BLACK BOX®
NETWORK SERVICES

» Instant Visual Communication!

Increase sales.
» Upsell, cross-sell,
merchandise, advertise.

Improve communications.
» Inform, educate, notify, alert.

Create and display
professional presentations
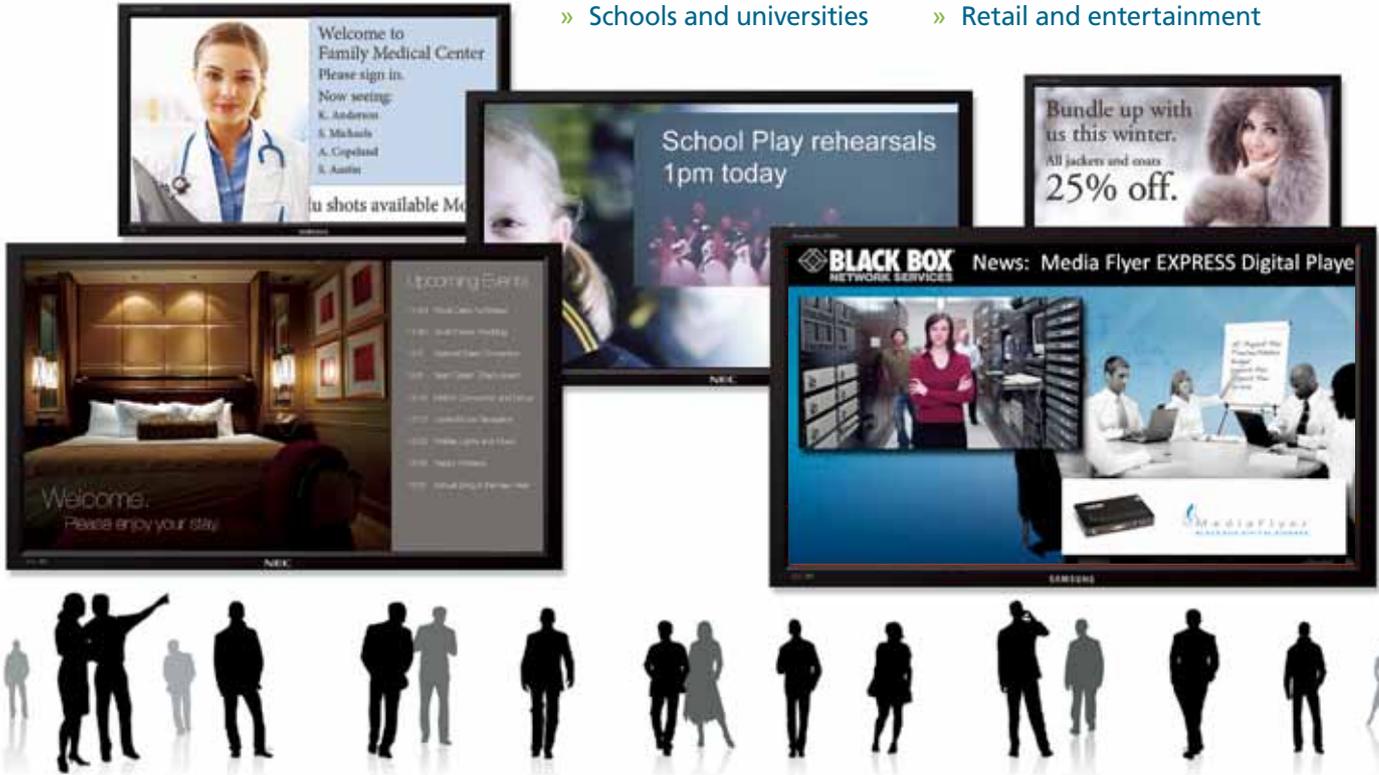in-house with MediaFlyer™
Express from Black Box.

MediaFlyer™ EXPRESS
BLACK BOX DIGITAL SIGNAGE

Digital Signage: Grab Their Attention

It's the ideal solution for:

» Corporate campuses
» Government offices
» Schools and universities

» Healthcare
» Hotels and restaurants
» Retail and entertainment

Digital signage: why you should get it.

No other medium makes it possible to deliver compelling content at the right location at the right time for maximum impact. It works whether your goal is to:

• Increase sales and profits.
• Inform, educate, notify, or alert.
• Encourage certain behaviour.
• Satisfy customers or employees.
• Improve business processes.
• Or all the above.

People on the go often overlook or ignore posters, flyers, and other traditional printed signage. Strengthen your marketing, as well as your internal communications, by replacing boring static signage with eye-catching digital signage in lobbies, waiting rooms, or any place frequented by your target audience.

Digital signage: now much more affordable.

Digital signage is more affordable and easier to implement than ever before. With an out-of-the-box solution costing as little as € 920, even small businesses can afford and benefit from digital signage.

Plus, you can:

• Benefit from a choice of content-layout tools and ready-made layouts, empowering you to create truly professional-looking presentations— without adding creative and technical staff!
• Get up and running with minimal training.
• Easily deploy and manage your digital signage from any browser-based connection.
• Get most or all of what you need upfront, so you're not forced to pay ongoing licensing or SaaS fees.
• Integrate it into an existing IT network without having to replace existing equipment, set up a separate operating architecture, or buy extra PCs.

Digital signage: how the flexibility benefits you.

With today's digital signage technologies, you can:

• Upsell, cross-sell, merchandise, advertise.
• Create welcome messaging, menu boards, and wayfinding screens.
• Share information faster, including meeting announcements, schedules, event times, and public health information.
• Improve the in-store experience for customers, and create dynamic product and service promotions.
• Use existing content to create compelling messaging.
• Integrate live video and Internet feeds like stock and news tickers, and other XML or RSS feeds so you're not forced to create and supply all the signage content yourself.
• Use all sorts of media, including PowerPoint®, static images, stored and live video, and audio file formats.
• Update content on the fly from any computer with an Internet connection.

Digital signage: how to get started.

We know choosing a digital signage solution can be an overwhelming task. You may even find yourself suffering from decision paralysis.
Simplify the decision-making.

Simplify by going with an out-of-the-box solution that gives you *everything* you need: flexibility, affordability, and the ability to get your digital signage up and running fast — without having to navigate a sea of technical and broadcasting jargon.

Simplify with MediaFlyer™ Express. This simple digital signage appliance turns any user — the average office manager, a business owner, an IT technician, or integrator — into a multimedia pro. If you still need help, call Black Box for FREE Tech Support.

Loaded with features, the MediaFlyer Express solution enables you to play many different kinds of content, manage it from a network, and automate content playing for 24/7 customer engagement.

Your content on the display in minutes!

Whether for personal or business use, people are increasingly depending on products that provide an easy, intuitive and rewarding user experience.

MediaFlyer Express achieves this goal and delivers all of the features and functions you need to run a digital signage network.

By combining a cloud-based service, a player that includes all of the cables and accessories you'll need, and an easy drap-and-drop interface, everything falls into place instantly, and in no time you'll have a professional looking public display.

Wide range of applications.

With MediaFlyer Express you get everything you need — aside from a display — to store and play many different types of content. The system uses a playlist, just like any other media player, and the playlist loops back to the beginning when it completes, so your display will stay live until you decide to stop it.

It is great for playing Flash presentations, coporate PowerPoints, a photo gallery, live text news feeds, or any mixture of these in a layout of your design. Use it in reception areas for corporate information, canteens or restaurants to display the menu, in entranceways for wayfinding, or in public areas for displaying important notices - the list of applications is limited only by your imagination.

Affordable Price.

MediaFlyer Express is provided at a low price, and the option to pay for hosting year by year, or in a 3 year block makes the system attractive for every kind of budget.

It is also worth considering the cost of ownership. As a managed service, every box on the network is as functional as every other box. There are no additional hosting or IT costs. And because the box ships as a complete package any hidden costs are minimised, making the delivery of a return on investment much quicker.

Cloud-based service.

The cloud-based service is hosted in a Tier1 data centre, and has all the resilience and uptime that you would expect and require for a signage network that needs to run 24/7.

You just choose the content to upload to your company media space, then drag-and-drop it into the player. Store and forward technology keeps the network traffic down to a minimum and enables the player to function over almost any network connection — wired or wireless.

Being cloud-based also means that it can be accessed by anybody that you authorise — for example your Web designer, or IT manager.

Because licencing is costed per player, you can add as many users as you need without additional cost implications, or tricky firewall traversal issues to consider.

And don't expect to pay any more than the per-player licencing costs. There's a generous storage allocation that is more than you'll need for every kind of content.
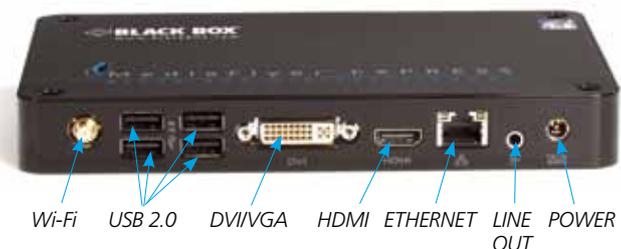
Manageable from anywhere.

An advantage of a cloud-based service is the way that it allows teams of different people to all have easy access to the system when authorised to do so. In this way you can assign different content to different teams, and have a content approval opportunity without needing to email, host or send large media files. The most common example of this is when using an external specialist to develop graphic designs, or to provide data integration. They can do this without needing access to your internal systems/webserver.

The service supports a range of different privilege levels for users to minimise the risk of accidental or malicious content publication.
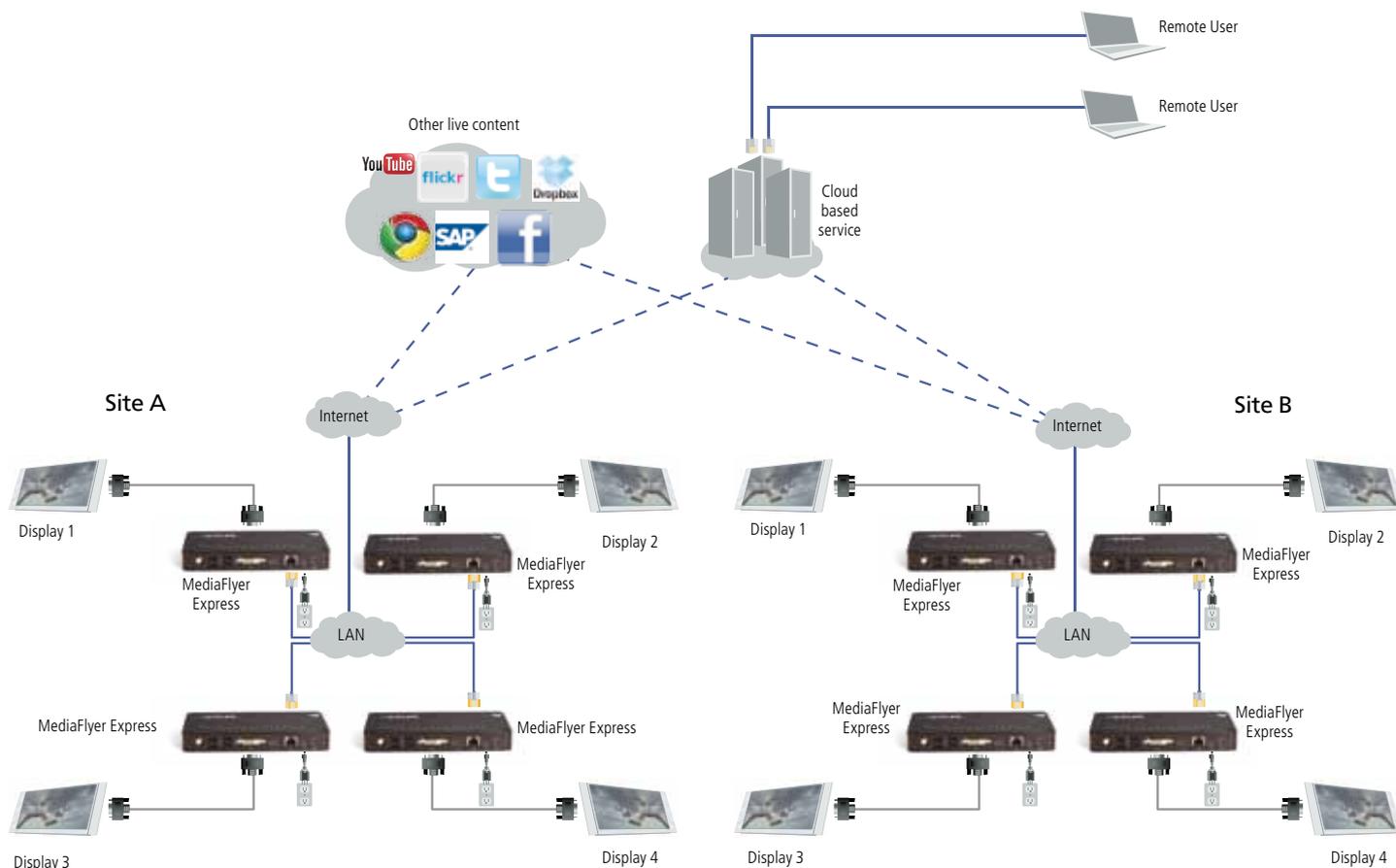

The anatomy of the player.

Wi-Fi USB 2.0 DVI/VGA HDMI ETHERNET LINE OUT POWER

Phones Mic. SD/MMC USB 2.0 HD RESET/STATUS

TECH SPECS

Dimensions — *Unit:* 2.4(H) x 19.0(W) x 14.0(D) cm;
   Unit with Mounting: 3.3(H) x 19.4(W) x 14.0(D) cm
Weight — 0.6 kg
Power — External PSU, 19W, 3.2A
Approvals — EMC, CE & FCC
Network — Ethernet: 10/100/1000;
   Wireless: 802.11 b/g
Video — DVI or HDMI out (VGA with included adapter)
Max. Resolution — 1920 x 1200
Audio — Audio Ouput: via HDMI or 3.5 mm stereo line out
Mounting — VESA/Wall mounting bracket included

Item	Code	Price
MediaFlyer™ Express		
with 1 years Web service subscription	MFLY-X01	€ 920,00
with 3 years Web service subscription	MFLY-X03	€ 1.120,00
Subscription Renewal		
1 Year	MFLY-X01RE	€ 165,00
3 Years	MFLY-X03RE	€ 335,00

MediaFlyer Express: Architecture

Compact Player.

MediaFlyer is one of the most compact players available, making the location of the unit on the rear of the display possible. It is ultra-thin, but packs a punch with dual core Intel® Atom architecture and additional NVIDIA graphics processing. The sytem includes wireless Ethernet and includes an Antenna and a VESA mounting solution.

Leverages your existing Web expertise.

If you've already invested in Web-based content for your company, or you have an in-house Web designer, you can leverage this capability with the MediaFlyer Express. It is Webkit compatible, so CSS and HTML5 effects are available.
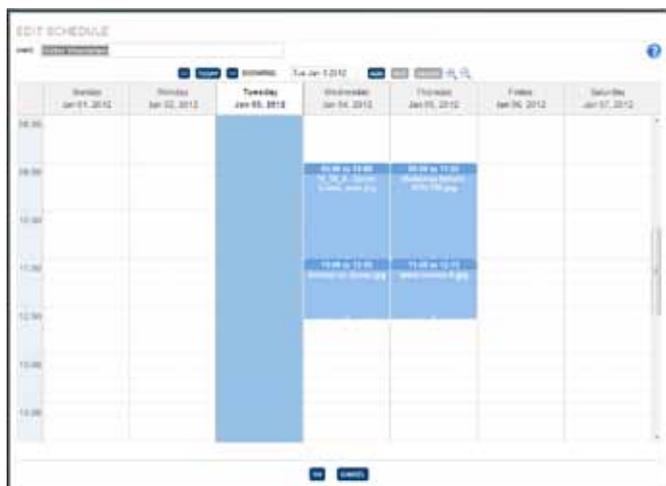
Interactive applications and live data integration applications are also possible — e.g. train arrival times.
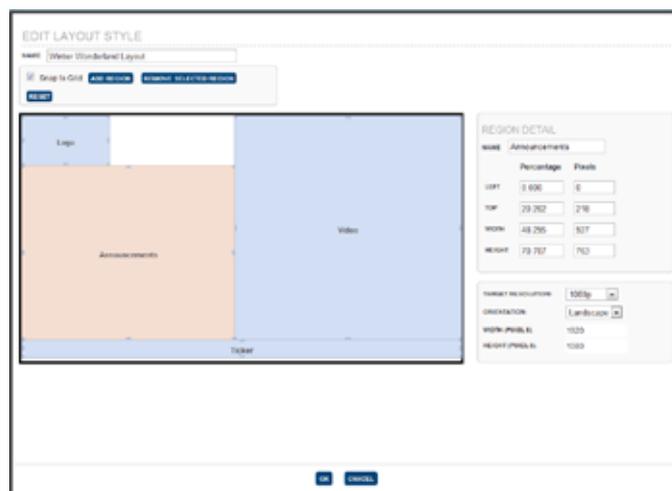
Inclusive Package.

We've thought of everything when it comes to the package you get when you buy MediaFlyer Express, ensuring there are no hidden costs.
- Fully hosted service — No data centre hosting costs, no server costs, no firewall issues.
- VESA mount — Can be attached to the back of a display without the need for an extender.
- Wireless Support/Antenna — No need for cable installation in locations where there is no physical network.
- HDMI cable included.
- VGA/DVI adapter included.
- LAN cable included.
- FREE Technical Support included.

Scheduler: Allows you to display specific content at the exact time you want to

Layout Tool: Use the existing pre-defined layout or create one of your own, it really is that flexbile.

Scheduler.

Configure the times for different presentations. E.g. in a restaurant, show a different menu for breakfast, lunch and dinner.

Layout tool.

Create your own layouts using the layout tool, and mix a range of different media files on a single screen. Or use one of the existing pre-defined layouts and save time.

On screen diagnostics.

Pressing the status button on the front of the unit brings up a diagnostic display, allowing a local user rapid diagnosis of any playing issues.

Supports many different media types including:

Images (.jpeg, .gif, .tiff, .bmp and .png).
Video (.mp4, .m4v, .mpeg, .mov)
RSS Feeds
PowerPoint Presentations (.ppt, .pptx)
Web Pages
Flash (.swf)
PDF

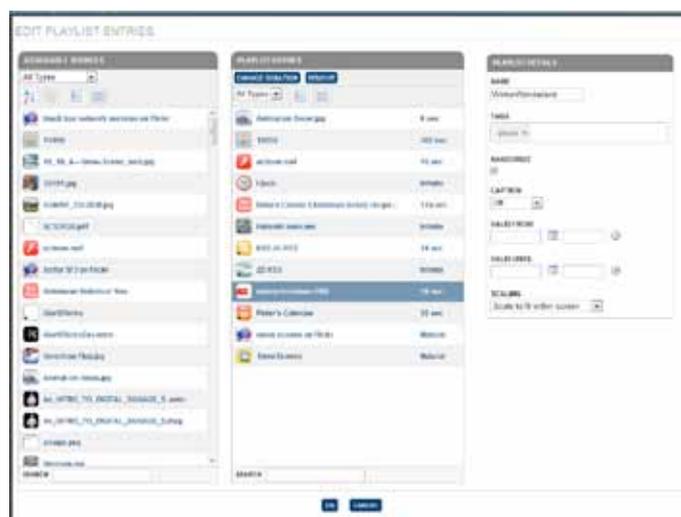*Drag-and-drop: Intuitive and easy to use.*

Touchscreen capability.

MediaFlyer Express supports a number of touchscreens. Please contact us for specific compatibility information.

URL-based content.

Program in any URLs and the box can display Web pages from your own Web servers. The browser supports Java, PHP, ASP, CSS3 and HTML5 enabling enhanced graphics and instant, interactive data.

Instant content updates.

Unlike most other systems, the media players stay continuously connected to the cloud-based service. This allows you to see the current status of all your players, but also means that content updates happen instantly — ideal if you spot an error in a piece of content, or wish to change the display to take advantage of an immediate opportunity.
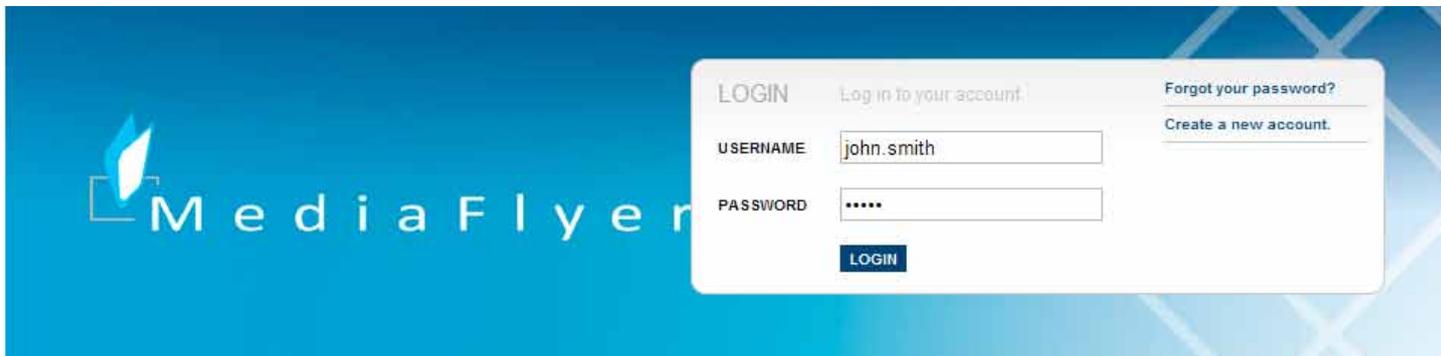
Drag-and-drop content assignment.

The technology that makes MediaFlyer Express easy to use is undoubtedly drag-and-drop. The media files that you have uploaded are organised in a folder, and you can easily drag and drop them to assign them to a player or group of players.
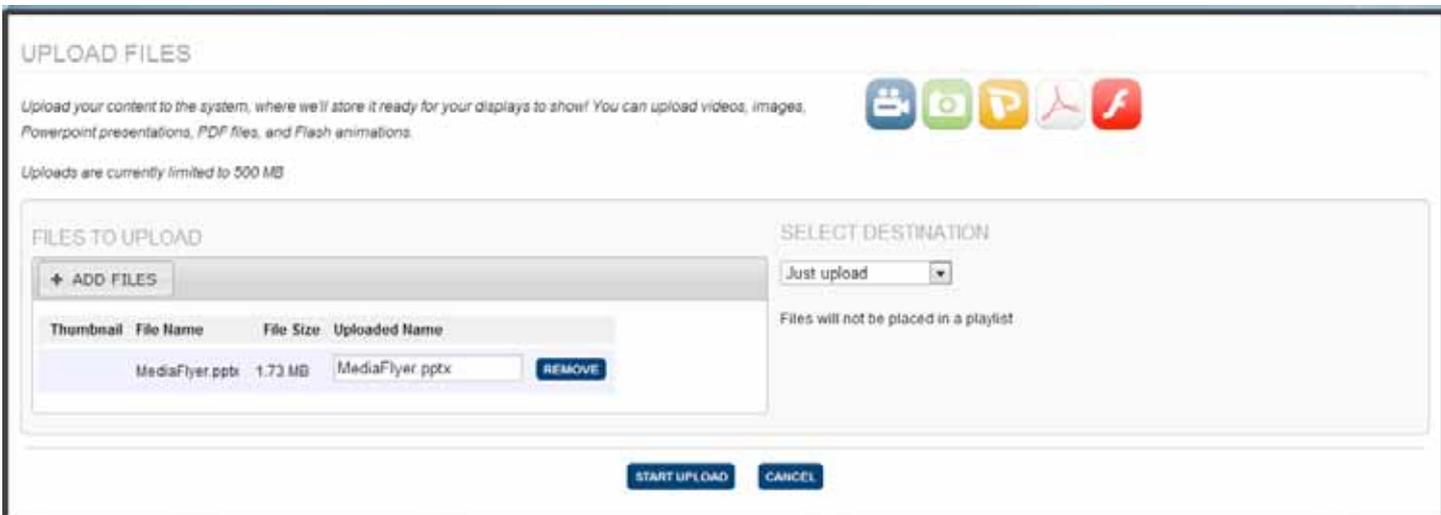
You can also create your own layout and drag-and-drop content to the individual zones in the layout, then drag-and-drop the layout to assign it to a player or group of players.

MediaFlyer Express: As easy as 1-2-3
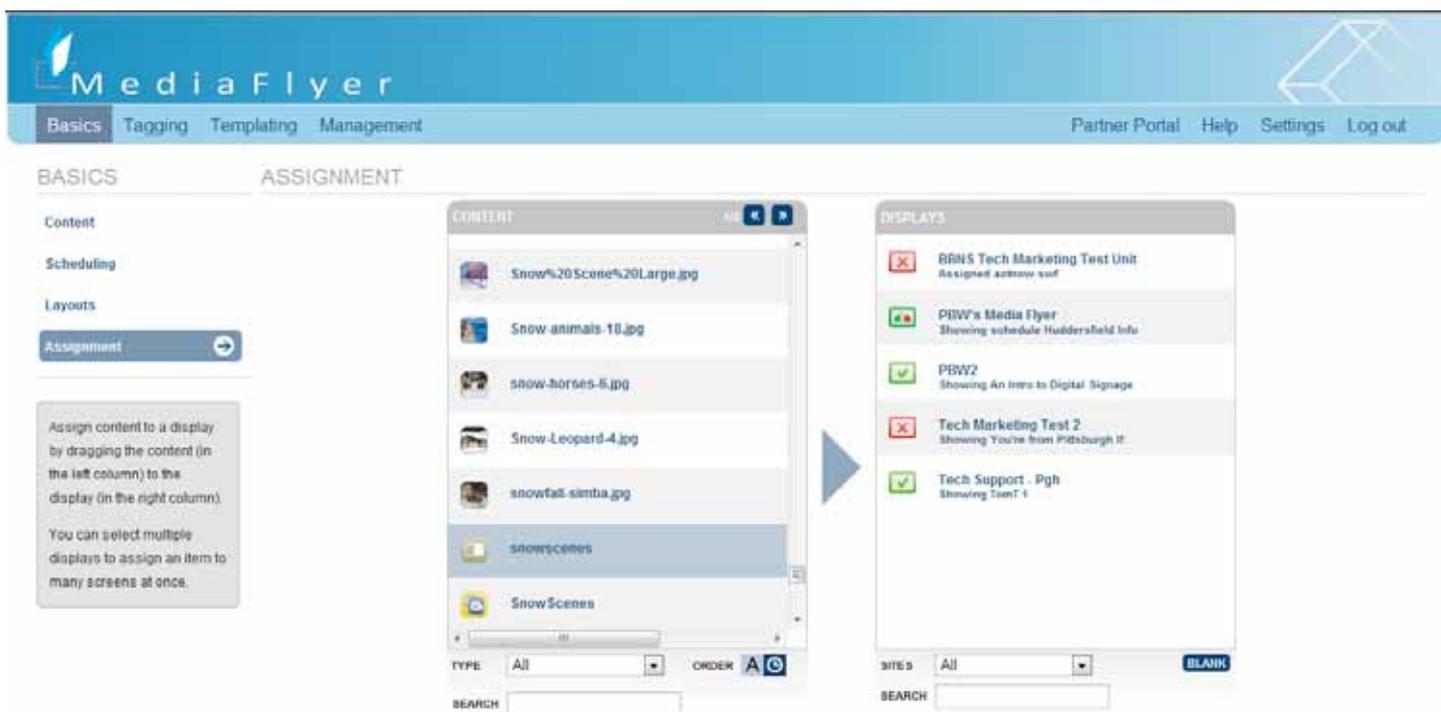
Step 1. Log in to mediaflyer.blackbox.com, register your player and set up your user account.

Step 2. Upload content using drag-and-drop.

Step 3. Assign content to a player or groups of players using drag-and-drop.

Player options.

Linux

The MediaFlyer Express box supports Linux. This is a robust system that is used in the majority of Web-based appliances. It is also licence free, keeping the cost of the player down to a minimum.

Windows

For companies preferring Windows architecture (for example, because they use ActiveDirectory or perhaps it is the only approved OS in the company) a Windows version is in the pipeline. It is also a great tool for previewing content before publishing it to a player.

iPad

The iPad gives your salespeople the ability to take the digital signage to the user — great for sales presentations.

Great Quality.

Supporting 1920 x 1080 progressive scan (1080p), and leveraging the latest HDMI digital output technology with an NVIDIA Ion based graphics processor, MediaFlyer Express can deliver a faithful and detailed reproduction of the most professional content.

VGA, DVI, HDMI Outputs.

A range of different outputs provide the opportunity to support most displays in their native resolution. Support for legacy VGA interfaces can provide a more cost-efficient extension option if the player is to be positioned away from the display. Use the supplied DVI to VGA adapter to connect to a VGA display.

What's Included.

- » (1) MediaFlyer Express player.
- » (1) Power supply.
- » (1) Power cord.
- » (1) HDMI cable.
- » (1) VGA/DVI adapter.
- » (1) VESA mount.
- » (4) VESA mount screws.
- » (1) Stand.
- » (1) 1 or 3 year Web service subscription.
- » FREE Technical Support.

Buyer's Guide : Mediaflyer Xpress vs iCOMPEL

'Request your iCompel Brochure by mail or phone, or download on www.blackbox.be'

Features and Specifications	MediaFlyer Express	iCOMPEL
Hosting	Unlike MediaFlyer Express, iCOMPEL hosts the presentation content, so there are no annual hosting fees, but it is up to you to get the content from the publisher unit to the subscribers, and to provide a path to the browser based configuration pages on the publisher and subscriber units, for any users who require access	
Costs	Initial outlay on iCOMPEL is higher, but this evens out over a period of years where a hosting charge is payable on the MediaFlyer Express	
Player Performance	MediaFlyer Express player's power is similar to that on the iCOMPEL HD Plus models. There are more and less powerful iCOMPEL models available if required. More power can be useful when playing animated flash content in fullscreen mode at 1080p.	
Presentation Content	iCOMPEL supports layers, so it is more likely that user could create a professional looking presentation by importing and mixing content on the iCOMPEL. To gain a similar effect on MediaFlyer Express a 3rd party tool like Flash can be used to mix content. iCOMPEL also supports the synchronisation of content in different windows within the display, wich can be useful when captioning image or videos	
Live TV	-	iCOMPEL supports TV content through an optional TV card
Wireless	Every MediaFlyer Express unit includes 802 11 b/g/n capability	Wireless is an extra cost option for iCOMPEL
Player status and Management	If you want to see the status of your players, there's an optional DM managment package for iCOMPEL. This provides status, alerting and information on player temperature, HD utilisation etc. MediaFlyer Express offers basic monitoring of all players through the Web-based service	
Summary	**MediaFlyer Express is more suitable for customers looking to** • Minimise costs • Share the job of content creation around the organisation • Use something different to create the content (e.g. Flash) • Deploy a signage network without needing IT help • Individually dispense players on numerous remote sites.	**iCOMPEL is more suitable for scenarios where** • The customer wishes to buy outright • Presentation quality and finish is more important • The IT department is included in the project • There is TV content • The project is important enough to invest some time in user training • There are multiple players on each site

You'll find it at Black Box.

The right products, the right support, and the right prices.

Comprehensive digital signage, audio/video, multimedia, and networking solutions.

Get the objective advice you need,
the industry leading technology you want,
and the real support you can count on
from Black Box Network Services.

Your on-line resource center!

Improved webshop - Easily find the right
product with all the neccessary technical info.

Library - Looking for technical info? Check out
our extensive library of Black Box Explains
tutorials, videos, product datasheets and more.

E-mailnews - Sign up for our monthly e-mail
newsletter and receive the latest news.

www.blackbox.be

Check out our updated website