

## **Section A] Networking:-**

### **1. Can Streme be deployed globally on internet enabled network?**

Yes, with central administration, you can setup a global display signage network. The players can connect to this administration console or a FTP data server using Internet. This network is then controlled from one single location.

### **2. We are security conscious organization. How can we separate the Streme network entirely from our corporate network?**

Streme architecture implements security at various levels. For corporate organizations with extreme security concerns, setting up of an offline internet enabled network is recommended. This network is in no way connected to the corporate intranet. Content can be transferred from the corporate network to the Streme administrator using a CD/DVD ROM. Streme has options for any kind of security configuration within a corporate setup.

### **3. What changes do we have to do on our network for Streme installations?**

Virtually, no change needs to be done on the existing network. At most, certain rights need to be granted to allow FTP upload of information from the admin machine to the FTP Server. Streme is an easy plug and play solution for corporate network managers.

### **4. What is the bandwidth requirement for Streme network?**

The administration machine maintains information on content and schedules for all players. Players **download** data from admin machine or FTP Server periodically. Bandwidth is utilized only when content is uploaded and downloaded. There is no real-time bandwidth utilization. System administrators can restrict this bandwidth usage to ensure that these upload and download will not affect the network performance. Typically, for most applications, Streme can also work in bandwidths supported by dialup connections! Streme has an option to connect to your cellular network to upload/download data. This is especially useful for remote deployments. Different players can be connected on different networks. E.g. some can be on dialup, others on internet broadband and the rest on the corporate intranet network. Depending on the devices connected, content transfer and network options available, Niche will help you pick and choose the right network for deployment.

### **5. How is data transferred from central location to no. of branches?**

The data flows over customers network i.e. LAN/WAN or also via Internet.

### **6. We have very restricted bandwidth, your solution may put load on our network? OR Can we set download rules for restricted downloads? OR We cannot transfer data above specific MB otherwise it may block our network?**

Using our one can set a rule for uploading /downloading data during specific time of the day e.g. the data upload/download may happen only during night hours when the bandwidth is free.

### **7. Server down, will player continue playing?**

Yes. Because the content resides on the player side. It will not download new content unless the connectivity is restored. But will keep on playing current schedule on the screen.

**8. What if you want to update your screens from another location?**

If you want to update your screens from another location, you will probably need an Internet connection at the site where the screens are installed.

## **Section B] Player:-**

### **1. What is a Streme Player?**

Streme Player refers to the hardware system which is dedicated to running the digital signage content.

### **2. What kind of hardware does your software support?**

Support all PC based hardware that meet our minimal requirements. Minimum requirement is Atom processor or higher, 2GB + RAM, 2GB Flash (Minimum 1GB free space, depends on content size). And requires Windows XP / XPe / 7-32 bit OS.

### **3. What OS are you running on your player and server?**

Player - Windows XP home/pro, Windows.

### **4. Is it Windows 7 ready?**

Yes. It's compatible with windows 7 32 bit OS.

### **5. Why are your players based on XP Technology and not LINUX?**

Sound and video drivers mature faster on Windows due to the gaming industry; we are able to build more stable players on the Windows platform. Our players are designed to last for years in 24/7 operation. In the end, it's performance and stability that count.

Linux is an Open Source project. As such, the device drivers that tend to be rigorously tested over time are only those that are widely used, and of interest to the Linux developer community. Unfortunately, this doesn't include the high performance 3D graphics and sound drivers critical to stable large-scale digital signage deployments. The gaming community by contrast drives high performance drivers on the Windows platform, and this is exactly what's required for digital signage. Consequently, it is very possible to configure a Windows digital signage player that is MORE stable than its Linux counterpart. And because we give away much of the player configuration business to our Value Added Resellers and Business Partners, we must go with what is in their best interest as well. Investigate, and you will probably find that if you buy your digital signage solution from a Linux shop, they will insist on configuring the PC themselves.

We, on the other hand, base our systems on "XP embedded" operating system from Microsoft. XP embedded allows us to "cherry pick" just those things that we need to make Streme work well, and leave out the extra things in a standard OS that we don't need. Plug in it, and after a simple setup procedure, you're ready to roll. We've done the hard work for you, so you can focus on developing the best digital signage network possible.

While it is true that a Windows license adds some cost to a digital signage player, it also includes the licenses to use Microsoft video CODECs. This gives you the ability to play WMV (Windows Media Video) and WMA (Windows Media Audio). For a Linux player to legitimately play MPEG2, they must pay the per unit license fee, bringing the price back up. So Linux is not necessarily a more stable choice, nor is every software component free.

Our Windows XP embedded players offer unparalleled stability and cost advantages.

### **6. Is the player able to connect to a Digital TV satellite input or a Digital Set top Box?**

For both, the answer is yes. However, both systems come with their own tuner devices. The IR interface component of Streme can be used to control and switch channels on these devices.

Whether it is the Digital TV or Set Top Boxes or other Remote controller devices, Streme can interface with almost any devices.

**7. What provision do I have to display the same content on multiple players? I don't want to define schedules and layouts for each player separately. Also, when I change the master layout, I want all players to follow the same set of instructions automatically?**

For a one time use, Streme provides a provision to copy content and schedules from one player to another. For continuous use, Streme has an option to define a player as clone of a primary player. In this case, all cloned players show the same content and are subject to the same rules. The primary and cloned displays now behave as a common group. This is especially useful for a customer; say a bank, which wants to display the same content across selected displays in specific branches. Defining content for hundreds of displays is now very easy, just group them, define content and you are ready to go.

**8. Can I update the Streme Player software remotely?**

Yes. All updates can be done remotely as long as the system is linked to the Internet. For remote installation & support we take access via Team Viewer, WebEx etc...

**9. How does the system handle power failures and surges?**

Streme Player will automatically turn on and resume playback after a power failure. However, we strongly recommend that you purchase a "power conditioner" to protect the system. A power conditioner is different from a regular surge protector or battery backup because it corrects for voltage fluctuations. These voltage fluctuations are sneaky (since you don't actually see a power failure or brownout), and they can damage all sorts of electronics.

## **Section C] Streme Manager:-**

### **1. What kind of hardware does your software support for Streme Manager?**

For Manager Setup use a fresh formatted machine with min configuration as below. Min PC Configuration (Actual Depends on network size),RAM 1GB,HDD 80GB,Processor P4 2.0 or higher, OS- Win XPP with Service Pac 2, Dot net framework 2.0 installed.

### **2. Is it Windows 7 ready?**

Yes. It's ready on Windows 7 32 bit.

### **3. What OS are you running on your player and server?**

**Manager PC** – Win XP home/Pro /7 /Win 2003/2008

### **4. Why do you give manager separately?**

Separate Manager helps to design easy & quick layouts and exact alignment. The user doesn't have to drag and drop.

### **5. Can FTP Server be configured on the Manager PC?**

Yes.FTP server can be configured on the Manager PC itself. FTP Server should be configured on port 21.

## **Section D] General:-**

### **1. What is Streme Digital Signage solution about?**

We are demonstrating here a digital signage solution. The solution allows you to effectively communicate with your customers walking inside bank premises, your retail branch employees etc. A bank can float information like new interest rates, deposit schemes, loan schemes etc...In a more dynamic manner rather than old fashioned static printed boards for their customers. Also they can use similar solution by floating information like training videos for their branch employees.

### **2. What is the current setup for demo?**

Current demo setup includes manager software, player hardware and Player software. From manager one can design layouts, schedule and upload contents to Players. Players will follow the command given by the Manager Software and plays/changes content at run time.

### **3. How is Streme different from other digital signage products?**

The user will get all the flexibility to show the content on the screen; he can show one big image on the screen or divide the screen into zones. Our goal is to keeping things simple as we can instead of creating confusion with lots of options. The pricing is simple too, without any recurring costs.

### **4. Host server in house or host for us?**

Host in house. So that you can have full control of the server and waived the recurring cost for hosting services.

### **5. What kind of scalable discount do I get if my planned deployment is large?**

Discount given is based on project size, industry and usage. ( Commercial to be discussed with our sales department)

### **6. Are you still in development? What you have now and in the future?**

Yes. Our company carries out R&D consistently. Give some brief ideas like idash, etc...

### **7. How long have you been in business?**

As an organization we are 15 years old and into digital Signage Solution we are 5 years old. (Streme is there since inception of signage in India i.e. 2004. And our organization is 15 years old).

### **8. Can you use it for interactive kiosks?**

Yes, our resellers can provide you with the Streme package that includes interactive kiosk hardware. This allows people to interact with your website or web-based application using the touch screen.

### **9. How long does it take for your order to be processed?**

## **Section D]:- Contents & Design**

### **1. Can your player play full HD content?**

Yes. With a proper video card, player can play 1080p video. Software supports. Depends on h/w. Our standard hardware offering supports 720p.

### **2. Display multiple RSS feeds on screen?**

Yes. However you might need to get permission from the provider. Also requires an internet connection at Player end to pull data from URL.

### **3. Can your player incorporate live video streams?**

Yes. Through MMS & HTTP protocol.

### **4. Support video wall?**

Yes. Support both hi-res (beyond HD) and low-res video wall. Hardware is used based on the requirement analysis.

### **5. Can your solution integrate with touch screen application?**

Yes. You just need to purchase a touch screen. Content designing for touch screen interface will be charged additionally.

### **6. Can you integrate with SMS or RFID applications with the screens?**

Yes. And our software can be customized according to customer's needs.

### **7. Do I create my own content, or do you provide that service?**

Yes. You need to create your own content. If you want to outsource the job, there will be charges involved based on the complexity of the contents.

### **8. Can we feed multiple displays with text, video and graphics?**

Yes. Our software can support any combination of text, video and graphics plus Adobe Flash (.swf formats), Microsoft PowerPoint.

### **9. What kind of content can you show?**

Video: High-definition (HD/HDTV) video formats including 480p, 720p, and 1080i/p. Usually, these have strange names like MPEG-1, MPEG-2, MPEG-4 (H.264/AVC), AVI, and Windows Media (WMV), Animation: Flash 7, Images: Standard web formats like JPEG, GIF, and PNG, Live TV from your cable box, satellite receiver, DVD player, antenna, etc., Websites and web pages, Tickers and crawls using RSS or text feeds, Calendars, clocks, and other widgets.

### **10. Where does the content come from?**

You can use the built-in templates to create your content (it's really easy to do!).

**11. What content management features does it have?**

- Show content full-screen or in multiple zones, and switch back and forth on-the-fly
- Control the start/end date, start/end time, and days of the week for every file
- Display any combination of recorded video, Flash, still images, and web pages
- Control live TV, cable and video feeds, including changing the channel
- Create dynamic tickers using RSS or text feeds

**12. How much content can it hold?**

Streme system includes a 160 GB hard drive (or larger), which provides enough space for dozens of hours of HD video content. And if you're using formats like Flash which tend to create smaller file sizes, you'll find it nearly impossible to use up all the space.

**13. Can I preview content in your application?**

Yes , we have a managed content preview option for the designed layout in our Manager.

**14. Is there any limitation with software to create no. of windows in single template?**

No. User can create any no. of windows.



## **Section E] Displays:-**

### **1. Can you split or rotate the screen?**

Sure, you can run content full screen, split the screen into zones, and rotate it for vertical/portrait mounting.

### **2. What type of screen or display can you use?**

It will work with virtually any screen (including LCD/plasma TVs and computer monitors).

### **3. Can you connect it to more than one screen?**

Yes, you can use a DVI or HDMI "splitter" to connect multiple screens. In order for this to work, all of the screens have to be the exact same make and model. If you can't get identical screen models, you should look for screens that support the same HD resolution (either 720p or 1080p)-but there's still no guarantee that a setup with different screen models will behave properly. Also, when you're using more than one screen on the same Streme system, remember that all the screens will be showing the same content.

## **Section F] Interface Integration:-**

### **1. Can your solution integrate with touch screen application?**

Yes. You just need to purchase a touch screen. Content designing for touch screen interface will be charged additionally.

### **2. Can you integrate with SMS or RFID applications with the screens?**

Yes. And our software can be customized according to customer's needs.

### **3. Can I remote control the screen themselves through RS232 protocol? How much control? Display supported or tested so far?**

Yes. You can control brightness, contrast, volume, power on/off, check status of the screen. Brands integrated are Sharp, Samsung, LG, NEC and Panasonic Industrial grade panel only.

## **Section G] Security:-**

### **1. What are the chances of a hacker gaining access to the player and defacing the content?**

All content is identified with a tagged signature file. The signature file is encrypted with a hardware key supplied with the administration software. The key uses 128 bit encryption and is almost impossible to break in real time.

Content is checked on the fly with the key, non matching content is blocked from display and alert is sent by SMS/email to the administrator.

### **2. What prevents virus attacks on the players? How is the player updated with antivirus patches?**

For internet enabled installations, players come built in with antivirus protection from Norton Antivirus. Content scanning is disabled, only virus like activity is monitored to ensure performance. Logs are sent back to the admin system for analysis on a regular basis and in exceptional conditions.

### **3. What types of security features are built into your software?**

Our software comes with **128bit** encryption.

## **Section H] Maintenance:-**

### **1. What is the onsite support required for the signage system?**

The onsite support requires a desktop engineer to ensure that the player is on the network. This can be verified by simply doing the pinging of the machine from any other machine on the network. (Provided pinging is not prohibited locally).

In keeping its philosophy of working with partners, this support is provided by our Local IT partner who simply checks the player working, cables, local network. If necessary, the box is simply replaced, providing high uptime to the customer.

### **2. With ever increasing content, the local storage in the player will get filled. How does Streme handle this?**

Streme has an option to delete expired content. This ensures that schedules, content, layouts that are not needed, are automatically deleted after use. This conserves disk space. This is especially useful on players with limited flash drives of 1-4 GB. You can now keep on scheduling and transferring the content without worrying that the disk will ever get full.

### **3. What support options do you offer?**

Niche recognizes that for many customers Meeting Room Manager is an important part of their day to day business operations. For this reason we offer a number of Premium Support options with increased service levels, user support and other benefits. Premium Technical Support is only available to customers who have purchased standard Software Maintenance & Support.

### **4. How the user does get the software support?**

Client needs to provide remote access for software support, during installation and post installation, through tools like log me in, team viewer, web ex, etc.