

Info-Onscreen **m-cast**[®] Personal Scheduler

Description

The Info-Onscreen **m-cast**[®] Personal Scheduler is a powerful, simple to use application for scheduling and displaying multi-media advertising, promotions and entertainment on plasma-screens, touch-screens, televisions and large outdoor advertising billboards. It ideal for playing advertising media on the second screen of a twin-screen point-of-sale terminal

The Info-Onscreen Personal system is a low-cost entry-level to the world's most advanced distributed multi-media advertng software, Info-Onscreen's **m-cast**[®] Network and Global systems.

The **m-cast**[®] Personal system is based on standard Microsoft and Intel technologies. It uses standard media types like DVD, MPEG, Flash, Director, PowerPoint and static and streaming web content.



*The **m-cast**[®] user interface is easy to learn & fun to use*

Using **m-cast**[®] Personal is as easy as: 1 ... 2 ... 3 ... 4 ...



1. Import your media into the **m-cast**[®] media library



2. Create precision playlists



3. Apply the playlists to the calendar



4. Press Play

A simple upgrade path to the full power of **m-cast**[®]

Users of the **m-cast**[®] Personal can easily upgrade to the full multi-player Network system with SQL database support and to the **m-cast**[®] enterprise system, which allows users to remotely manage ten's-of-thousands of screens in shopping malls, bars & clubs, supermarkets, transport terminals and retail locations. The full Info-Onscreen **m-cast**[®] system allows the scheduling of multiple channels on each screen, and to synchronise media content across multiple screens.

Features - **m-cast**® Personal Scheduler

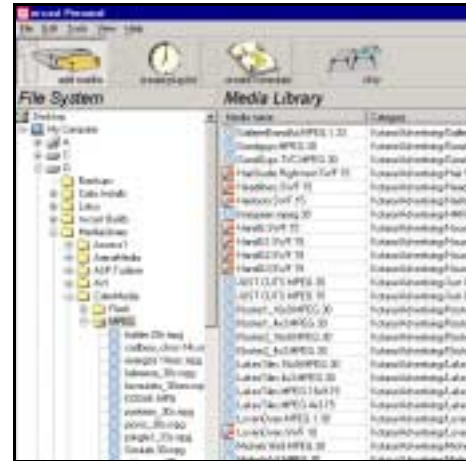
The Info-Onscreen **m-cast**® Personal Scheduler is written in C++, so it's fast, reliable and it also uses industry standard XML files for data exchange between modules. The **m-cast**® system operates on Windows 2000, Windows NT 4.0, Windows 98.

m-cast® Personal Scheduler – Fast . . . Reliable . . . Robust

1. Import Media using our Explorer style interface

The **m-cast**® Personal Scheduler uses the familiar Windows Explorer interface. It's user-friendly drag and drop / copy paste functionality makes operator training easy and speeds up day-to-day media scheduling operations.

If you can use Microsoft's Explorer . . .
m-cast® Personal is a breeze.



The system has a Explorer style media browser to locate files to import

Sort and organise your media with a column click

Media name	Category	Type	Dur	Status	Location	File	Media	Advertiser
EDDAK 1	EdDAK/MP3G	MPS	30	Active	MEDIA/MP3		30	Summer Campaign
Mars - Lunch	ED/Photo/Flash	ref	30	Active	Images/Ref		2 files	Interactive Media Choices
subo demo 30 L	ED/Photo/Flash	ref	30	Active	Images/demo 30 L ref		30	After 5 PM only in A rated bars

Users can sort columns by content-type, duration, name or to categorise the media by customer, use or by start date

Once the media is imported within **m-cast**®, users can easily view advertisements, promotions and entertainment content within the powerful **m-cast**® media manager. This allows users to:

1. Preview the media to check technical quality and content suitability
2. Accurately time the media
3. Set the name of the media – which may be different to the file name (files are stored so media with the same name is never overwritten)
4. Provide a link to a network address or URL for real-time media
5. Add support files (for link files that dynamically update content on media, or to store a web page locally with its directory structure).



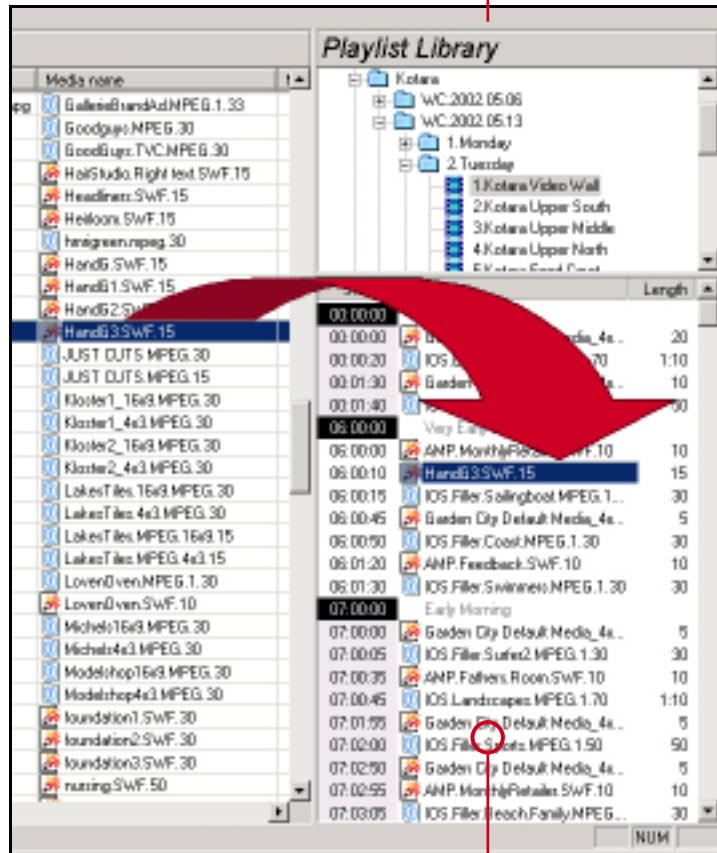
Advanced media preview and preferences control

2. Drag and Drop to create Precision Playlists

Individual playlists can be created by dragging and dropping media entries from the **m-cast®** Media Library. Standard modifier keys like <SHIFT> and <CTRL> allow multiple pieces of media to be moved at once.

Personal **m-cast®** can store multiple Playlists in a nested directory structure. These Playlists can be copied and edited easily by dragging media on or off the Playlist.

The Playlist is divided into a series of time-slots that can be defined by the user to match the type of people who might be near the screen at that time of the day.



Easily insert new markers for multiple day-parts



Each **m-cast®** Playlist can be divided into any number of timeslots . . . and media is therefore precisely scheduled. The material in the timeslot will repeat until the beginning of the next timeslot – ensuring there is never a black screen.

The **m-cast®** Personal Scheduler can preview media files & playlists using an internal media player. .

The keyboard arrow keys allow users to rapidly step through the schedule and to preview transitions

- <DOWN KEY> = Next event
- <RIGHT ARROW> = 4 seconds prior to next event

Powerful preview Player to rapidly check media transitions

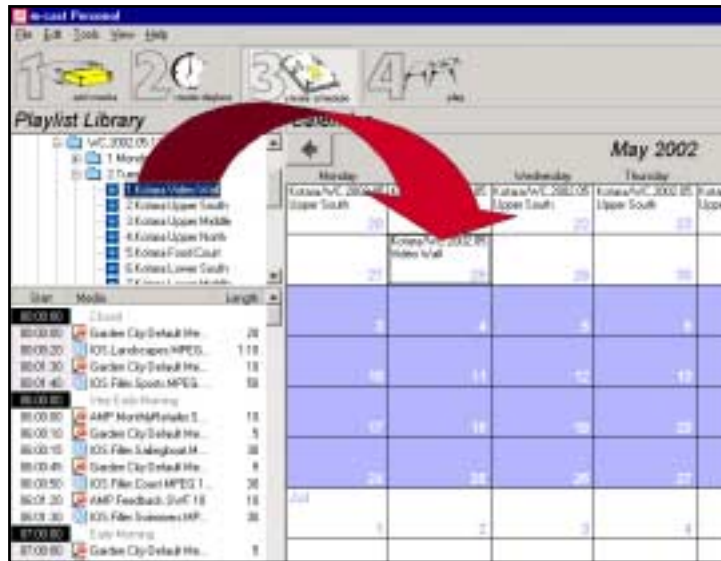


3. Schedule Playlists to a calendar

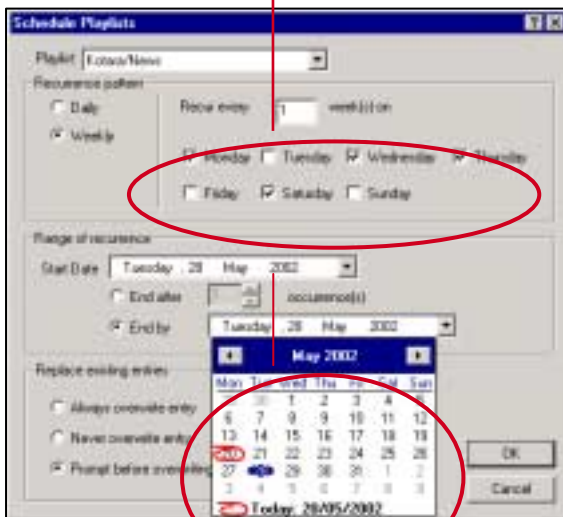
Each **m-cast**[®] Playlist can be dragged onto the calendar to create the day's media schedule.

The media plays in order, filling out the timeslot and transitions smoothly into the next timeslot.

Users can select more than one day using <SHIFT> and <CTRL> keys and apply a schedule to all days simultaneously.



Advanced controls for complex schedules



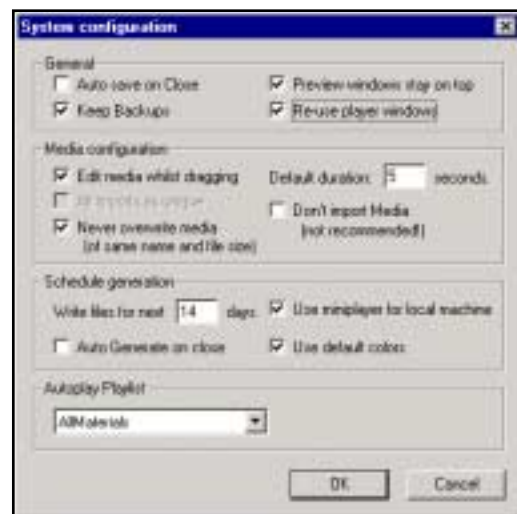
The Info-Onscreen **m-cast**[®] Personal Scheduler allows users to apply Playlists to particular days of the week for one or more weeks.

Start dates and end dates can be set and any of the Playlists can be selected for scheduling.

Personal Scheduler has advanced configuration options, giving users precise control of the behaviour of the **m-cast**[®] system.

Media management functions allow unused or faulty media to be deleted, explore schedules and media directories and to set the media to play on a second screen in a twin-screen desktop.

Setting the **m-cast**[®] Scheduler configuration



The Info-Onscreen **m-cast**® Player System

An accurate . . . robust . . . proven . . . media display system

The Info-Onscreen **m-cast**® Player system is highly robust and reliable, operating for several years in critical 7 x 24 x 365 environments.

The **m-cast**® system displays standard media types including digital video, graphics, animations and web content.

The Info-Onscreen system transitions from one media type to another seamlessly, allowing users to schedule any media in any order.

The **m-cast**® Player is designed to display media on the second screen of the twin-screen POS terminals.



The **m-cast**® Player can be configured to create multiple channels on a single screen

Look at the media types **m-cast**® plays – seamlessly, endlessly

The Info-Onscreen **m-cast**® Player plays accurately timed media content in many formats – all of them industry standards:

- DVD
- MPEG-1 & MPEG-2
- AVI
- DIV X
- Flash
- Shockwave
- Director
- PowerPoint
- Static HTML
- Streaming Video
- Bitmapped images
- Audio formats like MP3, wav, aif
- Live TV, video & cable feeds



Where can you use **m-cast**® Personal?

Info-Onscreen's **m-cast**® Personal Scheduler is ideal for creating individual onscreen networks in many retail and commercial environments. For instance:

- Bars & clubs
- Hotel foyers
- Convenience stores
- Screens in tradeshow
- Post offices
- Outdoor advertising screens
- Real estate agents
- Coffee shops
- Reception areas



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Info-Onscreen *m-cast*[®] Personal Scheduler

Specifications and Requirements

m-cast[®] Personal Scheduler – Xn Corporation Edition

Hardware Requirements

Info-Onscreen *m-cast*[®] requires an Intel or similar PC with the following minimum specification

- CPU = Pentium 500 MHz or better
- 128 Mb RAM or better
- 6Gb hard disc or better (high speed optional)
- Graphics Card 8Mb Video RAM or better
- Graphics card output formats required for:
 - Flat panels = DVI output
 - Plasma, CRT = VGA output
 - TV = S-Video or composite video output
 - Twin head card for dual monitors is ideal
- Supported graphics cards include ATI, nVidia, Matrox
- Recommended ATI Radeon 64 Mb or ATI All-in-Wonder-Pro 64 if TV/Video is required
- Network Connections 10 base-T or better if using network media
- Fast internet connection if using web-based content or media

Operating Systems

The Info-Onscreen *m-cast*[®] Personal Scheduler requires an Intel or similar PC configured with one of the following operating systems:

- Windows 2000
- Windows NT Release 4 (SP 6)
- Windows 98 SE

Additional software requirements

Before installing *m-cast*[®] onto a computer, the following software should be installed:

- **Microsoft Internet Explorer**
Version IE5.0 or later
- **Microsoft Media Player**
Version 6.4.07.1119 or later
- **Microsoft Powerpoint97 Viewer** Version
8.0.0.5625 or later
- **Macromedia Shockwave Flash Plug-in** Version
7.0.2 or later
- **Microsoft DirectX 7.0** or later

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Info-Onscreen is one of the world's leading business e-media communication studios.

IMPORTANT NOTICE

This version of the Info-Onscreen *m-cast*[®] Personal Scheduler is designed for installation onto twin screen point-of-sale devices.

It is intended that the system can be easily upgraded to a full featured version of either *m-cast*[®] Personal Edition, the Network or Global versions of *m-cast*[®].

Limitations to the Personal Edition

- Can control only one screen on the same machine as the Scheduler runs
- 100 pieces of media can be used simultaneously
- 50 Playlists active simultaneously
- Live TV and live video not supported
- Reporting and audit facilities disabled
- SNMP Network Management facilities disabled
- Multi channel features disabled
- Limited e-mail technical support available