ReflectView™

Shouldn't you be the place people want to shop?

The ReflectView™ Digital Signage Platform helps you create & manage digital experiences that keep people coming back for more.

Reflect

1.0 IT'S MORE THAN JUST A CMS

Deploying, managing, and optimizing a highly functional digital signage network isn't easy, but it can be done. While screens and media players often get the primary attention during the evaluation process, the heart and soul of the network is your software platform. While many people think of this simply as the Content Management System or CMS, they often find out the hard way that content management is only one part of what they need. In fact, a high-performing digital signage network requires this functionality and much more. Here are some key functions an effective digital signage platform will need to provide:

Content Management System (CMS): Tables stakes for any digital signage platform are not to be overlooked. Not only will you need the ability to upload, store, transmit, and manage the content in your library, the CMS must provide the flexibility to meet all your scheduling needs now and in the future.

Device Management: A digital signage network won't provide much value when devices are offline. An effective platform will allow you to monitor device health and even address a wide range of issues remotely, saving you time and costly site visits.

Network Optimization: Even now, most retail locations do not have unlimited bandwidth to share between the digital signage network and your mission critical systems like the POS. That's why intelligent content delivery, hours of operation, and remote configuration updates are essential to keeping things running smoothly.

Integration Support: Modern digital signage networks don't exist in a vacuum. Integrations with content sources, back office systems, third-party analytics, and experience solutions can dramatically enhance the value of your network. Selecting the right platform can be the difference between a marginally useful network and a marketing power tool.

Applications Support: Interactivity is quickly becoming the expectation for digital signage networks. From interactive wayfinding to self-serve kiosks, HTML applications can deliver the interactivity that will engage your audience and keep them coming back for more.

Reporting: Data leads to insights and insights into better decisions. As the digital signage network continues to evolve, you will want to ensure you have all the reporting capabilities necessary to optimize performance.

2.0 ARCHITECTURE

The ReflectView Digital Signage Platform is comprised of seven key components developed by our in-house team and proven effective for more than 15 years. Today, ReflectView powers more than 400,000 experiences for some of the most admired brands in retail, healthcare, banking, and entertainment. Here are the primary system components and the critical functions they perform:

RV Server™ is available either as a cloud-based SaaS (software as a service) offering or an on-premise solution. The server controls content distribution, scheduling instructions, and network management.

RV Publisher™ is a sophisticated content management and scheduling interface to RV Server with nearly unlimited flexibility to meet all your scheduling needs. In addition, using RV Publisher network and scheduling updates can create off-line and transmitted later, allowing you to program updates even when you don't have network connectivity.

RV Experience™ is a cloud interface to the RV Server that allows less sophisticated users to accomplish the most common scheduling tasks. RV Experience also allows you to provide controlled scheduling access to local teams, giving you the optimum balance of centralized oversight.

RV Reporter™ provides you and your team with access to a broad array of data. From device status to applications interactions, RV Reporter provides the data you need to make informed decisions and properly evaluate the performance of your network, content, and applications.

RV Player™ resides on the media player and manages local playback of content, including applications and content feeds. Available for all BrightSigns, most PC players from companies like Dell, Now Micro, HP, and a range of Android devices, the RV Player offers unparalleled flexibility and performance.

RV Host™ enables your network to meet your needs for more sophisticated and engaging experiences. Meeting those needs often requires custom applications based on your specific requirements. RV Host is designed specifically to ensure your network can effectively run even the most sophisticated. applications.

RV SDK™ is an easy-to-use tool kit that opens up the development of custom applications to your in-house team or a broad range of digital agencies, giving you all the flexibility you need to meet aggressive timelines and budgets.

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3.0 KEY CAPABILITIES

ReflectView is packed with hundreds of capabilities to help you maximize the value of your digital signage network and minimize the cost to support and maintain it. Here are just a few of the capabilities that will help you manage content to deliver great experiences as efficiently as possible:

Themes allow you to combine a variety of content types such as video, live streams, text, images, websites, and triggers to create unique and engaging content layouts. With themes, you can use a variety of tools to adjust the size, position, and content layering providing all the flexibility you need to create your perfect experience.

Dayparting you to control content playback down to the minute – and to program your schedules more than a year in advance. Playback rules allow you to use your network more flexibly, without the hassled of constant schedule updates. Create playback rules for things like store hours to play training videos for employees after hours, and shut down playback when locations are closed.

POWERING OVER
400
THOUSEND
EXPERIENCES

Locale Segmentation can be used to apply classifications to specific experiences and/or locations. This allows your team to create even the most complex scheduling rules in advance, including specific instructions for content that is allowed or excluded. These rules can then be easily applied when needed, making complex scheduling significantly more efficient with local updates.

Content Tagging allows your team to create custom tags for specific content and then use those tags to determine what content is played on which experiences. Content can also be sorted or searched by tags making it easier to find groups of related content.

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3.0

Content Migration is ideal for sophisticated networks where testing is required before moving content to production environments. This capability allows content to be created in one environment, such as a staging or UAT server, and then migrated to another environment without the need to reprogram any information such as metadata, rules, etc. This speeds time to production and reduces costs to manage complex networks.

Smart Items help your content team keep content fresh, without requiring excessive effort. Content can automatically be played sequentially as schedule, shuffled to play randomly, limited so that content isn't overplayed, or played only in certain locations based on metadata location classification. In addition, content such as advertisements or feed sources such as MRSS can be dynamically added to your content playlist. Smart lists even support playing video from a live source such as a cable tv source and most sophisticated applications.

PROTECT
& MAINTAIN

In addition to advanced content management capabilities, ReflectView provides device management and network monitoring that will help you protect and maintain the health of your network and experiences. These capabilities include:

Communications and Channel Status Reporting provides a visual display of the status of every media player endpoint including services running on these devices and allows you to sort or group devices based on status for easy diagnostic reviews. It includes unique identifiers to make it easy to find critical information at a glance.

Channel Management allows you to name channels based on your business requirements. Channels can also be mapped so that different content can be presented simultaneously on a single display. In addition, channel tags and rules allow for faster and easier assignment of content including bulk management of channels, essential for large-scale networks.

Content Distributor can be used in locations with multiple experiences to reduce the bandwidth consumption on the network. Rather than having each media player download content as needed, the distributor will download content once for all players and then distribute it as needed over the internal network.

Remote Device Management supports easy upgrades and allows devices to be named and associated with specific configurations that will allow more efficient updates and changes.

4.0 ENDLESS POSSIBILITIES

Once your leaders see the digital signage network deployed, they'll come up with a variety of amazing new ideas for applications leveraging the network. From voice-activated experiences to interactive training, to location-based content feeds and integrations with your data warehouse or back-office systems, ReflectView can enable your most imaginative applications – without creating support challenges that make your life difficult.

- **Content strategy**
- **Content development**
- **Hardware design and deployment**
- **Applications development and advanced integrations support**
- **Network valuation models and media sales**

And if you or your teams need help defining your content strategy, creating content such as interactive applications, selecting or deploying hardware, or monetizing your network through advertising, just give us a call. At Reflect, our technology is powered by people with the expertise to provide anything and everything you need to leverage your digital signage platform to achieve amazing business outcomes.

Want to know more about our content services, deployment support services, media sales programs, or other Reflect technologies? Visit us at www.reflectsystems.com.

Connect with us today, and let's create something extraordinary.