



~sedna presenter®

New Version 2.8

Presenter Toolbox  
& new Scheduler Plus

Presenter Player for  
iPad – new version!



# Digital Signage for Mac

Publish your content to 100s or 1000s of screens & create perfectly synchronized video walls of any size.



## Scales to any size – priced to fit any budget

~sedna **presenter** is a first class solution for the digital signage market. Communicate your marketing messages, advertisements, brand values and corporate information to displays of any size at any location effortlessly. Now you can create, manage and deliver your content completely on the Mac platform.

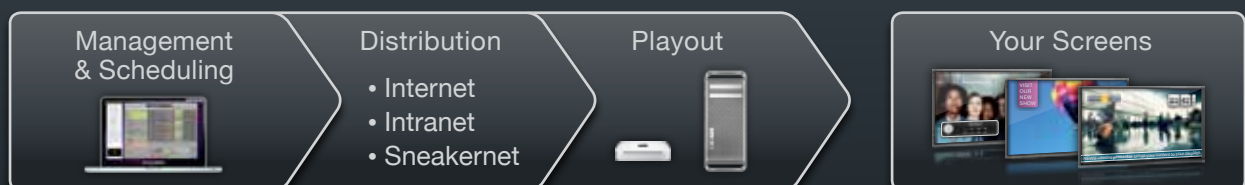
- ~sedna **presenter** helps you to
- manage all of your media assets
  - create playlists and schedules
  - distribute and deliver to your displays

~sedna **presenter** finally delivers: its clean and intuitive user interface will enable anyone to import, organize, schedule and distribute content in no time. No need for endless training sessions and specialized personell.

~sedna **presenter** basically means: iTunes meets iCal for the Digital Signage business.

Target your audience on the right spot at the right time in a retail environment, provide latest consumer ads in a shopping mall and supermarket, display schedules and branded advertising in a train station or airport, improve communication in a training facility, lobby, waiting-room area, store or kiosk environment with full user interactivity and RFID support, effectively enhance corporate and brand communication.

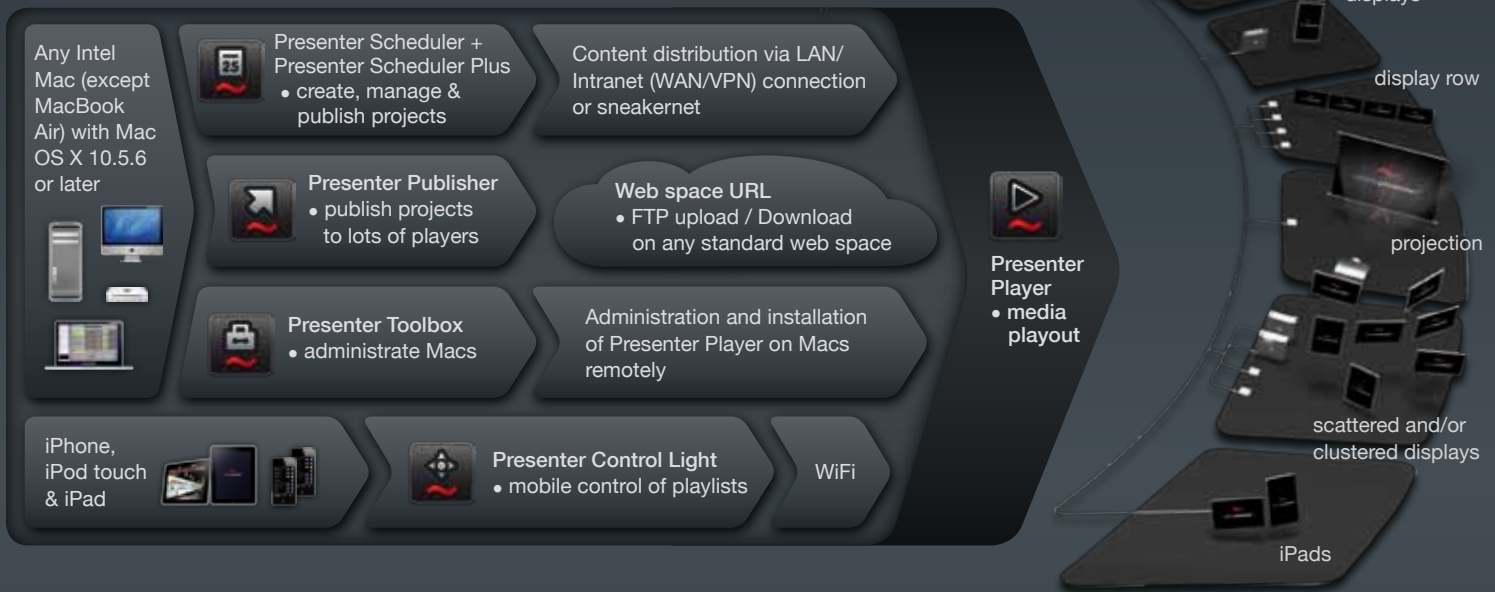
Focus on ideas, marketing, sales, production and content creation. Manage, schedule and deliver with ~sedna **presenter**.





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## Features, Options & Workflow



### FEATURES

- clean and intuitive user interface
- high quality, resolution-independent presentation of a vast variety of media assets
- content and schedule updates via Internet, LAN, WAN, etc.
- all playout servers run autonomously
- local preview for true WYSIWYG scheduling
- up to four independent content layers plus multiple tickers
- integrated composition creator with animation capabilities
- iPhone/iPod touch control application for triggering playlists and overlays (available in the App Store)
- Mac control application for triggering playlists and overlays

### CONTENT OPTIONS

- movies (incl. transparency, alpha channel support)
- pictures (incl. transparency support)
- video streaming
- optional realtime video capture (up to HD-SDI)
- optional realtime computer capture (HDMI, DVI)
- audio (mp3, wav, aif)
- text
- text tickers (RSS feeds, etc.)
- PDF support
- Web pages with full user interactivity
- Flash with full user interactivity
- Quartz compositions (.qtz)
- any third-party application via VNC (PPT, Director, Office, etc.)
- Full HD and higher resolutions

### AND MORE

- full interactivity with HTML and Flash
- built-in RFID Support
- Player Subscriptions (Web/Clouds update)
- uninterrupted 24/7 operation
- automatic preloading of media assets
- resolution-independent scaling of all media assets
- default content as continuous playout even if no schedule has been defined
- frame-accurate synchronization
- blending and fading
- proof of playback reporting
- network trigger to control external devices (e.g. TV Box, Light- & Sound Systems)
- Player update via CD/DVD or flash drive (sneaker net)
- Player update via Internet



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## Content Management & Scheduling



### Presenter Scheduler

Presenter Scheduler is the management application for your Digital Signage network. It allows to import, manage, create and schedule assets and media.

Using Presenter Scheduler is very easy. The basic concept can be explained in four steps:

- 1) import and create assets: Movies, images, web content, etc. can be imported and organized, other assets like compositions, live video capture sources, tickers, etc. can be created
- 2) generate playlists: Assets are used to create playlists that can be simple or comprehensive with multi-layer capabilities depending on the requirements

3) create schedules: Playlists are used to set up one or multiple schedules and day templates

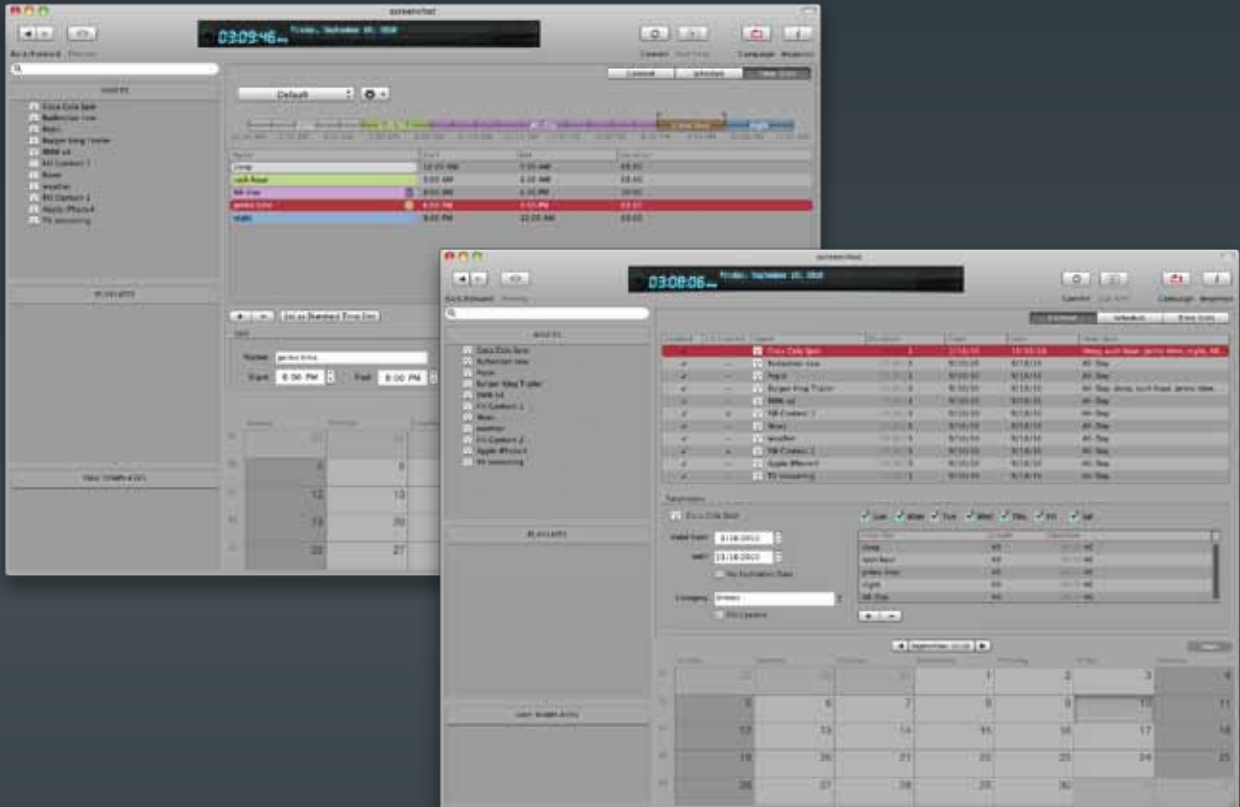
4) distribute projects: with a click of a button the project data and schedules are sent to the Presenter Players for layout

- the user interface is intuitive and allows to learn and use the application in no time
- the Multiscreen asset allows Players to play back different content depending on their grouping and ID for comprehensive in-store communication and video-wall setups



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## Campaign Generator & Auto Scheduling



### Presenter Scheduler Plus

Presenter Scheduler Plus is the application based on Presenter Scheduler and offers in addition a Campaign Generator for Auto Scheduling of assets and playlist.

You can define certain rules for assets that you add to your project such as duration, validity and category. A simple auto schedule process will fill the calendar with your content and mix it with default content for a defined time period.

Presenter Scheduler Plus is ideal to do automatic generation of Schedules for Digital Signage marketing campaigns. For instance you can run different advertising spots and information videos at the airport, shopping malls, public transport and so forth.

- easy scheduling of content according to rules
- automatic handling of content & playlists in specified time slots
- playlists and day schedules can be filled with content automatically
- general period of validity for assets and playlists can be defined
- playback rules can be defined by adding the time and number of playbacks (e.g. play asset three times from 8 a.m. until 10 a.m. and 5 times from 6 p.m. until 8 p.m.)
- playlist will be created automatically and mixed with specified content for the gaps
- changes can be made manually by refining the resulting playlist



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## Playout



Presenter Player for iPad  
– New version!



### Presenter Player

- robust 24/7 playout
- frame accurate synchronization
- automatic preloading of media assets
- blending & fading
- default content for continuous playout
- proof of playback logging
- RFID support
- touch interactivity support
- external control



### Presenter Player Light

- media playout for  
1 content layer + 1 text ticker



### Presenter Player

- media playout for  
4 content layers + 4 text tickers



### Presenter Player Pro

- up to 4 independent players (displays)  
each with media playout for  
4 content layers + 4 text tickers



### Player for iPad

- self-contained computer + display
- Playlist on touch – built in interactivity for selecting published playlists on demand
- ideal for shelves in retail, POIs and POSs

### Supported features

- publisher support
- interactive html applications support
- 1 content layer + 1 text ticker
- movies
- pictures
- web pages
- text tickers
- support for multiscreen asset



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## Feature Comparison

Content Options	Presenter Player for iPad	Presenter Player Light	Presenter Player	Presenter Player Pro
Movies (incl. Audio)	•	•	•	•
Pictures	•	•	•	•
Quartz Compositions		•	•	•
PDF Support		•	•	
Flash (.swf)		•	•	•
Web Pages (.html)	•	•	•	•
Interactive Web Pages (.html)	•		•	•
RSS Feeds		•	•	•
Ticker Texts	•	•	•	•
Text Messages		•	•	•
Audio		•	•	•
Compositions			•	•
Overlays			1	4
VNC (Remote Desktop)			•	•
Streaming Video			•	•
Video Wall Mode			•	•
Multiscreen support	•	•	•	•
Control of External Devices			•	•
iTunes Playlist Control			•	•
Web/Cloud Updates (Subscriptions)	•		•	•
Self Publishing				•
Video Capture (SD)			•	•
Video Capture (HD)				•
HDMI Capture				•
Content Layers	1	1	4	4
No. of Tickers	1	1	4	4
No. of Screens per Player Computer	1	1	1	up to 4
Playlists and Overlays can be triggered with external Devices	•		•	•
Presenter RFID support			•	•
Kiosk Mode			•	•
Playlist on touch	•			

System Requirements: Any Intel Mac (except Mac Book Air) with Mac OS X 10.5.6 or later including Mac OS X 10.6.x. Recommended Configuration for Player: Intel Core 2 Duo 2 GHz or faster, 1 GB RAM or more · iPad Player: available for all iPads (Wi-Fi, Wi-Fi + 3G with v3.2 or later); requires a separate Mac (Mac OS X v10.5.8 or later) with USB 2.0, iTunes 9.1 or later, Presenter Scheduler 2.7 or later, iTunes account and Internet access.



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## Control



### Presenter Control Light

Presenter Control Light is an application that controls your ~sedna **presenter** playlists in your network at a push of a button.

Start a playlist to replace the current playout or run it as an overlay for stage and shows. Presenter Control Light works with Presenter Player, Presenter Player Pro and iPad Player and is available for the Mac and for iPhone, iPod touch and iPad (Wi-Fi network).



RFID tag & reader

### Presenter RFID Reader

Use standard RFID tags\* in combination with our RFID Reader for an interactive triggering of playlists on your Presenter Player system.

The USB interface, a straight forward learn mode in Presenter Scheduler and an automatic trigger mode in Presenter Player and Presenter Player Pro makes Presenter RFID Reader fun and easy to use.

\*supported Tags: EM-4XXX and HITAG1, 2, S, Q5, Atmel 5577 and Titan

### control of external devices

Presenter Player allows you to control components like media control systems, TV tuners, DVD players, light and sound, matrix switchers, etc. via a standard IP socket connection in your LAN/WAN. With the Network Message asset in Presenter Scheduler you can easily send commands to any external device in your network as a part of a playlist or scheduling. A very simple and comfortable way to control your environment in combination with Digital Signage.



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## Triggering & external control



### external playlist control

- use external devices (e.g. RFID, alarm systems, sensor systems) for an interactive triggering of playlists
- start & stop playlists to replace the current playout or run playlists as an overlay on top of the current playout
- TCP/IP based communication (IP socket)
- simple protocol, easy to implement

### control of external devices

- control of external components like media control systems, TV tuners, DVD players, light and sound, matrix switchers, etc. as a part of a playlist and scheduling
- define network commands or shell scripts to control external components via a standard IP socket connection



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## Content distribution & administration



### Presenter Publisher

- deliver content to dozens, 100s or 1000s of Macs
- publish your project files to a standard web space
- Presenter Players can subscribe to a URL and will download their projects and project updates from there automatically
- to avoid huge traffic and long upload or download times, Presenter Publisher keeps track of versions and distributes only the changes of the project data
- Player computers will only download the changes that are necessary for them
- Player computers can be set so that they will check for updates and download them in a specified period of time, e.g. at night or on the weekends
- Players can also check for their updates on different web servers so distribution systems with failover redundancy can be accomplished
- optimize the distribution between all Players in a local network by using Presenter Player Pro to publish itself so it can act as a proxy or edge server
- the progress of distribution can be tracked



### Presenter Toolbox

- Toolbox is a powerful tool to prepare and administrate a large number of Presenter Player Macs
- saves time and resources for setup and administration
- tedious manual adjustments and settings on Player computers can be automated
- new users can be created and prepared for optimized playback on a fresh Mac OS X installation
- Presenter Player software can be installed remotely on several computers simultaneously
- quick and easy serial number distribution and activation from a central location
- access to the most important settings of the system (e.g. volume control, restart schedule, screensaver, energy saver, etc)
- groups and presets can be created for repetitive workflows
- proof of playback log gathering from players and groups of players to check what content was played on each Mac at what time and to create billing reports



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## World wide customer acceptance



- first and only complete Digital Signage software suite for Mac
- available since July 2008
- continuous world wide sales
- about 3000 sold licenses
- world growing distributor and resaler network



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## References (excerpt)

### American Eagle – Times Square, N.Y.

- largest LED wall system at Times Square powered by ~sedna presenter



### AT&T, Dallas

- two large LED walls at the AT&T World Headquarters



### Apple store displays, USA

- perfectly synchronised video wall setup for shopping window



### Deutsche Telekom AG trade show appearance

- large trade show booths equipped with several dozens of Macs running ~sedna presenter
- miscellaneous applications like overhead digital signage screens, LED walls, display rows, video walls, 3D cinema and interactive terminals



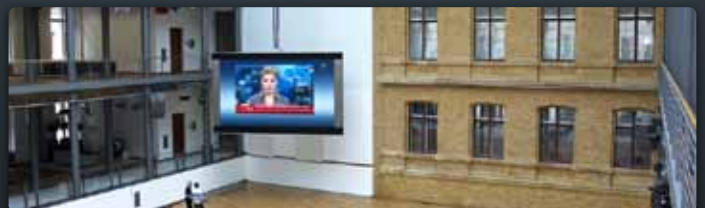
### Retail, worldwide

- instore Digital Signage installations for Retail chains like Gravis (Germany's largest Apple dealer with 29 stores)



### Large indoor and outdoor LED screens and video wall setups, Germany

- 24/7 high-quality, reliable and flexible playout systems
- playlist control with input/output for media control systems





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## References (excerpt)

### Columbia sportswear, USA

- flagship stores located all across the United States
- various displays including a 16 screen back to back display setup



### Billabong, worldwide

- over 40 Apple Mac based Video systems in locations all over the world



### Anschutz Entertainment Group – O2 World Entertainment & Sport Venue, Berlin

- 9 LED screens on the cube inside the arena
- 5 Outdoor LED Walls, 1 Multiscreen Plasma Wall
- 9 screens in the VIP Lounge
- 30 screens in the foyer, circuit areas and concessions



### Fashion store l'éclaireur setup, Paris

- 4 Presenter Player Mac Pro with 4 outputs (16 different playouts) on 144 synchronized screens



### Macworld 2009, San Francisco

- Digital Signage on all 30 public displays with synchronized and single displayed content
- ~sedna is the official Digital Signage provider for Macworld



### Panasonic, worldwide

- more than 14 Video wall solutions used by Panasonic on their trade show booths and roadshows





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## References (excerpt)

### Eaton Center, Montreal

- absolute synchronized multiscreen instore installation



### Tommy Hilfiger's, NYC

- art installation in Tommy Hilfiger's flagship store



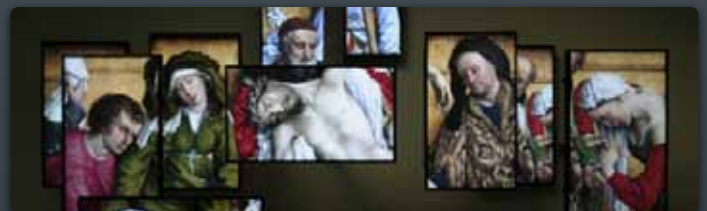
### Restaurant Chain Seen, Beijing

- customer entertainment



### Museum M Leuven, Belgium

- art installation



### Nespresso, Amsterdam

- instore tasting elements



### Media Markt, Sweden





















- largest Media Markt store





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## Presenter Player Overview

<b>PRODUCTS, FEATURES AND CONFIGURATIONS</b> <small>all prices MSRP without taxes (VAT etc.)</small>	 <b>Presenter Player for iPad</b> \$325 inc GST	 <b>Presenter Player light</b> \$325 inc GST	 <b>Presenter Player</b> \$645 inc GST	 <b>Presenter Player Pro</b> \$1,305 inc GST
<b>Main Features</b> Media Payout	1 content layer + 1 Text Ticker	1 content layer + 1 Text Ticker	4 content layer + 4 Text Ticker	up to 4 players each with 4 content layers + 4 Text Tickers
<b>Key Features + Content Options</b>	Movies (incl. audio), Pictures (incl. Alpha Channel), Web Pages, Ticker Texts	Movies (incl. audio), Pictures (incl. Alpha Channel), Audio, Flash, Web Pages, RSS Feeds, Ticker Texts, Text Message, Quartz Compositions	Player Light Features + Compositions, Date & Time, Overlays, Streaming Video, VNC Remote Desktop, Video Wall Mode, Multiscreen, Video Capture (SD), control of external devices, external playlist control, interactive HTML, Kiosk Mode, RFID supp.	Presenter Player Features + Full HD video capture (with additional hardware), multiple overlay (up to 4 overlays simultaneously)
<b>Single Screen</b> LCD/Plasma Display, Projector, LED Wall etc. 		movie playback up to Full HD (1080p), max. performance and high resolution playback 		recommended for Full HD capture and high resolution playback 
<b>Scattered Screens</b> independent multiple Single Screen Systems 		one player for each screen 		one license for each MacPro (up to four Graphics Cards, one per Player) 
<b>Multiscreen</b> e.g. up to 4 Displays 	Multiscreen support (rudimentary synchronisation)	not recommended	synchronized playback via LAN connection; G-Bit-Ethernet Switch recommended 	synchronized playback max. performance 
<b>Clustered Screens</b> e.g. Video Walls 	not recommended	not recommended		recommendation for best performance: 8 core Macs with 3 Graphics Cards max. 

**System Requirements:** Any Intel Mac (except Mac Book Air) with Mac OS X 10.5.6 or later including Mac OS X 10.6.x. Recommended Configuration for Player: Intel Core 2 Duo 2 GHz or faster, 1 GB RAM or more - iPad Player: available for all iPads (Wi-Fi, Wi-Fi + 3G with v3.2 or later); requires a separate Mac (Mac OS X v10.5.8 or later) with USB 2.0, iTunes 9.1 or later, Presenter Scheduler 2.7 or later, iTunes account and Internet access.



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## Product Overview

<b>PRODUCTS, FEATURES AND CONFIGURATIONS</b> <small>all prices MSRP without taxes (VAT etc.)</small>	<b>MAIN FEATURES</b>	<b>HARDWARE</b>
<b>Presenter Scheduler</b>    The essential application for creating project files and feeding Players with content, playlists and schedules.	content creation & management, playlists & scheduling  import and manage media files and assets; create dynamic compositions, playlists and schedules; define commands to control your whole Digital Signage playout system	
<b>Presenter Scheduler Plus</b>    Presenter Scheduler Plus helps you to distribute Scheduler project files to all your Players easily over the Internet.	Is featuring Campaign Generator and Auto Scheduling of content and playlists – automate it!	
<b>Presenter Publisher</b>    Presenter Publisher helps you to distribute Scheduler project files to all your Players easily over the Internet.	publish project files to a standard webspace; Players can download projects files automatically from that URL  distribution of Scheduler projects over the Internet to an unlimited number of Players; self-publishing in a local network to save traffic	  
<b>Presenter Toolbox</b>    Toolbox is a powerful tool to prepare and administrate a large number of Presenter Player Macs.	administration and automation; installation and licensing remotely on several computers simultaneously  save time and resources for setup and administration, gather proof of playback logs e.g. for billing reports	
<b>Presenter Toolbox Unlimited</b>    Presenter Toolbox Unlimited is a powerful tool to prepare and administrate a large number of Presenter Player Macs.	For installation and administration of large number of Presenter Player Macs remotely – take full control!	
<b>Presenter Control Light</b> <small>available in the iTunes AppStore</small>    Used as a wireless interactive playback control tool for stores, stage and shows. Works on iPhone, iPod touch and iPad.	player control in a Wi-Fi network for iPhone, iPod touch and iPad  start & stop playlists to replace the current playout or run playlists as an overlay on top of the current playout	 



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## Product Overview

PRODUCTS, FEATURES AND CONFIGURATIONS	MAIN FEATURES	HARDWARE
<p>all prices MSRP without taxes (VAT etc.)</p> <p><b>Presenter Control Light for Mac</b> free download on <a href="http://www.sedna-presenter.com">www.sedna-presenter.com</a></p>  <p>Allows to start and stop playlists and/or overlay playlists of every Player in your LAN, like Presenter Control Light for iPhone, iPod touch and iPad.</p>	<p>same feature set as Presenter Control light</p>	
<p><b>Presenter RFID Reader</b> + shipping (incl. 2 tags)</p>  <p>Can be used on any Intel Mac in combination with Scheduler and/or Player for an interactive triggering of playlists via standard RFID tags.</p>	<p>triggering of playlists with standard RFID tags (EM-4XXX, HITAG1, 2, S, Q5, Atmel 5577, Titan)</p> <p>RFID reader with USB interface for Scheduler (learn mode) and Player (trigger mode)</p>	

**System Requirements:** Any Intel Mac (except Mac Book Air) with Mac OS X 10.5.6 or later including Mac OS X 10.6.x.

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