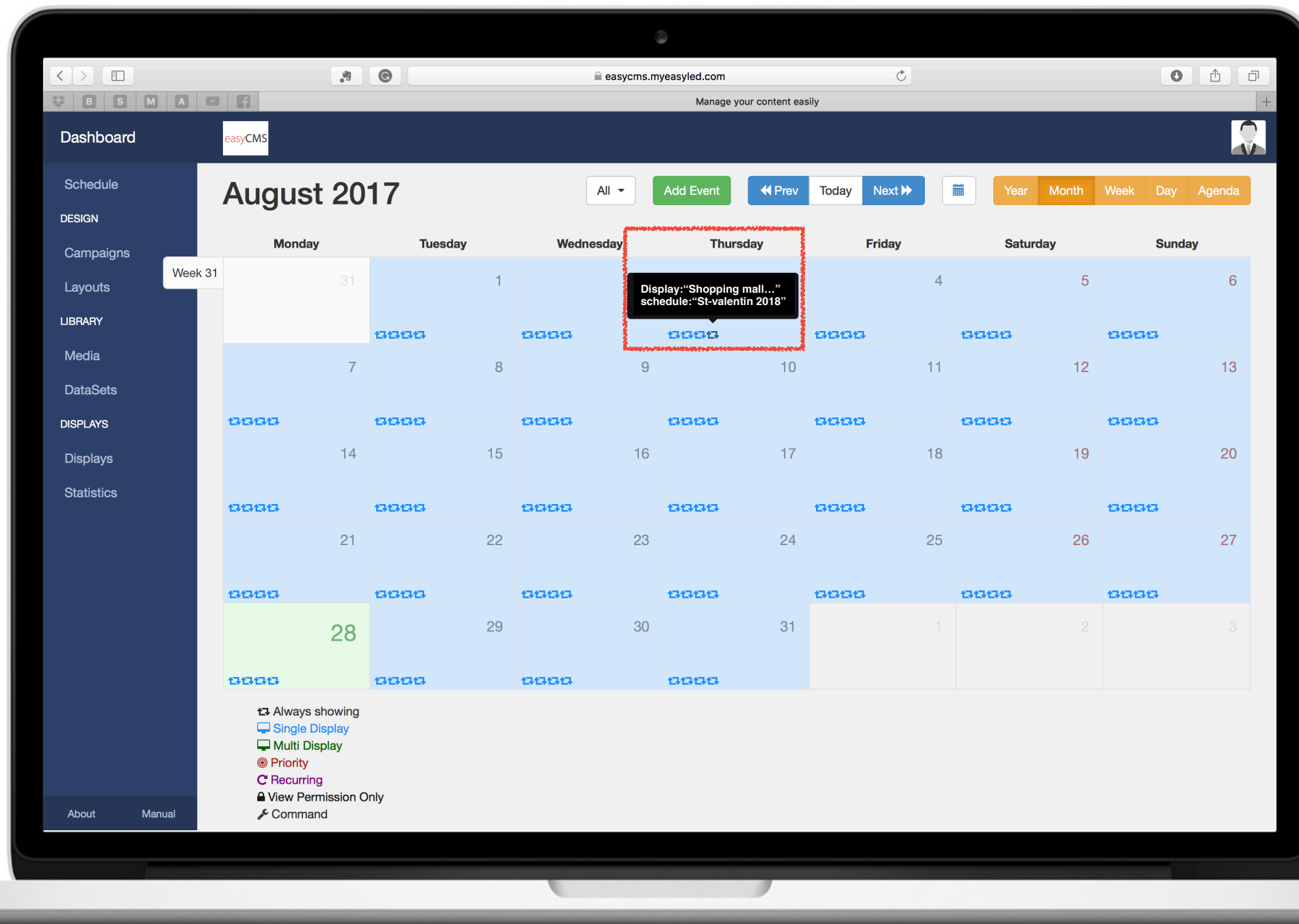
All common files, such as videos and images, can be mixed and played simultaneously.



Scheduler.

Plan your content!

Set a start and / or end date for playing a playlist.
Automate your advertising to be up to date all the time.



Proof of Play.

Get proof of circulation.

Thanks to an integrated statistical tool,
you can export accurate reports.

The screenshot displays the 'Proof of Play' report in the easyCMS interface. The browser address bar shows 'easycms.myeasyled.com'. The left sidebar contains navigation links: Dashboard, Schedule, DESIGN, Campaigns, Layouts, LIBRARY, Media, DataSets, DISPLAYS, Displays, Statistics, About, and Manual. The main content area features a filter section with 'From Date' (2017-08-27), 'To Date' (2017-08-28), 'Display' (dropdown), 'Layout' (Nothing selected), and 'Media' (Nothing selected). Below the filters is a 'Show 10 entries' button. The table below lists media plays with columns for Type, Display, Layout ID, Layout, Widget ID, Media, Number of Plays, Total Duration (s), Total Duration, First Shown, and Last Shown. A red dashed box highlights the 'Media', 'Number of Plays', and 'Total Duration (s)' columns. The table shows 10 entries, with the last entry being a 'Layout' type. The bottom of the page indicates 'Showing 1 to 10 of 45 entries' and a pagination control with 'Previous', '1', '2', '3', '4', '5', and 'Next'.

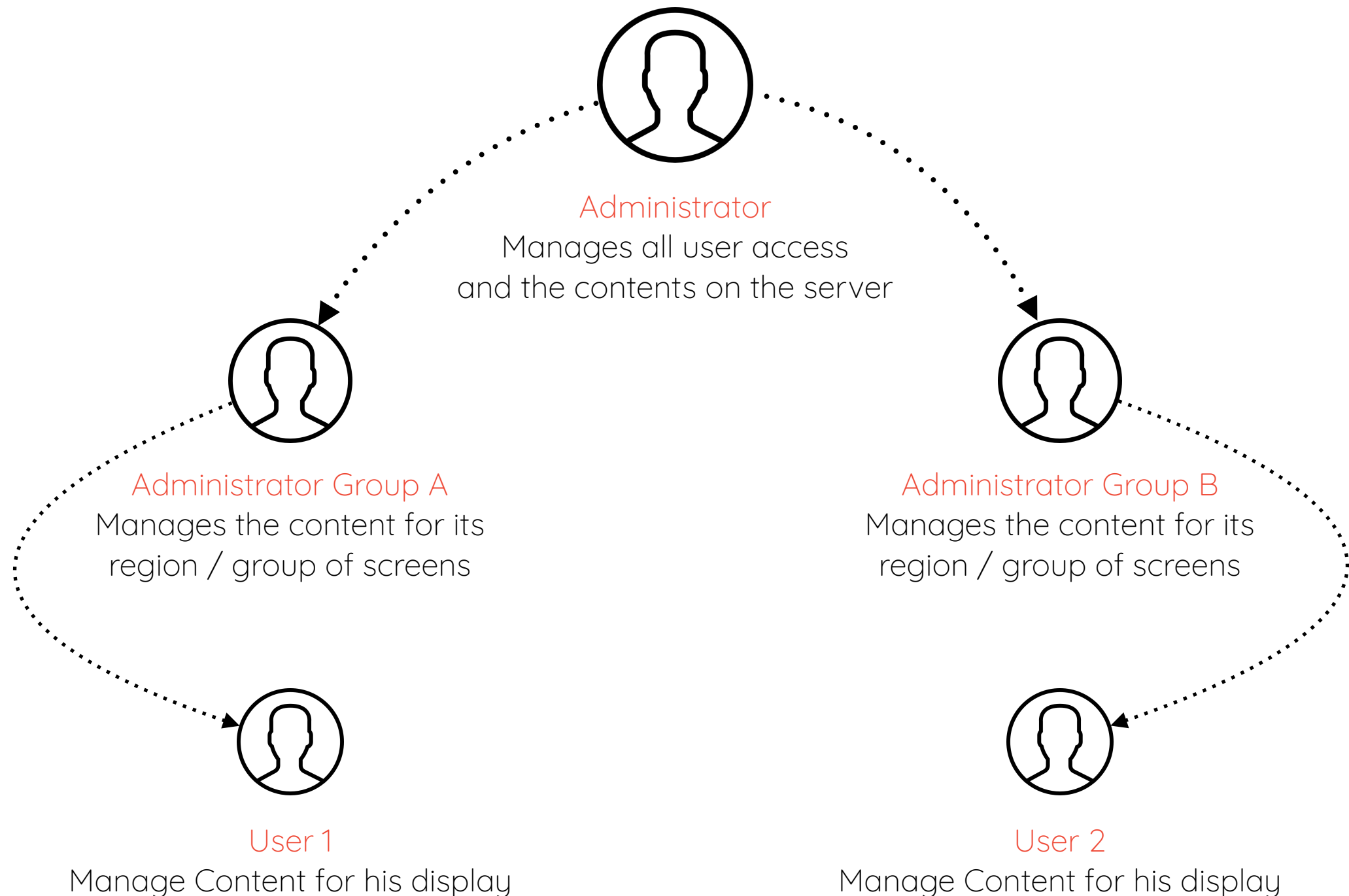
Type	Display	Layout ID	Layout	Widget ID	Media	Number of Plays	Total Duration (s)	Total Duration	First Shown	Last Shown
Media	Shopping mall P10	11	St-Valentin 2018	29	CocaCola.jpg	101	1:41:36	6096	2017-08-27 21:18:28	2017-08-28 01:10:27
Media	Shopping mall P10	11	St-Valentin 2018	30	McDonald.jpg	151	2:10:45	7845	2017-08-27 21:19:28	2017-08-28 01:11:28
Media	Shopping mall P10	11	St-Valentin 2018	22	Colgate.mp4	50	2:35:05	9305	2017-08-27 21:17:37	2017-08-28 01:07:04
Media	Shopping mall P10	11	St-Valentin 2018	358	Adidas.wmv	50	0:07:59	479	2017-08-27 21:20:43	2017-08-28 01:07:14
Media	Shopping mall P10	11	St-Valentin 2018	359	Samsung.jpg	50	0:08:21	501	2017-08-27 21:20:53	2017-08-28 01:07:25
Media	Shopping mall P10	11	St-Valentin 2018	360	Bosch.jpg	50	0:08:20	500	2017-08-27 21:21:03	2017-08-28 01:07:35
Media	Shopping mall P10	11	St-Valentin 2018	361	Carrefour.wmv	50	0:08:23	503	2017-08-27 21:21:13	2017-08-28 01:07:45
Media	Shopping mall P10	11	St-Valentin 2018	362	Kraft.mp4	50	0:08:21	501	2017-08-27 21:21:23	2017-08-28 01:07:55
Media	Shopping mall P10	11	St-Valentin 2018	363	Casino2000.jpg	50	0:08:20	500	2017-08-27 21:21:33	2017-08-28 01:08:05
Layout	Shopping mall P10	11	St-Valentin 2018	0	BetOnline.mp4	50	3:50:37	13837	2017-08-27 21:17:27	2017-08-28 01:08:25

Advanced Features

User management.

Managing from 1 to 1000 screens is simple and effective. Managing large screen networks is facilitated by creating dynamic groups and groups while leaving the ability to manage screens individually.

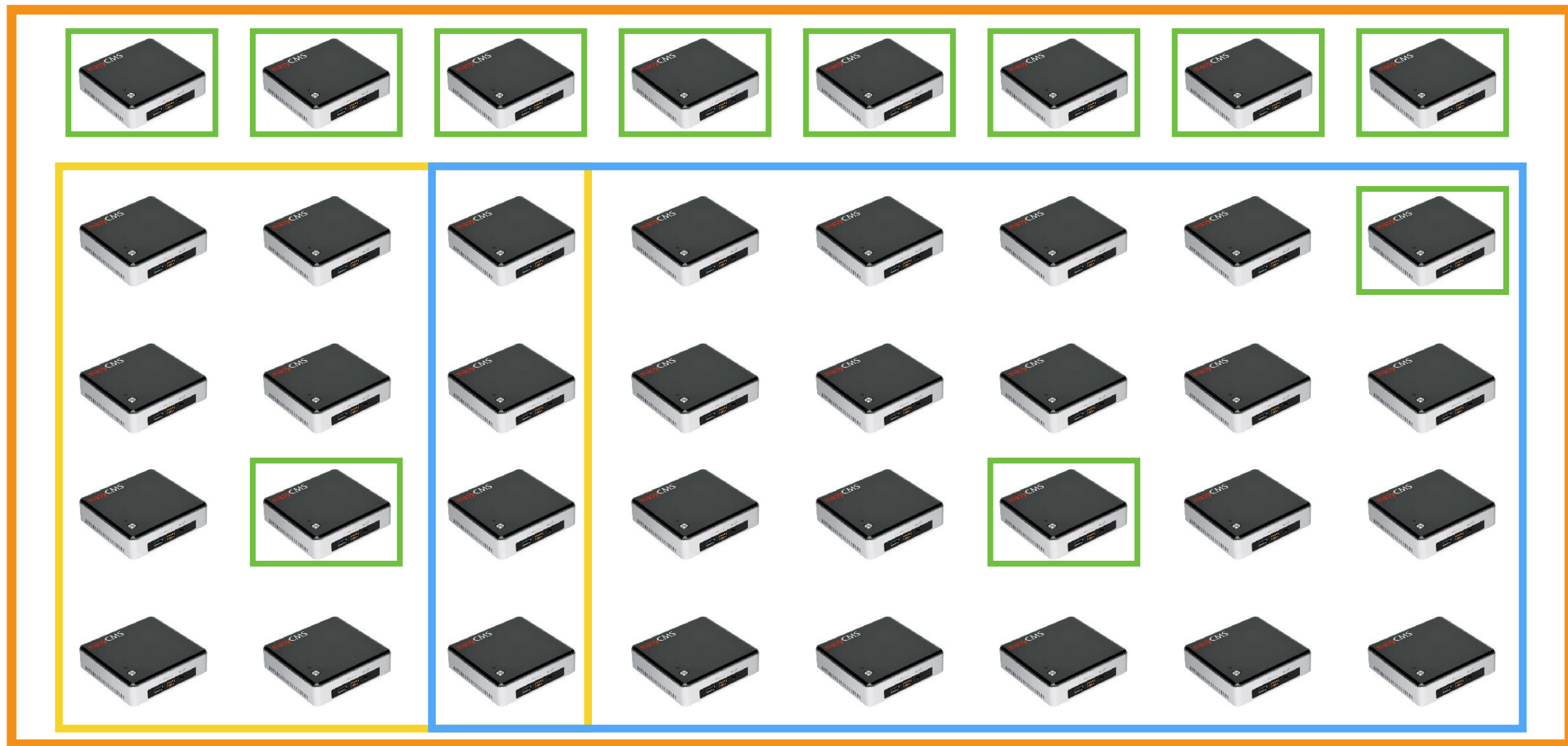
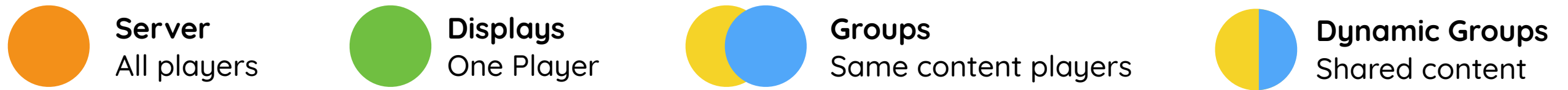
Our specialists set up a suitable network structure for you.



Network Management.

Managing from 1 to 1000 screens is simple and effective. Managing large screen networks is facilitated by creating dynamic groups and groups while leaving the ability to manage screens individually.

Our specialists set up a suitable network structure for you.



For example: 10 screens are in Paris, 15 in Marseille, 12 in Lille. A screen group will be created for each city. But the screens of Paris and Lille although separated into 2 groups will be part of a subgroup "Nord of France" when identical content for Paris and Lille must be broadcast on these screens.

Support & Warranty

Standard & Premium Support.

	Free Support	Premium Support
Online Video Tutorials	YES	YES
Email Support	YES	YES
Live Chat Support	-	YES
Answer Time	2-3 Days	12 Hours
Phone Support	-	YES
Remote Support (Via Teamviewer)	-	YES
Custom Video Tutorials	-	YES
Days of the week	Monday to Friday	Monday to Sunday
Hours of the Day	9:00 - 17:00 (Central European Time)	07:00 - 21:00 (Central European Time)
	Included	39€ / Year / Licence

Warranty and updates.

	Standard Warranty	Extended Warranty
Software Updates	Included	Included
Duration	2 Years	3 years
Replacement Method	By Mail	By DHL Express
Delivery Times	5-10 Days	2 days
Replacement After Warranty	At Current Price	Current Price -40%
	Included	89€ / Player



Thank you.

Aydin Serini

www.myeasycms.com