◈ ReflectView

Scalable, readable, enterprise-level content

is just the beginning...

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

CreativeRealities ◈

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 site 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 can't exist in a vacuum. Integration with content sources, back off systems, third-party analytics, and interactive 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.

Application Support: The ability to deliver interactive experiences is a key expectation for digital signage-based networks. From wayfinding to self-serve kiosks to custom HTML web-based applications, interactive solutions are treated as just another piece of content and easily deployable through simple addition to a playlist.

Reporting: Data leads to insights and insights into better decisions. As the digital signage network continues to evolve, you will want to 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 in the market. 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 scheduling needs. Network and scheduling updates can be created off-line and published later, allowing for program updates even if connectivity is temporarily down.

RV Experience™ is a mobile optimized, cloud-based interface to the RV Server that allows novice users to accomplish the most common scheduling tasks. RV Experience provides controls for enhanced reassurance when providing local teams scheduling rights, for centralized oversight.

RV Reporter™ provides access to time-stamped, proof of performance data that can be filtered by location or other meta-data tags - to provide vital play back data for each content playlist. This allows you make informed decisions based on how to manage, activate, and optimize endpoints individually, and network-wide.

RV Player™ resides on the media player and manages local playback of content, including applications and content feeds. Available for specific Linux-based, Android, and PC players from industry-leading manufacturers such as BrightSign, Elo, Dell, and HP, the RV Player offers unparalleled flexibility and performance irrespective of media device.

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 allows control of content playback down to the minute, and for scheduling up to a year in advance. Playback rules provides increased flexibility, consistency and accuracy without the hassle, pressure, and manpower needed for constant updates. Create playback rules for tasks like activation during operational hours, employee training videos during breaks or after-hours, and shut down / sleep mode when locations are closed.

POWERING OVER
400
THOUSAND
EXPERIENCES

Locale Segmentation allows you to schedule a set of content and apply precise localization rules so content plays precisely where it is meant to be displayed within the same playlist.

Content Tagging enables the creation of custom tags as individual identification so that specific content assets can be sorted, searched, edited or scheduled – with ease.

3.0

Content Migration provides a staging environment for testing prior to publishing to live environments. This capability allows content to be created and tested first, then migrated to over to without the need to re-program critical information such as rules or meta-tags. This feature speeds time to production and ensures an accuracy check prior to go-live, to reduce risk of errors. This is especially important for networks with complicated, comprehensive schedules.

Smart Items help content teams keep content fresh, without requiring excessive effort. Content can automatically be played sequentially, shuffled to play randomly limited to reduce the risk of overexposure, or even segmented by geography or locale. Content such as advertising or social aggregation feeds can be dynamically added, as well as support video from a live source like Cable TV. The platform can handle a variety of content sources in a way that is automated and dynamic.

Protect & Maintain

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

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

Channel Management – allow you to name channels based on discreet sets of content and based on your business requirements. Channels can also be mapped so that different content can be presented simultaneously on a single display. Channel tags and rules allow for faster and easier assignment of content including bulk management of channels, which is 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 for devices to be named and associated with specific configurations for more efficient updates, changes, and on-boarding.

4.0 | Endless Possibilities

Once executive management sees the value of your digital signage network, new ideas and applications to leverage it will flourish. From interactive engagements to mobile interfaces, integration with data warehouse, inventory, or other back-office systems -- ReflectView can enable your most imaginative use cases, without creating difficult support challenges. These possibilities are wrapped around our full end-to-end service model:

- **Content strategy**

- **Content design and development**

- **Hardware design and deployment**

- **Application development and advanced integrations support**

- **Network valuation models and monetization**

- **Day 2 support and managed services**

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 Creative Realities, 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? Connect with us at www.cri.com or call us at 1-888-323-3633 to schedule a meeting with our experienced team, ready to advise at any stage of your journey.

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