

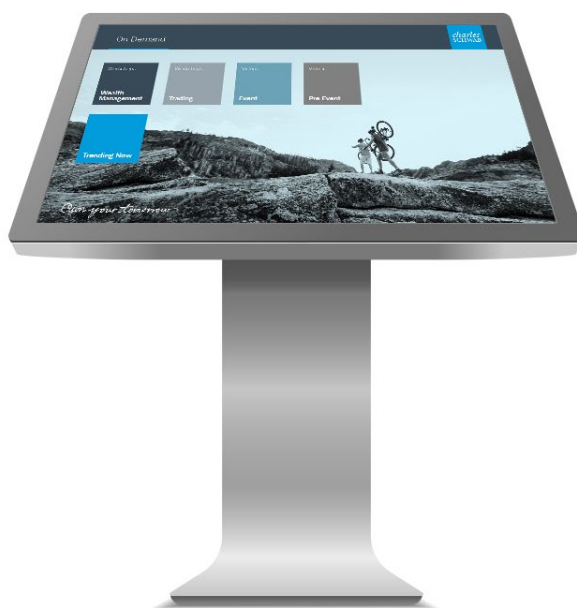


SPARK

Overview

**Welcome to a bold new world of
engaging digital signage applications.**

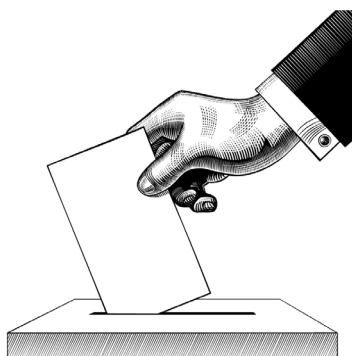
Reflect Spark enables customers and partners to easily create applications on the ReflectView™ digital signage platform – let your imagination run wild.

**1.0**

APPLICATIONS AS CONTENT

Digital signage networks present tremendous opportunities for companies to engage and inspire customers, guests, and employees. Unfortunately, passive experiences including video, images, and text, may not be engaging enough to connect with your audience. That's why many customers are turning to HTML applications to provide more engaging and interactive experiences.

However, creating these applications often requires highly specialized software developers who have a deep understanding of the digital signage content management system (CMS) on which they will run. This makes developing and deploying these applications more costly and time-consuming.

**2.0****DEMOCRATIZING APP DEVELOPMENT**

With Reflect Spark, we are changing this paradigm by making application development easier, allowing our customers and partners free reign to develop applications that leverage connections to the most important embedded information in the ReflectView digital signage platform. With Reflect Spark, any JavaScript developer can create engaging and interactive applications that incorporate player instructions and network information such as:

- **Player instructions to end or reload a session**
- **Player information access including**
 - LocationCode
 - ID
 - Name
 - Network
- **Channel ID information**
- **Current player location details**
- **Channel classifications**

We are evaluating this list of features and looking for opportunities for expansion to evolve and develop more functionality in the future. Reflect Spark also includes all the documentation needed to enable your team to quickly become expert application developers.

Finally, you are free to experiment with applications as content, without the cost and hassle typically associated with custom development.

**3.0****THE INDUSTRY'S EASIEST UPDATES**

Of course, the only thing worse than having to invest so much time and money in developing an application is realizing you need to update the content within one. That's because most digital signage solutions require developers to embed the content within their applications. If you want to update the content, you have to update the application.

Not so with Reflect Spark. Now you can update the content within your HTML applications without requiring any application rewrite. That's because our unique feed capability allows your applications to pull in content dynamically. Whether your application content is data, images, or video, it can be updated as easily as any other playlist content, dramatically reducing the expense and time needed to modify your experiences.

4.0**THE FOLLOWING CAN BE ACHIEVED WITH THE RV SPARK:**

The ReflectView Application Spark consists of a standalone JavaScript file in which JavaScript developers can use in their own HTML applications to tap into ReflectView's hosted application features. Documentation is available as a part of Spark to take advantage of features like the following:

- **Send player instructions to end or reload a session**
- **Player information including location code, ID, name, and network**
- **Channel IDs**
- **Instance Properties (object of key value pairs of the playlist properties)**
- **Current player location details**
- **Retrieve classifications**

**5.0****ENDLESS POSSIBILITIES**

You already know that digital signage networks have the power to enhance customer engagement, inspire employees and help you achieve business objectives. Now, with our Reflect Spark you or your content partner can quickly and inexpensively deploy applications that deliver even more impact. Still, you may find you need additional help to realize the full potential of your network. That's why Reflect also provides a range of professional services including:

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

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.**

