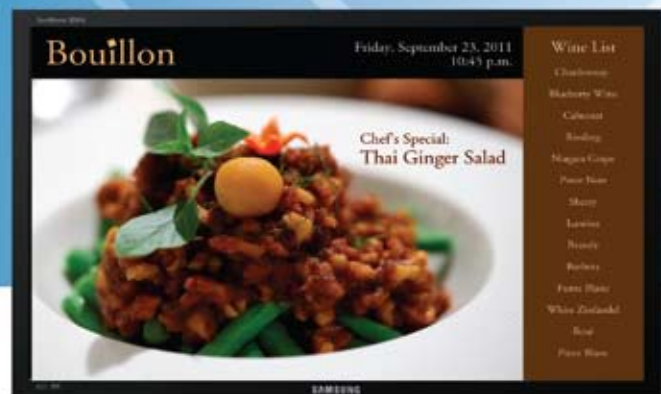


MediaFlyer EXPRESS Digital Signage

The affordable, easy way to create professional signage in-house.

Start small with little upfront investment to:

- » Promote your business.
- » Improve communications with internal and external audiences.
- » Advertise while entertaining.
- » Get the edge on your competition.
- » Benefit from social media.

 **MediaFlyer™ EXPRESS**
BLACK BOX DIGITAL SIGNAGE

Digital Signage: Grab Their Attention

It's the ideal solution for:

- » Business lobbies
- » Doctors' offices
- » Bars and restaurants
- » Retail stores
- » Schools and colleges
- » Government facilities
- » Virtually any location with Internet access



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 behavior.
- » Satisfy customers or employees.
- » Improve business processes.
- » Or all the above.

Strengthen your marketing, as well as your internal communications, by replacing boring static signage with eye-catching digital signage.

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 RSS news tickers, so you're not forced to create and supply all the content by yourself.
- » Update content on the fly from anywhere you have Internet access.

Digital signage: now much more affordable.

Digital signage is more affordable and easier to implement than ever before. Out-of-the-box solutions can cost under \$1000.

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.
- » Use anywhere you have 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 a solution that gives you *everything* you need: flexibility, affordability, and the ability to get your signage up and running fast—without having to navigate a sea of technical and broadcasting jargon.

Simplify with a solution from Black Box. We offer a number of choices. If you're looking to start small and grow, the MediaFlyer™ EXPRESS is the perfect choice.

MediaFlyer EXPRESS provides ample functionality and satisfies a range of needs, whether you just want to show slideshows and Twitter feeds on one screen or if you need to support multiple players at multiple sites.

Set up digital signage on the fly and manage content through a Web portal.

- » Combination hardware/hosted solution. Install the player at the screen and manage via MediaFlyer Web page.
- » No design software to load. All content control is from the browser-based portal interface.
- » Choose from pre-defined screen layouts or make your own.
- » Schedule playlists to show content at specific times.
- » Supports up to 1920 x 1200 resolutions and 24-bit color.
- » Easy to scale from one screen to many screens.
- » Lightweight, compact player with low power consumption.
- » VESA-mountable player attaches to the back of a screen.

This simple-to-implement digital signage platform turns any user — the average office manager, a business owner, an IT technician, or a system integrator — into a multimedia pro.

Loaded with features, MediaFlyer™ EXPRESS 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 20 minutes!

Whether at work or at home, people are increasingly looking for products that are easy and intuitive to use and provide a rewarding user experience. MediaFlyer EXPRESS provides all this while delivering all the features and functions you need to run a professional-caliber digital signage network.

The solution combines a hosted Web service, a player, and all the cables and accessories you need with an easy, drag-and-drop interface, so everything falls into place instantly. In no time, you'll have a professional-looking display that attracts your audience's attention.

A wide range of applications supported.

With MediaFlyer EXPRESS, you get everything you need (aside from the display itself) to store and play many different types of content. The system uses a playlist, just like any other digital signage player, and the playlist loops back to the beginning when it completes. Your display presentation will stay live until you decide to stop it.

Play Flash® files, PowerPoint® slideshows, live text, RSS news feeds, or any mixture of these in a layout of your design. Use MediaFlyer EXPRESS in reception areas for disseminating corporate information, in cafeterias or restaurants to display daily menus and specials, in entrances and lobbies for wayfinding, or in public spaces for displaying important notices. It's particularly ideal for small businesses who have traditionally relied on word of mouth or print media ads for promotions. But whatever your application, MediaFlyer EXPRESS is the solution.

Very affordable with a fast ROI.

MediaFlyer EXPRESS is a great value, and you have the option to purchase the hosting service on a yearly basis or in a three-year block, which makes the system attractive for every kind of budget.

Plus, it offers a low cost of ownership. The player ships as a complete package and, aside from the cost of the service subscription, there are no additional hosting or IT costs for implementing signage. This way, you're able to get a faster return on your investment.



The two main components of MediaFlyer EXPRESS:



- » **The player**, which connects a display to your network using a wired or wireless link and, via your broadband connection, to the MediaFlyer Web site.



- » **The user interface**, which enables you to control your digital signage display(s) from anywhere in the world via the Internet. In real time, you can upload and display content straight from the Web or from your own server.

MediaFlyer EXPRESS: Where It Goes

Everything's hosted on the Web.

The MediaFlyer EXPRESS platform's Web-based service features all the resiliency and uptime that you would expect and require for a signage network that needs to run 24/7.

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.

And, unlike many other competing services, MediaFlyer EXPRESS keeps its player(s) continuously connected to its Web-based service, so content updates occur almost instantaneously. You can quickly correct any errors or put up a special promo to take advantage of an immediate opportunity.

Being Web based also means that the service can be accessed by anybody that you authorize, whether it's your Web designer, IT manager, or receptionist. (If you've already invested in Web-based content for your company, or you have the services of a good Web designer, you can leverage this capability with MediaFlyer EXPRESS. It's WebKit compatible, so CSS and HTML5 effects are available.)

Because licensing is costed per player, you can add as many users as you need without incurring additional costs. Also, because it is Web based, you don't have to deal with any tricky firewall passthrough issues.

And there's a generous storage allocation that is more than you'll need for every kind of content.

Manageable from anywhere.

One big advantage of a Web-based service: It allows staff from different departments and job functions to all have easy access to the signage system.

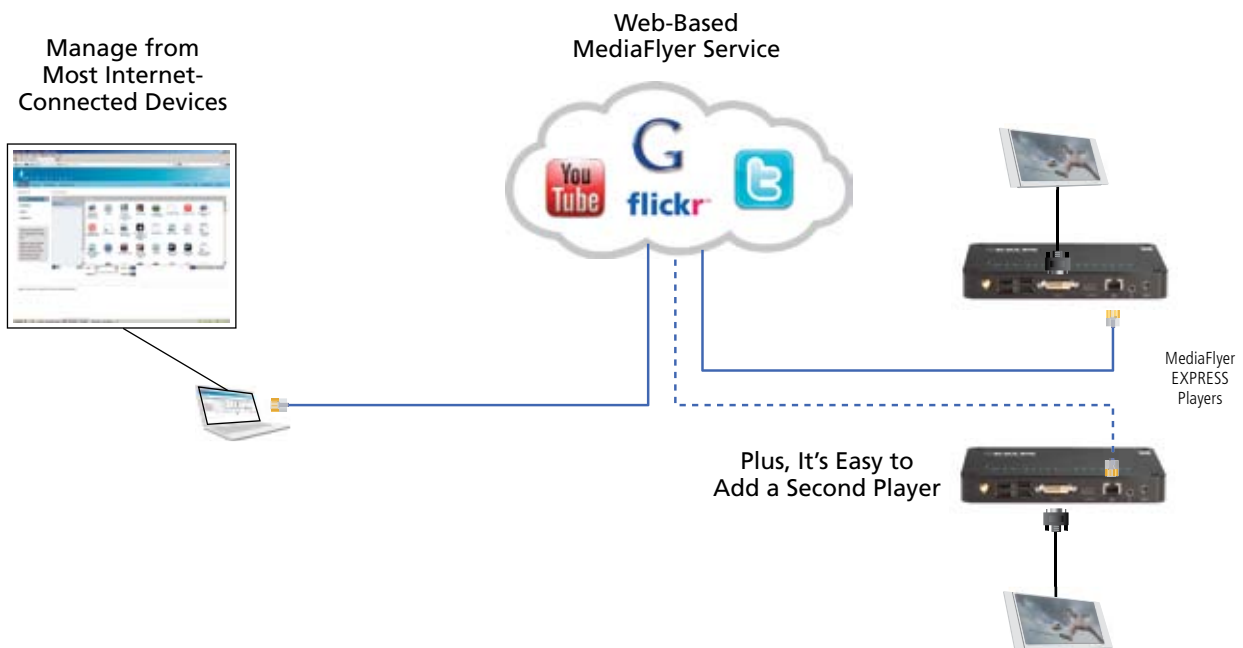
This way, you can assign the production and updating of content to different teams, and set up a content-approval process without the need to e-mail, host, or send large media files (as well as the need to load any software on any PCs and renew user licenses year to year).

For example, you can have an external specialist (home- or agency-based) develop your graphic designs or to provide data integration, all without them requiring any access to your internal systems or Web server—a concern for organizations and agencies with strict network-access policies.

It's up to you who has access to what capabilities. The MediaFlyer EXPRESS service supports a range of different privilege levels for users which, in turn, enables you to minimize the risk of accidental or malicious content publication.

And what happens if you suddenly lose your internet connection? No problem. The MediaFlyer EXPRESS player caches content locally, so it will normally keep playing the material it was last asked to play until the connection is restored.

MediaFlyer EXPRESS network architecture:



MediaFlyer EXPRESS: The Player and How It Works

An ultra-compact, VESA-mountable player.



Wi-Fi Antenna Connector USB 2.0 Ports DVI-I Port (VGA Adapter Included) HDMI Port Network Port Audio Output



Headphones and Mic Jacks Memory Card Slot USB 2.0 Ports

The only hardware you need to install for MediaFlyer EXPRESS is the included player, which connects your signage display to the network.

The player is one of the most compact players on the market, features low power consumption, and comes with VESA mounting hardware, so you can easily attach it to the back of display for a discreet and space-saving installation.

It's ultra-thin yet powerful, featuring a dual-core Intel® Atom architecture and NVIDIA® ION™ graphics processing, giving you the power to deliver a faithful and detailed reproduction of professional HD-quality content.

MediaFlyer EXPRESS supports resolutions up to 1920 x 1200 and leverages the latest HDMI digital output technology. In addition to HDMI, the player has a DVI-I output (adaptable to VGA with the included adapter), so it can be used with most displays in their native resolution.

In addition to Gigabit-speed Ethernet cable connectivity, the player supports wireless Ethernet connections. Use the player in areas where wired signage connections aren't possible or practical. Or use both CAT5e and wireless links to set up a redundant link to your player.

The platform supports one player or groups of players on a network.

Getting started: It's easy as 1–2–3.

Step 1:

Log in to mediaflyer.blackbox.com, register your player, and set up your user account.

Once you have plugged in everything and switched on the player's power, you begin at a login screen, where you set up an account and your organization, configure some basic player settings, and assign your player(s) to the MediaFlyer site.



Log in to mediaflyer.blackbox.com to set an account and configure your player.

Step 2:

Upload content using drag and drop.

You can upload files one of two ways: by clicking on +Add button and browsing to your files (as shown at right) or by dragging and dropping the files from your machine directly to the portal's page (Google Chrome® and Firefox® users only). The uploader shows you a thumbnail of the file and its size and gives you the opportunity to rename it.

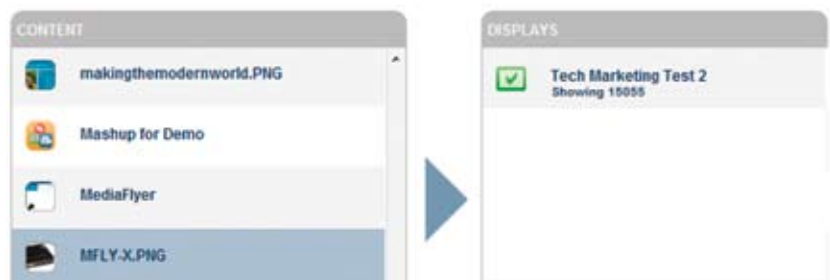


The Files to Upload window shows thumbnails of content you intend to upload.

Step 3:

Assign content to a player or a group of players using drag and drop.

It's time to begin assigning uploaded content to specific signage—that is, putting your media onto your displays. The process for getting content to any screen located anywhere in the world normally only takes a few seconds. You can control the content being shown on any display anywhere in your organization individually, or you can set any number of your displays to show identical content.



Choose the content you want to use in a specific display presentation.

MediaFlyer EXPRESS: Content and Design Capabilities

Supports a variety of content types and services.

The MediaFlyer EXPRESS platform supports an array of dynamic content, including Flash animations, PowerPoint® presentations, and MPEG and .wmv video, as well as HTML content and RSS feeds.

Display information on the topics that matter to your company or organization. It can be static content, such as photos from a photo-sharing Web site like Flickr®, or output on the fly, such as live images from a webcam. You can also use it to capture Twitter messages for display.

A number of MediaFlyer apps make it easy to integrate content services into your signage.

Easy drag-and-drop control.

All control is drag and drop. The media files that you upload to the Web portal are organized in a folder, and from there, you can easily drag and drop them to assign them to a player or a group of players.

You can also create your own layout (see **below**) and drag and drop content into the individual zones within that layout, then drag and drop the layout to assign it to a player or group of players.

The browser interface supports Java, PHP, ASP, CSS3, and HTML5 for enhanced graphics and streaming data instantly.

Flexible screen creation using the layout editing tool.

Save time by using one of the preloaded, predefined layouts available for your signage, or you can create your own using the intuitive layout tool.

The layout interface enables you to put several sources on the screen at once by dividing the display into two or more areas and creating a ticker or text crawl in a zone at the bottom. A color selection box enables you to choose a color for your selected text.

You can add as many zones as you like as long as they don't overlap, move them around, make them larger, make them wider, and do what you want.

For content placement, you can expand or contract an image until it fits within the pixels available. Or you can expand and crop the image to fit the screen or scale it horizontally and vertically so it fills the screen in both directions.

Schedule your playlist at specific times.

Using playlists, you determine the sequence of content to be displayed. But you can also configure display times for presentations.

In a restaurant, for instance, you can set up MediaFlyer EXPRESS to show a different menu for breakfast, lunch, and dinner. This is done via the Schedule Editor interface (**right**). You simply highlight a block of time on a calendar, choose the content source (a playlist, for example), and the frequency of rotation for that content.

Easy to troubleshoot and see current system status.

Pressing the status button on the front of the MediaFlyer EXPRESS player brings up a diagnostic display on-screen, which enables a local user to quickly diagnose any playing issues.

Because the player remains continuously connected to the Web-based service, you're able to see the current status of all your players in real time.

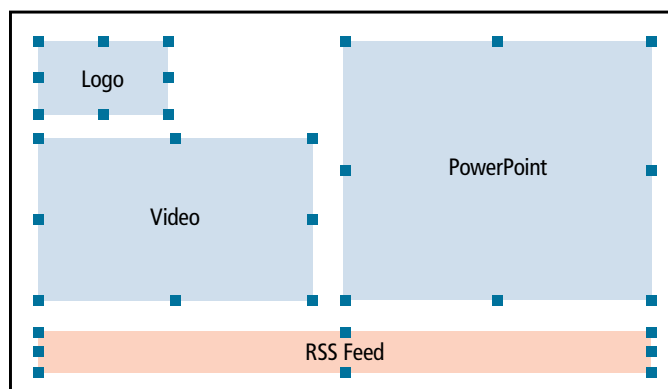
Also keep in mind: With your purchase of MediaFlyer EXPRESS, you get 24/7 access to Black Box's Tech Support hotline at no extra charge. If there's a problem, our dedicated digital signage experts are just a phone call away at 724-746-5500. All calls are answered in 30 seconds or less!

Media formats supported:

- » Flash® (.swf)
- » PowerPoint® (.ppt)
- » MPEG 4 (.mp4, .m4v, or .mpg)
- » QuickTime® (H.264 .mov)
- » Windows® Media (.wmv)
- » Ogg (.ogg)
- » GIF, TIFF, JPEG, BMP, and PNG still images
- » PDF
- » HTML
- » RSS feeds
- » Calendar formats



See all content sources in single screen or choose from a list in the Library.



Drop in a number of zones and expand and contract them with ease.



Set up payout times using the calendar in the Schedule Editor window.

Need interactive touch and/or custom API integration?

Talk to us. As an option, MediaFlyer EXPRESS can be used in touchscreen applications. We'll go over what you'll need to make it happen, including how to set up interactive zones linked to HTML pages from Web servers, as well as screen compatibility information.

For most users, the Web portal is sufficient for controlling signage. But MediaFlyer EXPRESS also supports HTTP-based API programming as an option. For details, please give us a call. With customized API integration, you can use other applications to deliver dynamic content tailored to your audiences. Display information like real-time sales and production figures (Sharepoint®, SAP®, Salesforce®, etc.), synchronized calendar information, and more.

PLAYER TECH SPECS

Processor — CPU: Dual-core Intel Atom (330–1.6 GHz);

Video graphics processor: NVIDIA ION (MCP7A-ION)

RAM — 1 GB

Resolution (Maximum) — 1920 x 1200

Storage — Internal HD 160 GB or larger

Wireless Standards — IEEE 802.11b/g

CE Approval — Yes

RoHS — Yes

Connectors — Network (1) RJ-45 (10/100/1000 Mbps);

Video output: (1) HDMI, (1) DVI-I (or VGA with included adapter);

Audio output: (1) 3.5-mm jack; Headphones: (1) 3.5-mm jack; Mic: (1) 3.5-mm jack;

USB: Front: (2) USB Type A (USB 2.0); Rear: (4) USB Type A (USB 2.0);

Memory card: (1) MS/SD/MMC slot;

Wi-Fi antenna: (1) rTNC

Power — Input: 100–240 VAC, 50–60 Hz, autosensing, 1.5 amps;

Output: 19 VDC, 3.42 amps

Size — Without VESA mount: 0.9"H x 7.5"W x 5.5"D (2.3 x 19.1 x 13.8 cm)

Weight — 1.1 lb. (0.5 kg)



Not shown: CAT5e cable and power cord.

What's included:

- » Player
- » Power supply with power cord
- » VESA mount
- » VESA mount screws
- » Player stand
- » Wi-Fi antenna
- » HDMI cable, 3.2-ft. (1-m)
- » CAT5e cable, 6.5-ft. (2-m)
- » DVI/VGA adapter
- » Web service subscription
- » FREE 24/7 Tech Support hotline

Item	Code	Item	Code
MediaFlyer EXPRESS Player plus		MediaFlyer EXPRESS Web Service Subscription Renewal	
Web Service Subscription for 1 Year	MFLY-X01	1-Year	MFLY-X01RE
Web Service Subscription for 3 Years	MFLY-X03	3-Year	MFLY-X03RE

Be sure to see what else Black Box offers in AV innovation.

For one screen or a matrix of many screens, our solutions enable you to maximize performance and minimize expense.



Visit blackbox.com/go/AV for our many AV signal distribution solutions, including products that enable you to:

Scale It

Scale analog video from different sources for digital HDMI output using a single box.

Multi-Format AV to HDMI Switching HD Scaler



Switch It

Route video from various DVI sources to multiple DVI screens, directing any input to any output.

DVI-D Matrix Switches



Extend It

Use inexpensive CATx cable to deliver high-def video and audio to digital screens up to 1000 feet away.

HD View™



The Black Box difference:

We have products plus the support to help you succeed!

The industry-leading technology you want,
the objective, helpful advice you need,
and the 24/7 support you can count on.



Five great extras you get with Black Box:

1. FREE 24/7 Tech Support.

It's 11 p.m. and you need help. Don't worry. Our Tech Support experts are available around the clock every day of the year to lend assistance. Plus, we answer all calls in 30 seconds or less—a service that's always FREE.

2. FREE training and resources.

Getting started with digital signage is easy with Black Box. We can provide you and your staff with dedicated training to get up and running fast. We also have on-line resources, how-to videos, a support site for some of our more advanced signage platforms, and more.

3. The opportunity to earn signage expert certification.

By completing our FREE Digital Signage Certification Program, you'll not only learn how to deploy digital signage successfully, you'll also earn four CEU credits toward your InfoComm Certified Technology Specialist™ certification.

4. System integration expertise.

A lot of companies know signage and little else. But Black Box looks at the big picture. We figure out the smartest and most cost-effective way to integrate your signage into your existing network infrastructure.

5. Help on-site if you need it.

With our large international footprint, we can be most anywhere on-site to help you with design and implementation. We offer on-call support for new signage networks, converged systems, data centers, call centers, and more.



BLACK BOX
NETWORK SERVICES