

# Content Platforms

VISUALIZE | CREATE | TRANSFORM

Stimulate and educate your audience with a unique visual experience.

## THE IMPORTANCE OF CHOOSING THE RIGHT PLATFORM

The content platform your organization selects is dependent upon your digital signage objectives. Things like how dynamic and diverse the visual experience is, accessibility, and ease of use are all critical things to think about before making a final decision. Each one of the below platforms provides a unique feature set while delivering content to your digital display network.

|                          | SkyKit         | Carousel       | SpinetiX       | AirMedia       | Zoom           |
|--------------------------|----------------|----------------|----------------|----------------|----------------|
| Widgets                  | ✓ <sub>+</sub> | ✓              | ✓ <sub>+</sub> | ✓ <sub>+</sub> | ✓              |
| Meeting room integration | -              | -              | -              | ✓ <sub>+</sub> | ✓ <sub>+</sub> |
| Admin management         | ✓ <sub>+</sub> |
| Creative flexibility     | ✓ <sub>+</sub> | ✓              | ✓              | ✓ <sub>+</sub> | ✓              |
| Live video streaming     | ✓ <sub>+</sub> | ✓ <sub>+</sub> | ✓ <sub>+</sub> | ✓ <sub>+</sub> | -              |
| Content scheduling       | ✓ <sub>+</sub> | ✓              | ✓              | ✓ <sub>+</sub> | ✓              |
| Layered media            | ✓ <sub>+</sub> | ✓              | ✓ <sub>+</sub> | ✓ <sub>+</sub> | -              |
| Cloud management         | ✓ <sub>+</sub> |
| Output resolution        | 4K             | 4K             | 4K             | 4K             | 1080p          |

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## UNDERSTANDING THE AVAILABLE FEATURE SET

Each digital signage platform provides similar functionality at the base level: creating some form of content and delivering it to a display. It's important to understand the feature set and what each truly accomplishes to ensure your platform selection aligns with your organization's deployment vision.

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### WIDGETS

Show dynamic, attention-grabbing content from a wide range of popular services such as date/time, weather, social media, custom code, and much more!

### ADMIN MANAGEMENT

Secure and manage devices and users across your digital signage network. Monitor device status, update software and troubleshoot in real-time.

### NATIVE LIVE VIDEO STREAMING

Integrate live video stream directly within a digital signage layout allowing for the simultaneous viewing of static content and your choice of live streaming source.

### LAYERED MEDIA

Transparency enables you the freedom to layer elements one on top of another within a design layout. This adds depth and makes for a more visually interesting design.

### OUTPUT RESOLUTION

Harness the power and detail of today's highest quality display resolution to deliver the best viewing experience for your viewers.

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### MEETING ROOM INTEGRATION

Combine eye-catching digital signage content and video conferencing capabilities into an all-in-one solution.

### CREATIVE FLEXIBILITY

The level of adaptability or freedom to which your organization can create a unique digital signage showcase for your digital signage deployment.

### CONTENT SCHEDULING

Show different content during different hours or days to target specific groups of clients or visitors. Easily plan ahead for upcoming events.

### CLOUD MANAGEMENT

Create, manage, and support your organization's digital display network from anywhere!

\*Disclaimer: Every software platform offers a different selection of hardware players. Each hardware player delivers unique output capabilities. Once a software platform has been chosen, Immedia will work with your team to determine the appropriate player(s) for your digital signage application.

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## WHAT PLATFORM IS RIGHT FOR MY ORGANIZATION?

Ultimately, we prioritize finding the solution that gives your organization the flexibility to create, manage and scale your digital signage efforts across your organization. By working with ImmediaStudios™, we give you the tools and knowledge to better understand, utilize, and generate a higher ROI from your digital display network. While the platforms listed above each accomplish the creation and delivery of content, we want to ensure that the platform you select aligns with your goals and allows for appropriate scalability in the future.

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### THE "ENTERPRISE" DEPLOYMENT

This level of deployment is extremely versatile, highly scalable, and feature-rich. Robust creative tools and integrations, plus dynamic scalability make this level of deployment the go-to for medium to large organizations, though applicability reaches organizations of any size. What separates The "Enterprise" Deployment is their intuitive, enterprise-level administrative tools for managing your entire digital display network from the cloud. With this level of access, you are able to log in from any web browser to manage all your digital signage deployments around the globe.

**Platforms include:** [SkyKit](#)

### THE "SINGLE SITE" DEPLOYMENT

This level of deployment provides a similar feature-set as The "Enterprise" Deployment but does so in a more localized manner. These solutions offer powerful tools to simplify the creation, management, and administration of digital signage across small to medium-sized organizations. The "Pro" Deployment is ideal for single-site or one location digital signage deployments as they make managing content over a local network a breeze. Cloud management is dependent on hardware player selection - our team will work with you to determine the optimal player for your application.

**Platforms include:** [Carousel](#), [SpinetiX](#)

### THE "INTEGRATED" DEPLOYMENT

The "Integrated" Deployment delivers a centralized digital signage + video conferencing solution. Within a standard, unoccupied video conferencing room you'll typically find a display with a standard splash screen, or even worse, a blank one. These digital signage platforms are capable of sharing content such as images, videos, graphics, and more whenever the conference room is not in use. While this feature uniquely positions these platforms as conference room digital signage solutions, they are fully capable and powerful enough when presented as standalone digital signage solutions as well.

**Platforms include:** [Zoom](#), [AirMedia](#)