BACKGROUND INFORMATION - Whitepaper

Life Cycle and Rollout Management of Digital-Signage Networks with kompas

Our digital-signage software solution kompas 8 is setting a new milestone in the digital-signage sector. With HTML 5, a sophisticated rights management, rule-based booking and the ingenious integration of smartphones for personalized control of content, dimedis is introducing a new era and, with kompas, supplies the most modern digital-signage system in Europe. kompas's special highlight and unique selling point is the comprehensive life cycle and rollout management system, as used for many years, for example, at over 4,500 locations by a luxury food company.

kompas provides tools and solutions for all phases of the rollout:

- Determining the location

- Project time planning

- Shopfitting and installations

- Selection and installation of the internet connection

- Configuration of the network hardware and the software

- Set-up of the internet connection

- Installation and test of the digital-signage software

- Maintenance and updates

- System monitoring

- Component replacement

Thus, kompas offers a unique process for the installation of

the clients on-site, which, in particular, supports the creation of large networks. To avoid locating errors, the site list is imported into the kompas server beforehand. During the set-up on-site all site data is collected using a scanner. The time required for the installation is kept as short as possible and input errors are reliably avoided. During installation, the system is integrated automatically into kompas's own VPN. The installation process is secured cryptographically at several levels against attacks. The clients are only individualized and linked to the kompas location database during installation. The PC systems can thus be delivered "off the peg" with identical software. No central individualization is required beforehand. The logistical requirements are significantly reduced and the rollout time kept to a minimum. During installation the system carries out a hardware inventory check. Hardware serial numbers are recognized automatically and exported from the kompas server for further processing when required.

Life cycle and rollout management

- Using kompas, customers can review and document locations.

- Comprehensive kompas rights management includes special rights for rollout managers.

- kompas rollout management enables all relevant documents (photos, PDFs, instructions) to be stored directly in kompas at the each location so that the service staff can use and edit them on the spot.

- kompas rollout management enables a comprehensive hardware inventory to be made for every single location.

- The PCs used can be delivered complete with operating system and software to keep the installation work to a minimum. To do this, a list of the locations is stored with all required parameters so that the specialist personnel responsible for the set-up simply have to select the correct location in the documents and read it in with a USB scanner or via QR code. The system then configures itself fully automatically.

- kompas guarantees quick and simple installation without much effort and expensive service staff. In comparison to the competition the installation requires only 10 percent of the time (about five minutes).

- Remote maintenance and permanent monitoring of all operational systems.

- Technical data and information is collected. In the back-end the employees can see which content is being shown at all times and how the hardware is working.
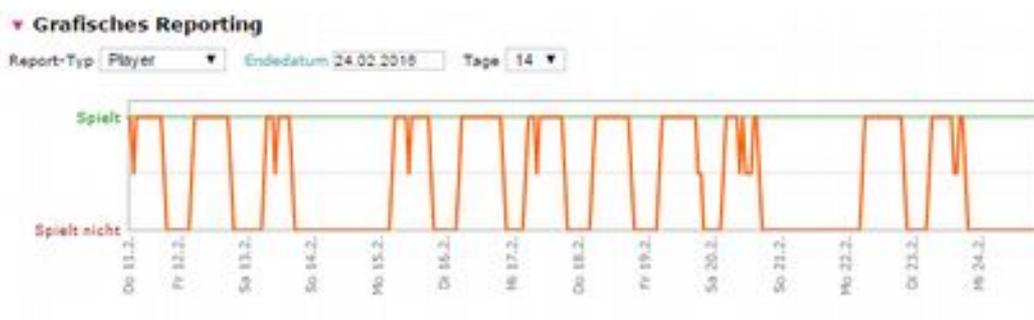
- The location and display lists can be exported, including the inventory information collected during the client installation (serial number, mobile phone number, etc.).

- Thanks to kompas proof of play, the user can check whether the content is correctly displayed on the screens via webcam. This function can also be used for the life cycle management of the digital-signage network.

- Content, software and operating system updates are not only possible via the network but also offline per USB stick. This is cryptographically secured against misuse.

About kompas

kompas, developed by the experts in digital media distribution at dimedis GmbH, is one of the most powerful and flexible Digital Signage systems on the market. kompas offers Digital Signage users an intuitive interface built around drag-and-drop usability. More than 5,500 players in Germany alone are controlled by kompas, making it the driving force behind one of the largest advertising networks in the country. The kompas software is stable and relies on HTML5. Another part of the kompas family of products is the award-winning kompas wayfinding.

kompas received the VISCOM Digital Signage Best Practice Award in 2008, 2011 and 2015. And the POPAI Digital Award Gold for "Best Digital Media Technology" in 2011. For more information please visit: **www.kompas-software.com**