

GSQ DIGITAL SIGNAGE

What is Digital Signage

- Digital signage is a segment of electronic signage. Digital displays use technologies such as LCD, LED, projection and e-paper to display digital images, video, web pages, weather data, restaurant menus, or text. They can be found in public spaces, transportation systems, museums, stadiums, retail stores, hotels, restaurants and corporate buildings etc., to provide wayfinding, exhibitions, marketing and outdoor advertising. They are used as a network of electronic displays that are centrally managed and individually addressable for the display of text, animated or video messages for advertising, information, entertainment and merchandising to targeted audiences.

Digital Signage Overview

- A Real Time communication media for advertising, informing, entertaining.
- Centrally controlled content management through networked screens.
- Changing of signs remotely and immediately.
- Supports real time data feeds and interactivity.
- Reach precise target segment without the usual wastage and high cost of traditional media.

About Software



GSQ Signage is a cloud-based, content-rich digital signage software. It is the central platform for all your digital signage needs, from building and distributing dynamic content to remotely managing a network of touchscreen displays, Digital standee, LED, LFD, Projection screens, video walls and interactive kiosks.

The GSQ digital signage software is:

- Content driven with multiple apps and widgets.
- Access the software and manage your network from any web browser on an internet connected device.
- GSQ Signage runs on Windows , Android, Samsung SoC/Tizen displays, LG SoC/WebOS displays.
- Your existing software/APK can be configure with GSQ.
- Live data integration, scheduling apps, web pages and more to display real time data to display screens.
- Smart playlists, template editor, scheduling, reporting and a multi user platform for team.

Content Management Module

A versatile content composer with an intuitive interface which lets you materializes dynamic content as per requirement and minimizes the recurring cost. Whether its images, videos or audio; simply drag and drop on server workspace to create that impressive presentation you have been thinking of. Take control of your network and efficiently track operations whether it is a local or global network. What, when and where, all that you need to do becomes handy with this module. Instantly deploy your content across the local or global network to meet the ever changing scenarios.

Media Player

Engage your audience with captivating content. Beam them with highly scalable media player which knows no limits in screen resolution and can support right from High definition (HD) to Ultra High definition (UHD) and beyond. Provides easy-to-install players for Windows and Android.

Software Features:

- ❑ Centrally controlled: Multiple Screens can be controlled from one central location.
- ❑ Free Zone: Screens can be divided into different zone for playback of Images / text / video/ rss / web page / clock.
- ❑ Drag & Drop Interface: Graphic user interface at the server side , no scripting is required.
- ❑ Video Audio Playback: Can play wmv,mov,mpg,mp4,avi,flv,swf,mpeg formats.
- ❑ Image can play in playlist mode.
- ❑ Interactive Content: Support touch screen application.
- ❑ Tickers / Live RSS Feeds: Play scrolling text and live Rss feeds.

Software Features:

- ❑ Video Wall: Used for video wall applications.
- ❑ Supports Web-Pages: Can play web pages within the screen.
- ❑ Encrypted and secure communication.
- ❑ Live Weather: Can show weather of different locations.
- ❑ Time based Scheduling: Content can be time scheduled for different screens.
- ❑ Social Media: Twitter.
- ❑ Live TV: Interface for Live TV Input.

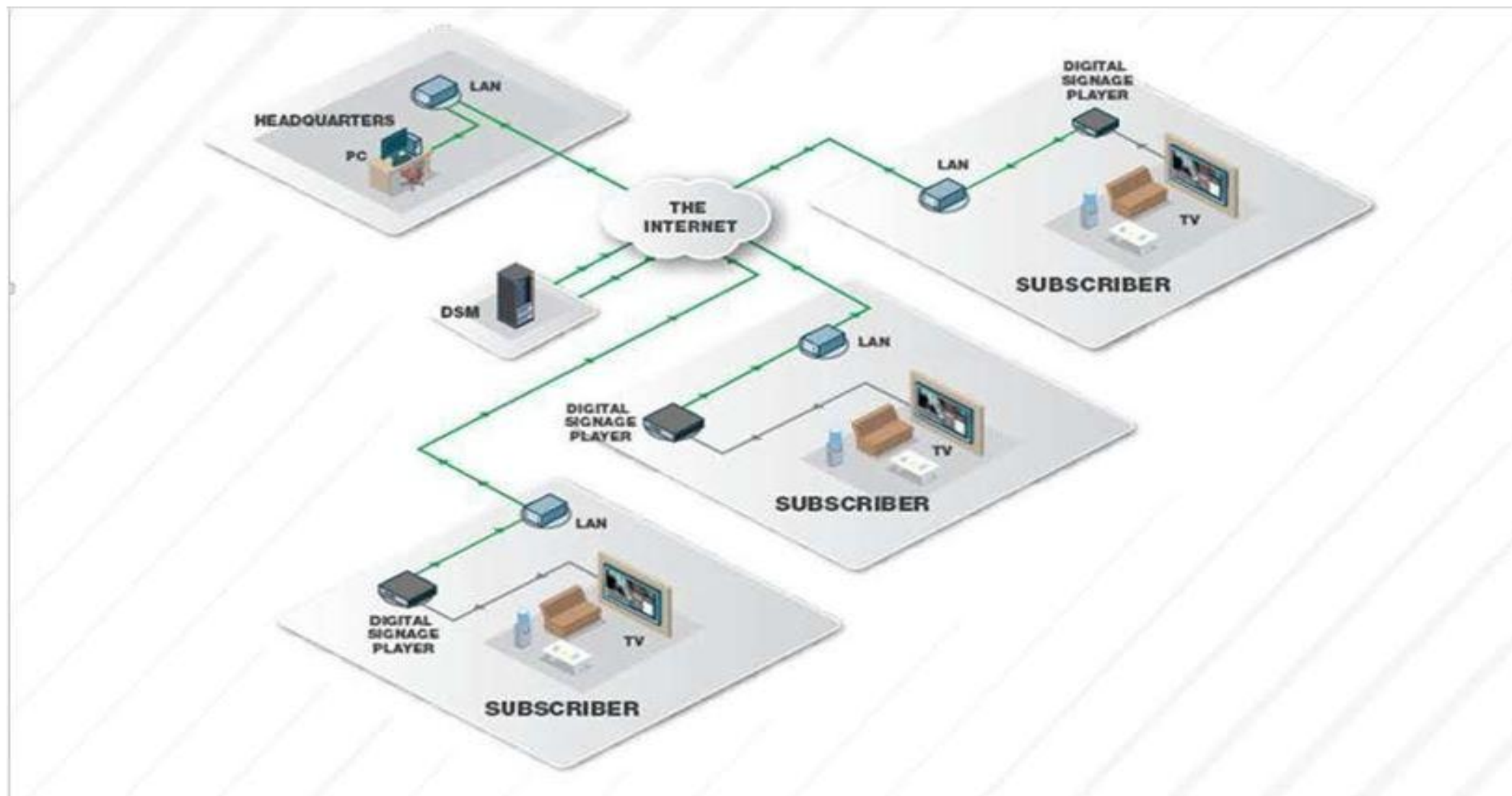
Software Features:

- ❑ Both Landscape & Portrait Mode: Support resolution for horizontal and vertical screen.
- ❑ Streaming: Support YouTube & Live streaming.
- ❑ Smart Bandwidth: Save your bandwidth while downloading content.
- ❑ Multi User Management: Login ID for different users.
- ❑ Internal Caching of Data: Data is stored locally within the media player.

Software Compartablity:

- ☐ Can configure with Android
- ☐ Window
- ☐ LG WebOS
- ☐ Samsung Tizen
- ☐ Information can be pick up form any other server for AFAS, FIDS, Que Management, Hospital, Hospitality, Retail, Education, Govt. etc.

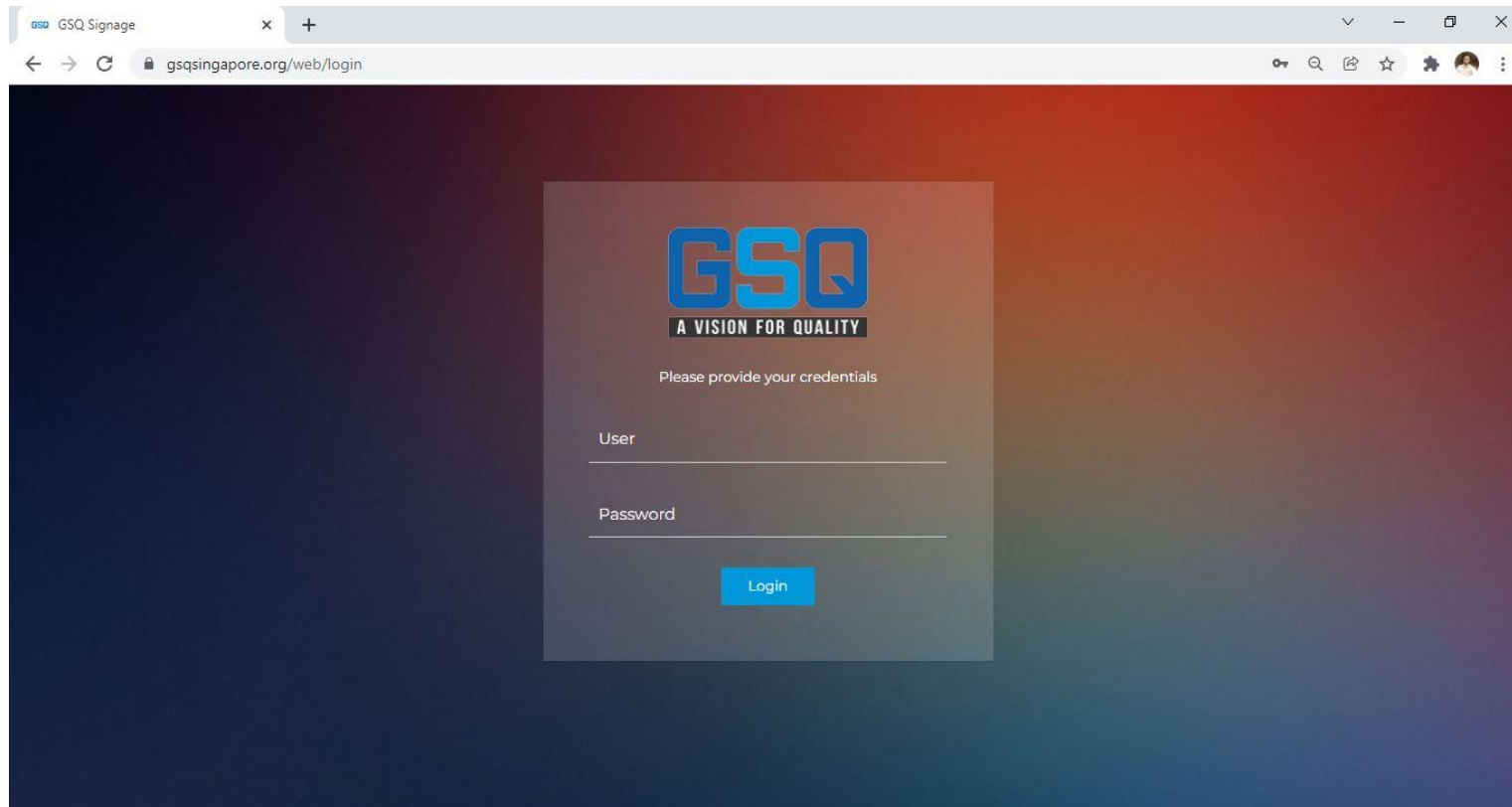
ARCHITECTURE



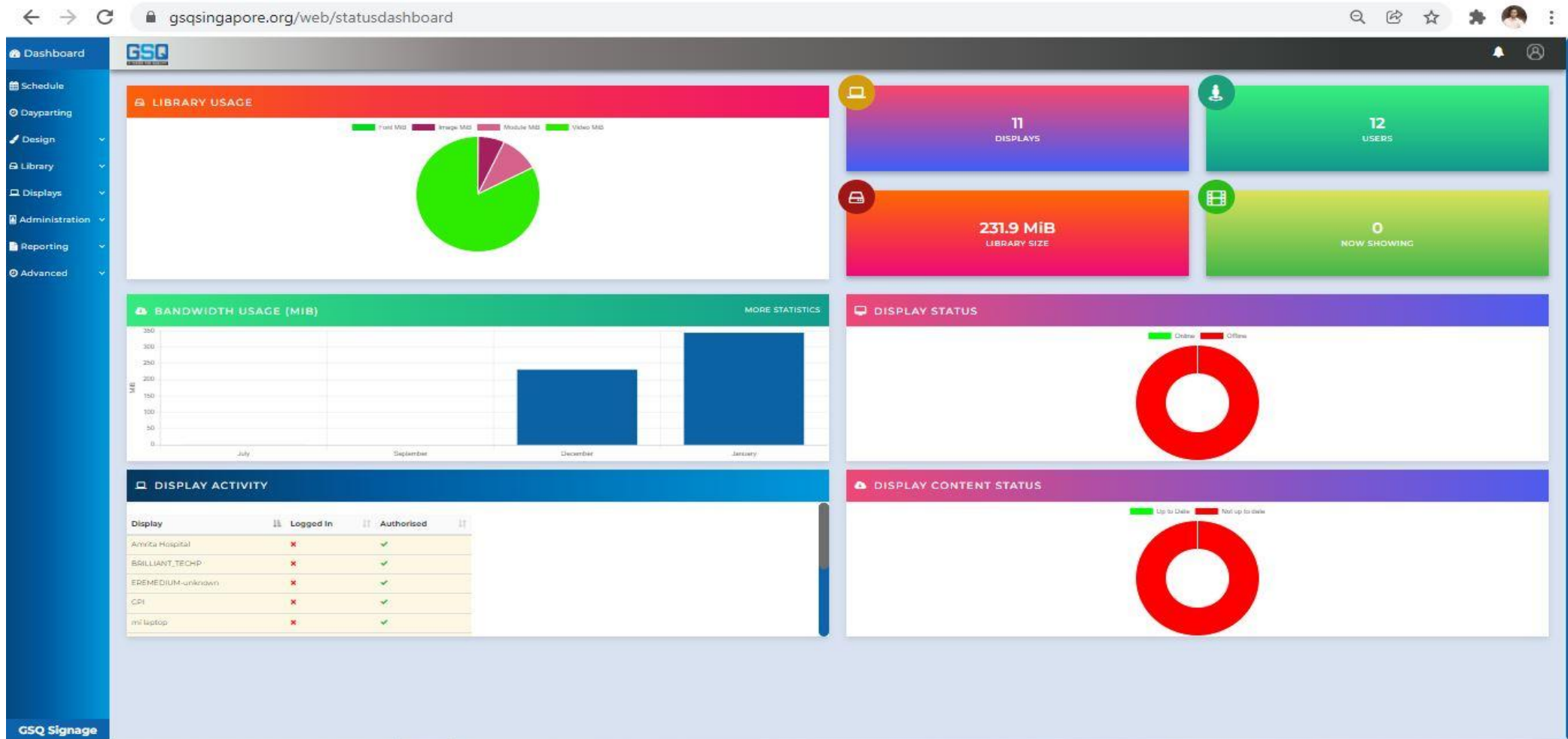
HOW IT WORKS



Simply open the GSQ Software in any browser and enter the user id & password for login.



In the dashboard of GSQ signage software, you can see the details of Users, Displays, Bandwidth, library media file size and in the left hand side, you can design layout, schedule layout, publish layout.



Click on Tab “Design”=> “Layout”=> “Add Layout” to design the content and the respective details like below :-

Dashboard

Schedule

Dayparting

Design

LAYOUTS

Campaigns

Templates

Resolutions

Library

Displays

Administration

Reporting

Advanced

GSO Signage

ADD LAYOUT

General

Description

Name

Demo

The Name of the Layout - (1 - 50 characters)

Tags

Tags for this Layout - Comma separated string of Tags or Tag|Value format. If you choose a Tag that has associated values, they will be shown for selection below.

Template

Optionally choose a template you have saved before.

Resolution

1080p HD Landscape

Choose the resolution this Layout should be designed for.

☒ Enable Stats Collection?

Enable the collection of Proof of Play statistics for this Layout. Ensure that 'Enable Stats Collection' is set to 'On' in the Display Settings.

☒ Automatically apply Transitions?

When enabled, the default Transition type and duration will be applied to all widgets on this Layout.

CANCEL

SAVE

ADD LAYOUT

IMPORT

Name

Tags line for the layout

You can add predefined template

Select the resolution like landscape and portrait



The screenshot displays the GSQ Signage software interface. On the left is a blue sidebar with navigation options: Dashboard, Schedule, Dayparting, Design, Library, Displays, Administration, Reporting, and Advanced. The main workspace shows a 'Demo-2' layout with a large orange rectangle and a black rectangle. A red callout box with the text 'Click On Tab “+” to Add Region' points to a '+' icon in the bottom-left corner of the layout area. To the right is the 'Edit Layout' panel, which includes settings for Background Colour (#000000), Background Image (with a warning 'No Background Image' and a button '+ ADD A NEW BACKGROUND IMAGE?'), and Resolution (1080p HD Landscape). Below the layout area is a 'Widgets' section with a list of widgets: Demo-1 (Empty Region) and Demo-2 (Empty Region). A red callout box with the text 'Widgets' points to this section. At the bottom is a 'GSQ Signage' toolbar with various icons for image, audio, calendar, clock, countdown, embedded, flash, weather, HLS, HTML pack, local video, and other functions. A red rectangle highlights the bottom portion of the interface, including the widgets list and the toolbar.

After design the layout, you can click on Tab “Action” and then Tab “Publish Layout” to publish your content.



Dashboard

Schedule

Dayparting

Design

Library

Displays

Administration

Reporting

Advanced

GSO

A VISION FOR QUALITY

✓

Name: "Design 1 - Landscape"

Duration: 22s

Dimensions: 1920x1080

ENTER YOUR TEXT HERE




image2.jpg

11:11

Google Invests Rs 7,500 Cr In A

Design 1-1

Text

[text] Text

Design 1-2

image2.jpg

image5.jpg

Design 1-3

Live rss feed

[tick...

Design 1-4

Clock

[cloc...

GSO Signage

Image

Text

Ticker

Video

Audio

Calendar

Clock

Countdown

Embedded

Flash

Weather

Discard Layout

Publish Layout

Design 1 - Landscape

Actions

Discard layout

Publish layout

Click on Tab “Displays” to check your all display or screen. Here you can check status of Default layout, logged In, Mac address, Screenshot of a particular display.



Dashboard

Schedule

Dayparting

Design

Library

Displays

Displays

Display Groups

Display Settings

Administration

Reporting

Advanced

GSO

A VISION FOR QUALITY

DISPLAYS

ADD DISPLAY (CODE)

REFRESH

General

Advanced

ID

Name

Status

Logged In?

Authorised?

Tags

Display Group

Display Profile

Show

50

entries

COLUMN VISIBILITY

PRINT

CSV

ID	Display	Status	Authorised?	Default Layout	Logged In	MAC Address	Screen shot?	Thumbnail	Row Menu
7	GPI			test		c4:2a:fe:72:26:75			
9	PANASONIC TV-unknown			Template 1		f0:a3:b2:83:5f:ba			<div>Manage</div>
10	webOS			hdmi in test		04:4E:AF:60:8F:C6			<div>Edit</div>
11	webOS			Live Youtube Template		78:5D:C8:40:E4:3A			<div>Delete</div>

Authorise

Default Layout

Click on Tab “Schedule” for adding an event on priority basis.



Dashboard

Schedule

Dayparting

Design

Library

Displays

Administration

Reporting

Advanced

GSQ Signage

GSQ

January 2022

Show All

Displays

Layout / Campaign

ADD EVENT

PREV

TODAY

NEXT

YEAR

MONTH

WEEK

DAY

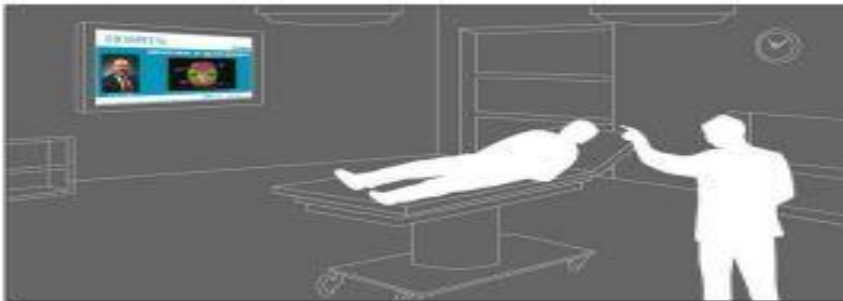
AGENDA

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
28	29	30	31		1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30
31						

Retail Outlets



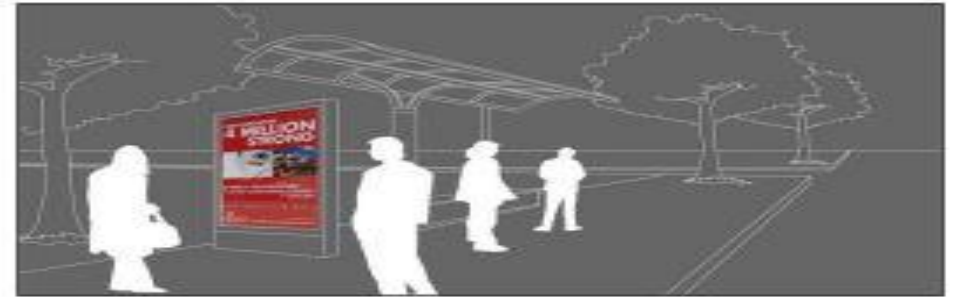
Education & Health Care



Corporate & Manufacturing



BSFI Sector





THANK YOU

**For Your Time and Attention
We assure you for a
long term strong relationship**

E-mail : info@savivision.com , Website : www.savivision.com