

# PRODUCT OVERVIEW

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## Advanced digital signage products designed to enhance your network – and your results

Popstar Networks' broad range of digital signage products help you maximize the reach, impact, and results of your marketing, communication, and education programs. Leveraging our innovative core technology platform, Popstar Networks' products feature the industry's most robust, flexible, and easy-to-use capabilities with complete end-to-end network management. Through seamless integration between your digital signage network and backend systems, we also provide business-critical insights to your customers' experiences.

### POPSTAR DIGITAL MEDIA MANAGER™

Effectively managing the delivery of data-intensive content of all types to dozens, hundreds, or even thousands of digital signage locations, requires a powerful combination of content and network management technology that's also easy to use. Popstar Digital Media Manager serves as the core software application for your digital signage network, allowing you to centrally manage content, monitor network activity, manage users and locations across your enterprise, and much more.

Key components include:

- **CONTENT & ASSET MANAGEMENT** – load one or more files at a time, utilize meta tags to enable search and filter, view available media elements to apply to specific panels, day parts, or playlists
- **NETWORK MANAGEMENT** – users with network access can view the status of network players and other connected devices, run jobs, and perform robust administrative tasks
- **LOCATION MANAGEMENT** – management of content, users, displays and information about a specific location
- **DASHBOARD** – high-level network information, including statistics on content played and status of on-site media players
- **REPORTING** – basic information related to user activities and changes
- **EXTENSIONS** – core components modified for industry and/or customer-specific functionality

### POPSTAR INTEGRATION MODULES™

Popstar Integration Modules leverage your existing backend enterprise systems, making your digital signage network even smarter and more powerful. With innovative technologies based on open standards, Popstar Integration Modules are designed to work with many of the backend systems your organization already has in place, including:

- **POINT OF SALE (POS)** – automatically populate and manage menu boards, transaction processing, and updates after processing payment
- **CONTENT MANAGEMENT / DIGITAL ASSET MANAGEMENT** – manage all types of rich media and digital content across your organization through existing repositories and applications
- **BUSINESS INTELLIGENCE** – share data and information with enterprise business intelligence tools and applications
- **ENTERPRISE SYSTEMS** – incorporate data for accounting, finance systems and inventory management
- **CUSTOMER RELATIONSHIP MANAGEMENT (CRM)** – compile key information about your locations or your customers

### POPSTAR DATA WAREHOUSE™

Popstar Data Warehouse serves as a robust data repository for all of the information related to your digital signage network, including content, customer/audience interaction, and network performance.

When combined with your existing business intelligence or audience recognition and monitoring systems, Popstar Data Warehouse delivers the reporting and data you need to assess and enhance your customers' experiences. Detailed reporting provided from devices across your digital signage network includes play out information, interactive logs, and proof of playback.

### POPSTAR MOBILITY™

Available only from Popstar Networks, Popstar Mobility enables you to reach your customers in virtually any location by providing innovative wireless broadband connectivity for your digital signage network. Designed to eliminate expensive hard-wiring network challenges at digital signage sites, Popstar Mobility provides you the flexibility to cost-effectively broaden placement options for your digital signage, while securely managing your content.

