

# Q easyscreen®



## ***Narrowcasting with the most features***

*You can also use the many extras*



Image bank



Entertainment



Live Feeds



Share videos



Custom content



Advertising

Thank you for your interest  
in easyscreen.

In this brochure you can read all about do-it-yourself narrowcasting, controlling the screens used within your organisation. Easyscreen is a narrowcasting solution that allows you to create and manage your programme schedules with ease.



*easyscreen makes everyone a director.*



# Suitable for your environment



**If you have a shop you want to see revenue increasing.**

You want more customers to visit. More customers means more potential sales. Narrowcasting gives you a multiplicity of ways to achieve just that. Show a clever advertising campaign in your shop window to draw in curious customers. Or show promotions and [special offers](#) on the sales floor. Programmes are easy to create and modify, so you can keep up with seasonal trends. And when it's time for the sales you can [quickly adapt](#) the details of your product range. In short, you can show customers how dynamic your shop is.



**Or perhaps you are in an environment where people visit frequently and remain for some time, a sports venue, café, restaurant or bowling rink for example.**

In that case you want to put visitors at their ease. Just add the latest entertainment programme and your customers will soon feel at home. Show the latest headlines or keep customers up to date with the latest live sports results. Or use narrowcasting to announce a new yoga class, to promote an event or to generate [increased sales](#) at the bar. Narrowcasting is also the perfect way to create a [feeling of community](#). Result: customers stay longer, spend more and are keen to come back



**Locations where people spend time waiting are also ideal for narrowcasting.**

You want to reduce waiting times and make the wait as pleasant as possible. It's easy to add entertainment programmes, but when people are waiting it is also an ideal opportunity to [inform them](#). Do you have a waiting room full of patients? While they wait you can inform them about self care, allergies or using medicines. The wait will be over before they realise! Narrowcasting improves privacy, as people attend less to what is happening at the reception desk or on the phone. Your narrowcasts can really [make the waiting easier](#).

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# 02

## A complete and varied programme

What makes easyscreen unique are the many programme elements you can use to put together your own schedule. Create an interesting and varied programme schedule by combining components. These are the building blocks:

### Quick, easy, and always in style

#### Video templates



Use our video templates to put films online, making your narrowcast a real video programme. We have suitable video templates for every imaginable sector and any specific environment.

You can quickly and easily adapt them to precisely reflect your house style or add text, logos and colours. There are video templates with a moving background, animated text

and an intro, and others that let you add images or film clips. Use your own material or find something suitable in our extensive library.

### Fresh from the digital press

#### Live widgets

Live widgets are online feeds providing the very latest information on interesting or useful subjects. We receive the information by means of RSS feeds from a huge number of businesses and partners. Like to show the latest news on your topic of interest? We bring it live to your screen! Choose from the live widgets at NU.nl for the latest general, sports, lifestyle or financial news. Show the football results live from KVB, photographs from National Geographic, cartoon strips or film news from Filmvandaag. We can also offer sector-related feeds, such as health news for organisations in the Healthcare sector or

reports from the stock exchange for the business sector.



### Be social

#### Integrate your social media

Display all your messages directly on the screen using your own social media channels. Show

the latest events from your Twitter timeline or Facebook account, automatically, post your status

updates or follow an interesting hashtag.



### Show what you have to offer

#### Add your own content



We have already designed handy and attractive templates for your use, but if you have photographs or video of your own to show, adding them to your programme is simplicity itself, and showing a PowerPoint presentation or a web page is the work of a moment.

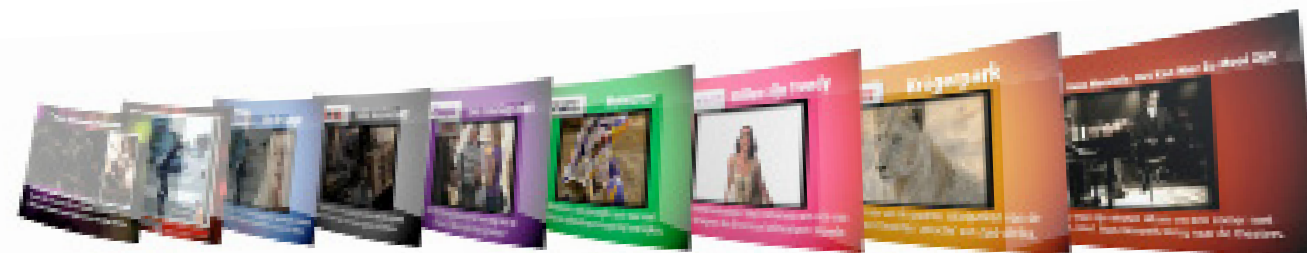
### Lifestyle, glamour, film, music and more

#### Entertainment

We have a range of short entertainment programmes for every imaginable target group, so you can alternate your own advertising campaigns, promotions and

information items with intriguing images to entertain customers while they wait. Every month our editorial team put together video magazines using the latest film and

game trailers and lifestyle tips. With a fresh new package every month you are always up to date with the latest entertainment news.



**Film tips:** you have to see this  
**Youtube Zapservice:** all the best videos off the net  
**Music:** have you heard this?

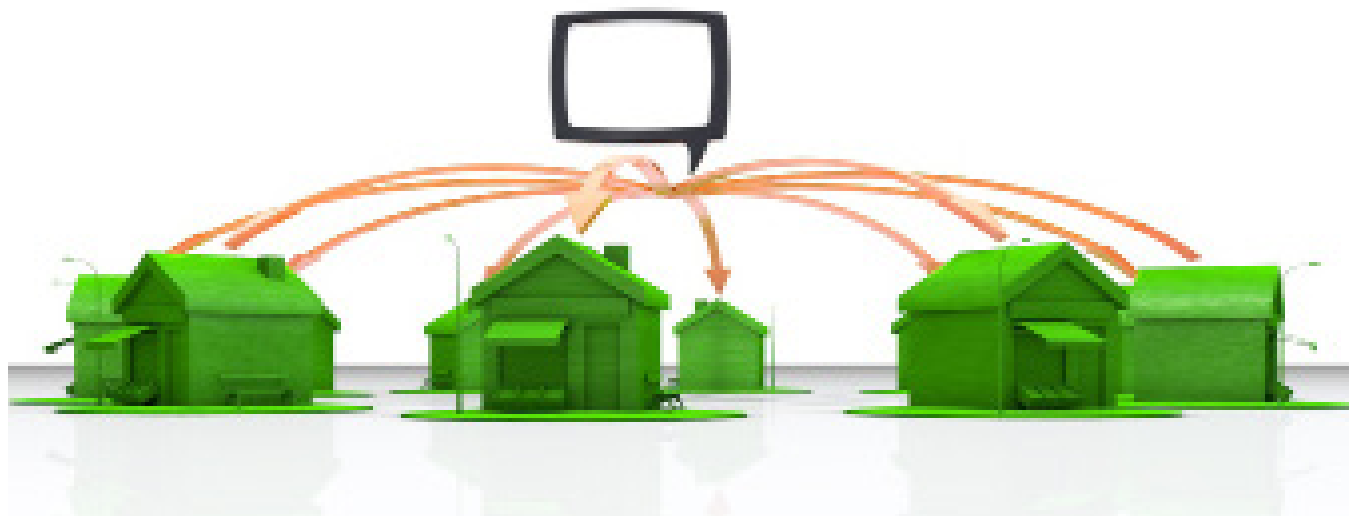
**Games:** everything about the latest releases  
**Lifestyle:** lifestyle events and plenty of tips  
**Sports:** varied and international

**Fashion & Beauty:** follow the latest trends  
**Explore:** travel tips from all around the world  
**Culture:** what's on at theatres and museums

# Sending out your own programme

Optimal flexibility, speed and control

With easyscreen narrowcasting you manage your own programmes online, quickly, easily, flexibly. You create a playlist in a secure area of the site and indicate when it is to be played.



At the scheduled time the playlist will be sent over the internet to the media player. Ready to play! You can easily adapt your unique programme if you have several different locations or opening hours.

## Creating campaigns

Creating and managing your advertising campaigns is a piece of cake. You can set up your campaigns in such a way that your playlist consists of "permanent" clips of shorter duration together with one or more clips from your campaign. The campaign clips will appear and disappear at times you specify. The job is complete in one go.

## Advertising

The screen offers you a unique opportunity to sell advertising space. For additional convenience you can provide your advertisers and suppliers with their own login codes. This gives them limited access to your TV channel so they can add and remove their adverts themselves and you have one thing less to worry about.

## Using time and date settings

You will want to expend as little time as possible on setting up your programme, so it is very handy to be able to set timings for an entire day's schedule. You can specify times for each film clip to start and stop. Decide in advance what you want to see when, at each location. You can then automatically put out different offerings in the mornings and afternoons, and then get on with serving your clients.

## Sharing clips

If you have partners or friendly relationships with other businesses who also use easyscreen, you can share clips. So for example you can all promote the same event using the same clip, or let potential customers know that the shopping street you share will be open on Sunday this week.

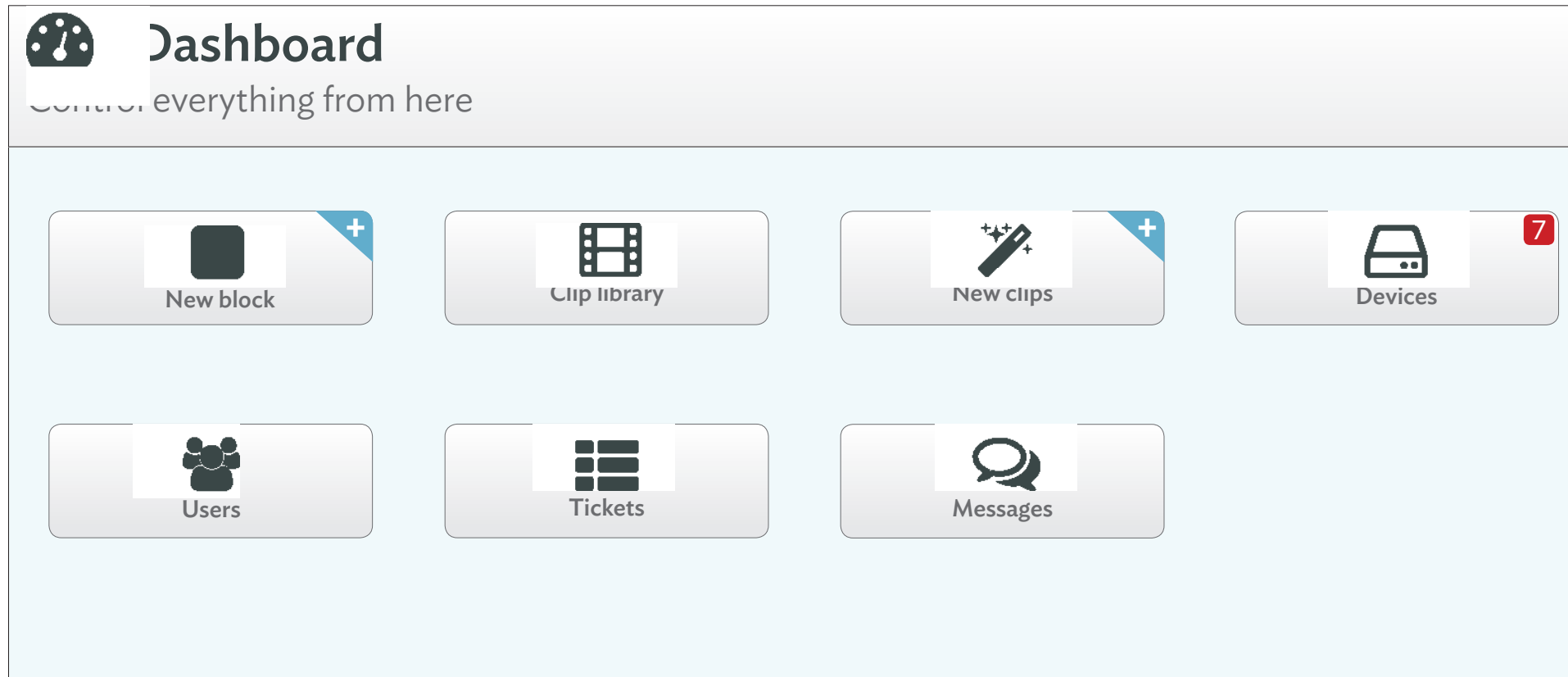
## Put different locations into groups

If you are narrowcasting at several different locations it can be useful to organise these into groups. Then you can modify the schedule for the whole group with a single action. For example you could form a group of locations which all carry a particular range of products. You can then add a "tag" to your clips, so that they find their own way to the appropriate player in the chain. You can also make certain clips "mandatory", so that all your users have them in their TV schedule.

*So all in all it is very simple to plan and manage your programme schedules. Nevertheless, if you really don't want to do this yourself our customer service department will be more than happy to manage your schedules for you. Then if there is something you need to change you simply give them a ring.*

# Narrowcasting at a glance

Once you are registered as a client you will receive a username and a password. Logging in to easyscreen with your password will take you to the dashboard.



## New block

By creating blocks easyscreen provides you with the option to work with playlists which you can run in the order you wish. So you decide where, when and how the list is played.



## Clip library

All the clips you create in easyscreen are stored in the library, along with your own or other people's images and films which you can use to put a clip together.



## New clips

This takes you directly into the area of easyscreen where you can choose from a huge list of video templates, allowing you to quickly produce your own short films.



## Devices

This is a listing of the media players which you can operate via easyscreen. You can amend this yourself.



## Users

Working with several users in a single account is no problem, just set up an individual account for each user and you will be able to work with them separately but in the same account.



## Tickets

When you submit a request for service you will receive what is called a "ticket". You can then track progress with your request or view the response from the customer service department.



## Messages

This is where such things as news and messages about updates will come in. You will see a red figure in the icon to indicate the number of messages that have come in for you.



# State of the art equipment



## A screen and a player in a single package

The Samsung professional monitor with its built-in media player is the ultimate all-in-one narrowcasting solution. The Smart Signage Display is based on the latest LED technology and with only two cables to connect it can be in operation almost instantly. Easyscreen is among the first signage programs that can play on a Samsung screen without requiring a separate player.

- Samsung were pioneering manufacturers of Large Format Displays with built-in media players.
- The Plug & Play functionality makes the system intuitive to operate, and your messages can be displayed instantaneously.
- The costs of purchase, installation and use are substantially lower than with a conventional narrowcasting system.
- Latest LED technology
- Energy-efficient and environmentally friendly.
- Smart Signage (the software is already installed in the monitor).

### Why choose a professional monitor rather than a consumer screen?

- |   |   |   |
|---|---|---|
| <ul style="list-style-type: none"> <li>• <b>High level of reliability</b><br/>( &gt;50,000 service hours)</li> <li>• <b>Key blocking</b><br/>(equipment can't be switched on or off by unauthorised persons)</li> <li>• <b>Very wide viewing angle</b></li> </ul> | <ul style="list-style-type: none"> <li>• <b>High level of clarity</b><br/>(easy legibility, even under bright light)</li> <li>• <b>Robust</b><br/>(designed for intensive, long-term use)</li> <li>• <b>Built-in fans</b> (automatic cooling when ambient temperature rises)</li> </ul> | <ul style="list-style-type: none"> <li>• <b>Equipment can be monitored and switched on and off remotely</b></li> <li>• <b>3 year on-site warranty</b></li> <li>• <b>On-site warranty</b></li> <li>• <b>Infrared blocking</b><br/>(operation impossible without pin code)</li> </ul> |
|---|---|---|

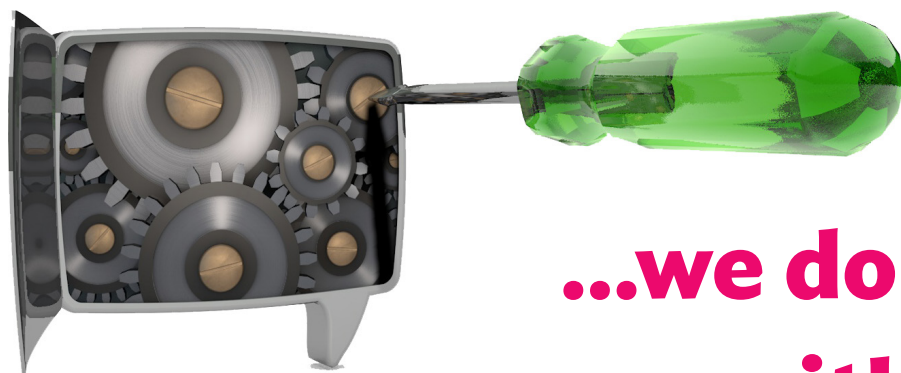
## HTML5 HD media player

The media player has been specially designed for narrowcasting, it uses no PC technology and there are no moving parts. This makes the media player stable and reliable. The media player is Full HD 1080p and has a range of standard outputs including HDMI and VGA. It is also extremely practical and can be set up almost anywhere. The player can be controlled via the internet, including wifi control.

- Controllable via the internet.
- Robust and reliable MTBF (mean time before failure) is 400,000 hours.
- Specifically designed for narrowcasting.
- SMIL (Synchronized Multimedia Integration Language) allows a wide range of software options.
- HTML5 support means an almost infinite range of application possibilities.
- 1080p Full HD video/stills.
- Automatic identification of wifi networks.
- Support for authentication and encryption (WEP, WPA, WPA-2).
- Player can control several screens simultaneously.

06

# Because technology never stands still...



## ...we don't either

Our software programmers are constantly at work on the development of our software so that our technology is always cutting-edge. This is how we deliver clever functionalities that simplify and improve the day-to-day practice of narrowcasting communications. And that makes your programmes more attractive and more relevant to your target group.



### Screen switches on and off automatically

Like to forget about switching your screen on and off? An automated schedule can be used to switch the screen on half an hour before opening time, and switch it off again as soon as the doors close. Any irregularities in opening times or other timings can be programmed-in in advance. Simple, and good for your energy bill!



### Ticker-tape from RSS feeds

The ticker-tape feature allows you to add selected RSS feeds to your screen. An RSS feed from NU.nl can be used to display the latest news at the bottom of the screen. And of course you can add important text of your own. It's a straightforward matter to add text and specify its colour, font and speed.



### Live streams in your schedule

Like to show your customers live football? Perhaps you are organising a major event at a different location and want to stream news about it from a central point. That will also soon be possible with easyscreen narrowcasting. You can schedule specified webcams and video streams to appear in your programmes.



### (Multi-)Touch

If you would like your customers or visitors to interact with your programmes you can use easyscreen to equip them for touch equipment. Use multi-touch and gestures for an intuitive experience and optimal results.



### Video wall

Putting several (centrally controlled) screens together to create a video wall can greatly increase the impact of your message. Easy, and highly effective!



### Triggers

With some additional equipment you can also control your programmes using a motion trigger, a sensor which detects when somebody walks past the screen. This allows you to show that one clip you want everyone to see, at exactly the right moment.



### Multiple locations

Larger organisations often have requirements relating to specific clips or specific branches, or on the other hand they may want everybody to see certain messages. So we have equipped easyscreen with a number of clever functionalities to allow flexible control of multiple media players and multiple clips, at the same time making the whole process more



### Location based

Fill in your location and the programme will automatically link to the appropriate weather forecast, the local news and other relevant sources and display these on the screen. Multiple locations? Create a variety of playlists so different target groups see messages that are appropriate to



### "Time to queue" announcements

Letting queuing visitors know when their turn is coming prevents annoyance and improves customer satisfaction. It's easy to add Time to Queue announcements to your easyscreen programme, so you won't need to purchase an expensive

### Custom linkages

As well as the extensive range of features we offer every user we will also think along with clients with specific requirements and collaborate with them in developing business-specific features. A few recent examples:



- For Toyota Nederland we developed a technology which automatically displays the local dealer's latest special offers on the screen.

- For Crown Cinema we developed a diary feature, displaying the day's schedule for individual studio cinemas.

- For estate agents Hoekstra & Van Eck we devised a system to automatically display the description and prices of the latest houses coming on the market.

# 07

## Making money with narrowcasting

It goes without saying that the returns from narrowcasting will be higher if the screen is viewed more frequently.



This means it's important to consider carefully where the screens should be sited. We have a few useful tips:

1. Make sure the screens are easily visible to waiting customers or visitors.
2. Place the screens at eye level, so that it is difficult to avoid casting a glance over them.
3. Make sure that sightlines are not interrupted by plants or furniture.
4. Take account of incident light: make sure the sun does not shine directly on the screens.

### For new and existing suppliers and partners

Your narrowcasting channel can be interesting for advertisers. You may perhaps already be displaying a number of logos around your store entrance and the names of suppliers will appear on communications like flyers or posters. Narrowcasting allows your advertisers to put together a unique advertising schedule featuring their brands. There's a good chance that new advertisers will also find this an attractive proposition.

### Reach

How many people will actually see the advert? This is the big question for your advertisers, and you as the owner can use the answer in setting your charges. We use the formula in the box below to calculate reach. The rule is simple enough: the more people who see the advert, the higher the fee you can charge for that spot.

### Local advertising

The location of the narrowcasting screen is obviously crucial. Are customers in the vicinity of the screen for a long period, for example at the hairdressers or in a waiting room, or will they quickly move on, for example in a shopping street? You can generally work on a charge between €8 and €17 for 1000 effectively reached customers.

### Make clever deals

That figure of 1000 people isn't always realistic. It can happen that you are in a very attractive setting, but not so many visitors need to pass through. In that case it may be more sensible to use the quality of the environment or the intensity of the visitors' interest in setting your rates, rather than simply the number of visitors. We recommend the following approach:

1. Discuss a "you scratch my back, I'll scratch yours" arrangement with the advertiser, so you each advertise on the other's screens.
2. This will obviously only work if the advertiser has screens. If they don't then you can agree to advertise at their business in some other way, using flyers for example.
3. Discuss a nominal fee with the advertiser (say €25 per week). The frequency of the commercial will depend on the customer residence time.

### Example calculation:

Suppose your business gets 1000 visitors in a month, you can then use the following calculation. Around 67.5% of the potential "reach" will actually see the narrowcasting screen. This figure is based on opportunity to see (OTS, 90%) and likeliness to see (LTS, 75%). The potential reach is calculated by taking 75% of that 90%.

So you have a reach of 675 per month.

### What if your reach is less than that?

We can also help you attract advertisers. We work together with three operational partners in the Netherlands:

**Ngage Media**, are you thinking of putting up a very large format display, or perhaps you have a heavily visited location? See [www.ngagemedia.nl](http://www.ngagemedia.nl)

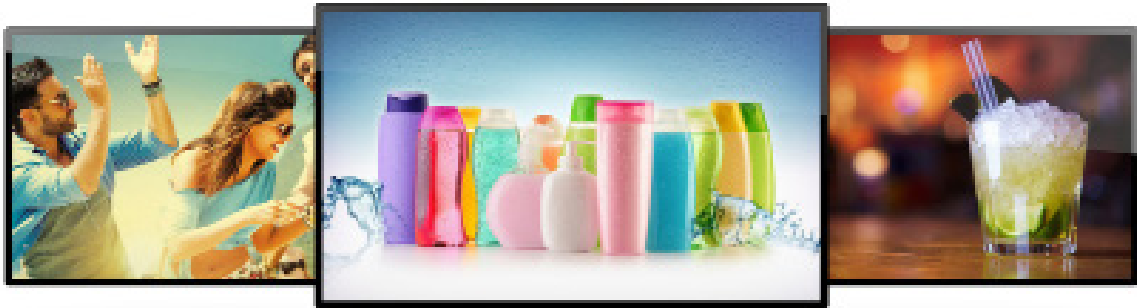
**Brouwer & Partners**, are specialists in the recruitment of advertisers from the local market. [www.brouwerenpartners.nl](http://www.brouwerenpartners.nl)

**Clingendael Media Groep**, is a full-service indoor media operator with a focus on the local market. [www.clingendael.com](http://www.clingendael.com)



# Does all this sound interesting?

*Like to know how you can make narrowcasting a  
success for your business?*



 easyscreen®

***Just get in touch***

***and we will be happy to tell you all about it!***

**Contact**

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integrated media