Wallflower

Advanced Digital Signage Solutions

# Advanced digital signage solutions

- Scheduler
- Display
- Lite
- Analytics
- Navigator
- Detective
- Site Manager

Version 7

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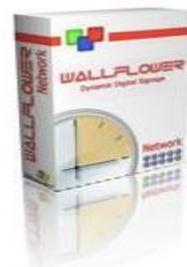
Digital Signage Software

Wallflower software is used worldwide to deliver digital signage solutions for almost any requirement. Whether you need a simple easy to use single-screen installation or an international network of thousands of displays, Wallflower can deliver the most cost-effective, reliable and easiest to use solution.

Flexible and scalable

Whatever type of digital signage you require, Wallflower can deliver. Wallflower displays can be configured using any type of networking, LAN/WAN, VPN, the internet, Satellite or the unique USB key/Internet hybrid.

Wallflower can grow as your signage needs change. The same flexible functionality that is available on a 1000 screen network is also available for a single screen display.

Easy to use

A template design approach lets you create any layout and combination of media. Your media templates can be saved, copied and used for future dates. New content can simply be dragged into your templates and then targeted by location and time to play on any display, or group of displays, within your network. Wallflower displays all popular formats of still and moving images as well as Web Pages, RSS Feeds, live TV, IPTV or Video, live input from Spreadsheets and Databases, Flash files and much more.

Cost-effective

Wallflower Scheduler is competitively priced for both small and large scale networks. The Wallflower Scheduler can manage 1 single display or 1000s of networked displays. For smaller businesses, this now makes digital signage affordable and for larger business means there is a much faster ROI. When updating Scheduled content, Wallflower only updates the 'changed' content, therefore reducing update time and bandwidth.
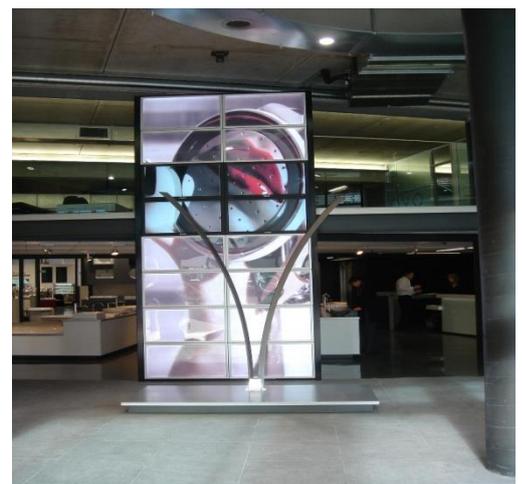
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Wallflower Scheduler

The critical component in any digital signage system is the content and network manager. The Wallflower content manager, called The Wallflower Scheduler, is a Windows based application and allows you to Schedule and manage from 1 to 1000s of displays. Using a unique 'Template' approach any size of display can be formatted to show an unlimited combination of media. Schedules can be built for delivery to groups or individual displays. Wallflower goes beyond a simple 'play list' system and allows Schedules to play at any time. Wallflower can handle the most complex and demanding Scheduling requirements.

Scheduler free management. Wallflower Version 7 includes a breakthrough technology 'Dynamic Folders'. This unique functionality allows Scheduler users to nominate individual folders located anywhere on a network or free-standing device for playing. The Wallflower Display player will play all the content within the folder using sets of configurable rules. This allows end-users to manage their own content lists without need to access a Scheduler or use browsers to update Schedules avoiding the major security issues that arise using web-based systems.

Developed by experts in Business Intelligence systems, Wallflower was designed in conjunction with users and ergonomic experts to provide a uniquely clean and intuitive desktop. Using the familiar 'drag and drop' approach Templates and Schedules can be developed simply and quickly. Users can customise the desktop to their own preferred layout, drop in media from outside of the system and make Schedule changes within seconds.

Cost-effective

The Wallflower Scheduler is competitively priced for both small and large scale networks. It provides all the rich features found in products ten times its price. It covers complete content management with no other additional costs or modules that are found with many other software providers. Wallflower can Schedule all Windows format images as well as Flash, RSS Feeds, Web pages, Videos including AVI, MPEG-1 to 4, QuickTime and WMV, TV and Video, IPTV, live input from Spreadsheets and Databases.

Wallflower keeps costs down and reduces the need for constant physical monitoring by alerting support staff only when necessary via email, SMS or cell phone. When updating Scheduled content, Wallflower only updates the 'changed' content, therefore reducing update time and bandwidth. Wallflower security satisfies the most demanding requirements handling multiple groups of Administrators and Users. Wallflower security has been certified to meet the strict conditions of our gaming industry customers.

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Wallflower Display

Powerful enough to drive multiple screens

The Wallflower Scheduler sends the display content to industrial quality signage players or PCs running Wallflower Display. Running on Microsoft Windows platforms from 2000 onwards, Wallflower Display software can drive multiple display screens from one unit. Depending upon the specification of the player or PC and requirements of the media, Wallflower can display many completely independent Schedules of media simultaneously.
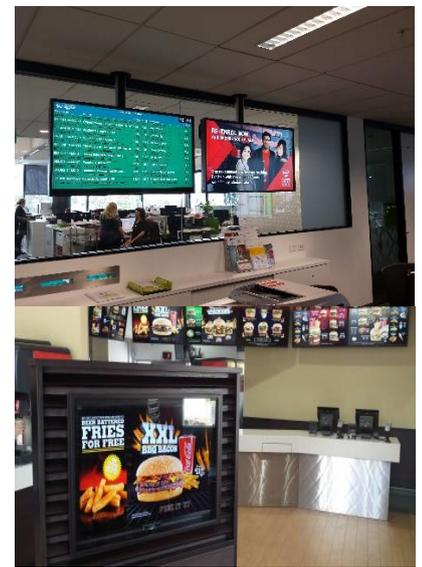
Types of Display

Wallflower delivers content onto a wide range of display types. These range from small monitors through large format LCD varieties to include some of the world's largest projection and LED Video walls.

Wallflower works seamlessly with interactive display technology to provide touch screen functionality for kiosks and similar requirements.

The Wallflower Display is extremely robust and works intelligently to continuously monitor display hardware for anomalies. The Wallflower Display Manager provides rapid intuitive installation and configuration.

One Wallflower Display player may drive multiple displays reducing licensing costs.

Minimum Display Player Requirements:
Entry Level Windows device 512+ MB of RAM, 128+ Mb DirectX Compatible Video Card, Windows 7, 8, 10 or embedded

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Wallflower Lite

Wallflower Lite is a stand-alone version of Wallflower, designed to be implemented where the Scheduler and Display are housed on the same machine. This is suitable for simple installations, for example a bar or retail store where the owner develops their own media.

Wallflower Lite is also useful as a demonstration tool as it can be installed simply on one machine. The Scheduler and the Display both use one SQL Express server database on the one machine for storing schedules and one single media folder.
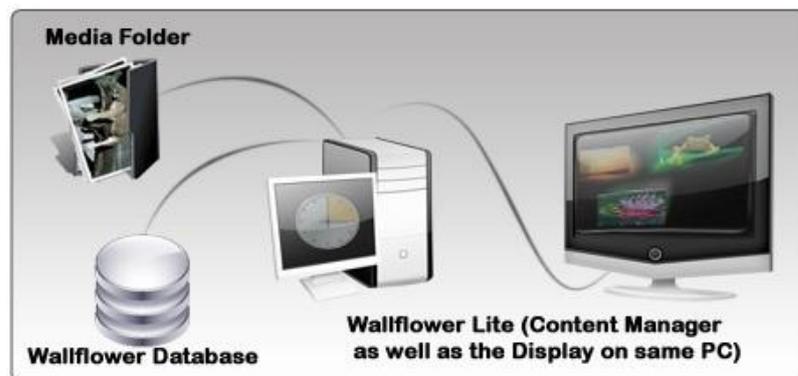
Minimum System Requirements:
Entry Level Windows device 512+ MB of RAM, 128+ Mb DirectX Compatible Video Card, Windows 7, 8, 10 or embedded

Wallflower Analytics

Letting your advertisers get to know their customers

The Challenge

As a digital signage operator, you need to make detailed analysis of your networks available to advertisers to prove that your system is earning them money. Your advertisers need to know their ads were displayed as planned.

The Solution

Wallflower Analytics' Interactive displays give your customer demographically accurate and detailed visitor histories. Combined with sales statistics, this reliable quality data leads to better informed decisions for your client campaign and network managers.

The Heart of Wallflower Analytics

Wallflower Analytics is a modular system allowing your customers unrivalled access to customer statistics and unique opportunities for live response to customer activity. Wallflower Displays keep a comprehensive record of all events relating to media history and system performance. Interactive displays maintain details of events triggered by visitors. These can include input provided by 'FS' commands embedded in Flash files. Analytic information is transferred to the Wallflower Scheduler at intervals where it is stored in an MS SQL format Database.
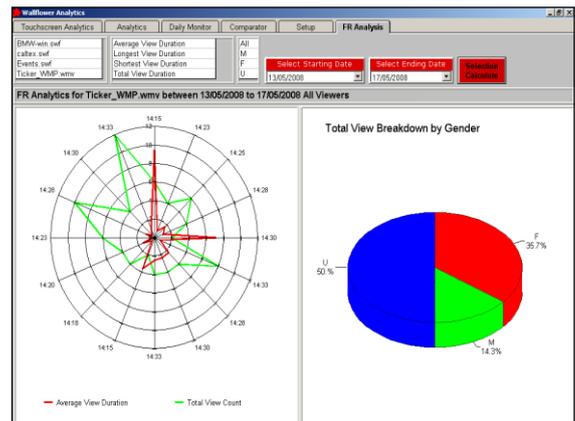
The Wallflower Analytical Approach

Wallflower goes beyond providing comprehensive 'proof of play' reports. The approach of Wallflower is exception-based. Traditional reports require constant review to extract information - a tedious manual procedure. Wallflower highlights areas of interest, such as anomalies between what was expected and what was actually played. For interactive displays, it can highlight infrequently used media. Using a 'drill down' approach, users can easily identify areas where performance is above or below expectations.

Wallflower Analytics provides output in the form of a series of charts, selected for their ability to convey the maximum information in the most user-friendly fashion. Powerful export facilities allow reports and charts to be created and exported in most popular formats for inclusion in documents for further analysis. As the Analytic history is stored in MS SQL Server database tables, users may also use their own preferred tools to provide reports and analysis.

Wallflower Navigator

Wayfinding with automated routing

The Challenge

Operators of any large scale sites such as shopping malls, airports, theme parks, zoos and city centres are increasingly using electronic kiosks to provide information and assist the public to locate products and services. They provide a useful alternative to the traditional manned information desks and are available at all times.

They are often installed as free-standing kiosks or mounted on walls. The information provided can be wide ranging including directory boards, store or street locators, cinema timetables, event details as well as advertising content. The displays often show graphically stylish media in many cases developed with the popular Adobe 'Flash' suite of tools.

Once the kiosk is installed changes of content are required from time to time when stores change, new events are to be announced or kiosks are moved. The revised content is usually updated remotely. Editing and keeping the content up to date, however, is often a painstaking task. In many cases graphic artists are required to redraw maps, routes from kiosks to stores or to edit store and service descriptions.

The Solution

The Wallflower Navigator uses a Flash based file to display information selection choices. A generic file is supplied with the Navigator and this is easily customised for each location. To change or edit content on the Navigator, the software includes a user-friendly interface showing a map of the locations. Administration users simply drag location identifiers on to the map. These include escalators, kiosks, new stores or mobile displays. The user then clicks on which locations can be visited from which kiosk and the Navigator calculates the best route to take.

It takes note of which escalators can be used in one direction only (for example) and allows for easy access routes to be plotted for disabled visitors. Changes to kiosk locations or stores can be implemented in minutes.

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The Navigator can be implemented to allow nominated Stores or Departments to update Promotional material. For example a Shopping Mall may reserve an area of the display screen for paid advertising that is linked to Store Categories. If, say, Shoes are selected as a Category, one or more Shoe Stores may provide advertising media that is displayed for that Category. The media to be displayed may be managed directly by the Stores themselves.

Building on the unrivalled power and ease of use of Wallflower, the Navigator is a perfect solution.
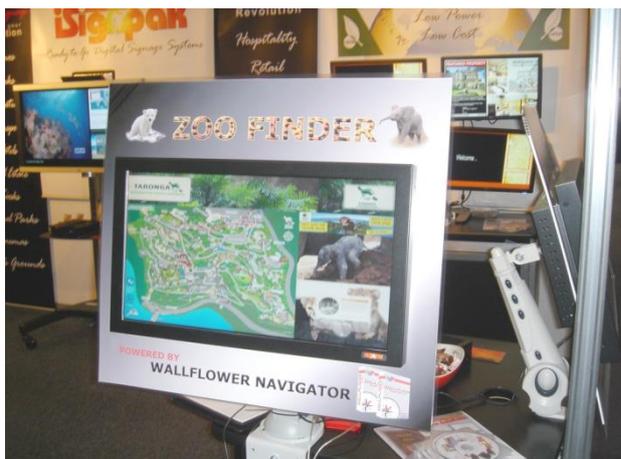
Wallflower Detective

Connect Multiple Proximity and other Detectors to Wallflower Signage Software

As Dynamic Digital Signage increasingly becomes incorporated into interactive installations such as point of purchase display stands, it is now possible to utilize the power and functionality of Wallflower by connecting detection devices. The world is focused on saving energy. It is important to include detection devices into installations, as far as possible, to switch off displays when there is no audience.

Implementation of such devices is simple with Wallflower. A wide range of proximity detectors, pressure pads and other devices are in use with Wallflower worldwide. As an extension to this functionality, Wallflower is now able to be controlled by multiple detectors for each display.

An example is in display stands where a shopper has a choice of cell phones. The shopper picks up a display phone The Wallflower Detective knows which phone they have picked up and can display media giving details of it.

In display stands it can also be used for security. The Detective can advise the Wallflower software that an item has been removed from the stand and an alarm can sound or messages be sent to staff.

Similarly a touch screen could have a motion detector connected. The Wallflower software can then show welcome information. The Wallflower display can power off if there is nobody within viewing distance of the display and then power it on when a person is detected.

The Wallflower Detective is a unique hardware device providing seamless integration of detection devices such as proximity detectors, micro switches or other technology to Wallflower or other leading Digital Signage software packages.

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Wallflower Networking Options

LAN Option

Wallflower can connect any number of Displays using a Corporate or Dedicated LAN or subnet. Multiple Schedulers may be installed to allow many users to schedule content and manage displays. Wallflower can use fixed IP addresses or standard Windows Networking familiar to most technical staff. Schedules are stored in MS SQL Server Databases.

Wallflower LAN Architecture
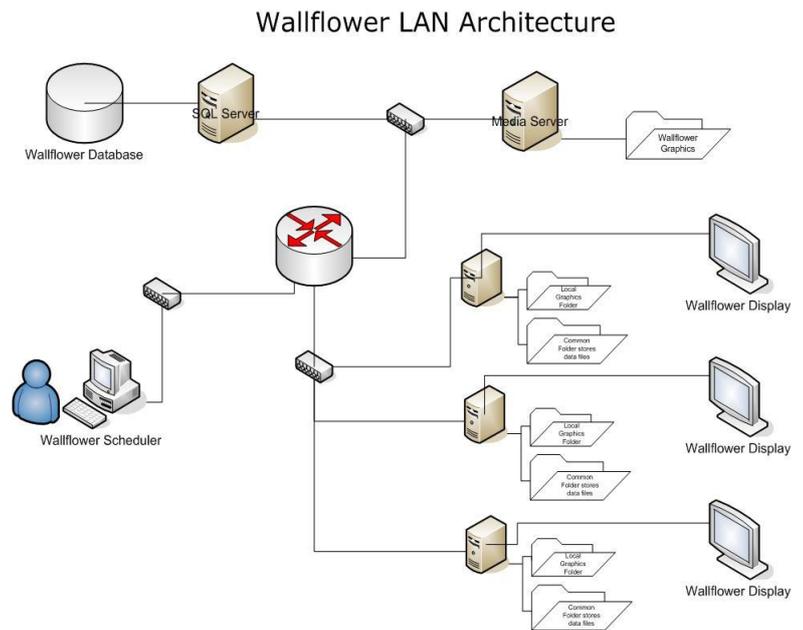
WAN and Internet Option

Wallflower Pony Express functionality uses an ftp site to store Schedules and Media. A specialty of Wallflower is Scheduling using Pony Express connected via cell phones. This provides a cable-free installation with minimum disruption to users' networks. Displays then download either frequently or at off-peak times. The unique hybrid USB key option stores updated information on an ftp site.

Wallflower WAN Architecture
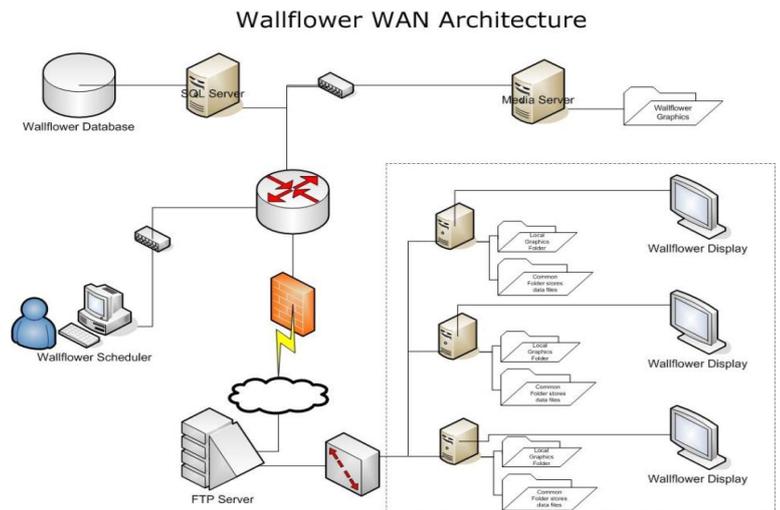
Display users are advised automatically by email to update their keys. After plugging them into any Internet connected PC the keys are updated and then plugged into the Display PC to complete the process. Analytic details are also provided to the Scheduler at the same time.

Smaller installations use SQL Express. Corporate users benefit from the features of full Microsoft SQL Server. Schedulers and Displays run on any version of Microsoft Windows from 2000 onwards.

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Wallflower/Altiris Architecture
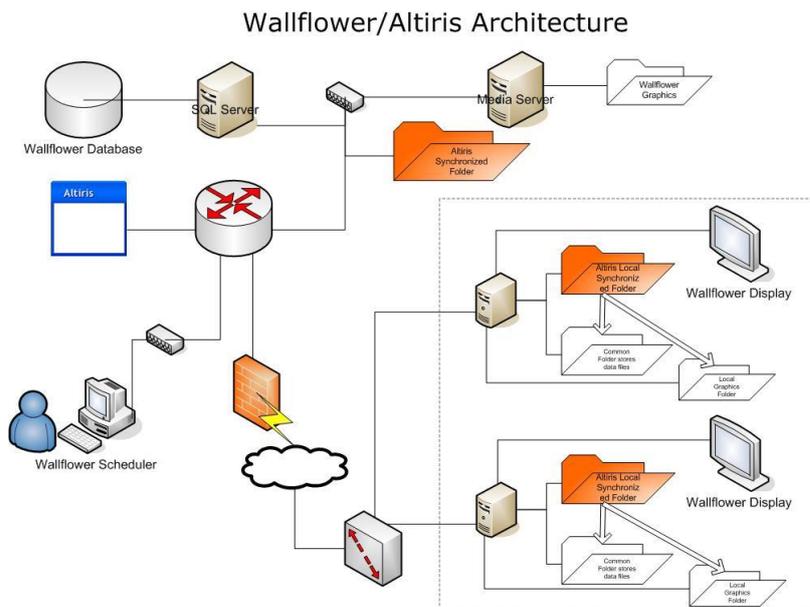
Network Delivery Tool Option

Wallflower includes an option to utilize tools such as the Symantec Altiris Network Management product to deliver Schedules, Media and manage bandwidth. Altiris is recognized as the leading tool for corporate network management.

Altiris can now be integrated with Wallflower to minimise the impact of Digital Signage delivery on the corporate LAN and to provide the ultimate in reliability.

Altiris provides the most comprehensive hardware monitoring available and is used to deploy complete build configurations for new display hardware units.

Mix and Match Network Options

A Wallflower network can be built as a combination of each option. Local Displays can be networked using the Corporate LAN and remote Displays connected via the Internet. The type of connection is invisible to Scheduler users who schedule all Displays in a similar fashion.

Other options available include hybrid Satellite and LAN/Altiris combinations. In this case large media files are delivered via Satellite and Schedules and urgent content sent via terrestrial methods.

Wallflower uses a variety of Remote Control products to provide remote monitoring and management of Displays. This allows Wallflower to work with the users' own preferred product. Currently networks are in use with remote control packages including: TeamViewer, LogMeIn, RealVNC, Hamachi, Windows Remote Desktop and many others.

Wallflower allows users to fine tune their network to optimize bandwidth use by connecting at nominated intervals and times.

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Wallflower Site Manager

Unbeatable Digital Signage Network Management

The Wallflower Site Manager is an indispensable tool for all users of Wallflower or other Dynamic Digital Signage Software who manage networks of screens.

The site Manager provides constant automatic monitoring of the status of your displays and routers.

It is able to alert technicians to problem areas such as network disconnections or PCs powered off.

It includes an asset management facility to allow you to record details of all signage hardware assets on the network and to record issue histories.

The network scanner function can discover devices on the network and add them into the asset database.

Included in the Site Manager is VNC viewing and remote management capability. Able to display thumbnails showing what is on screen in real-time and the ability to take control remotely makes this a valuable maintenance tool.

The screen below shows a typical site hierarchy with the Site List to the left.
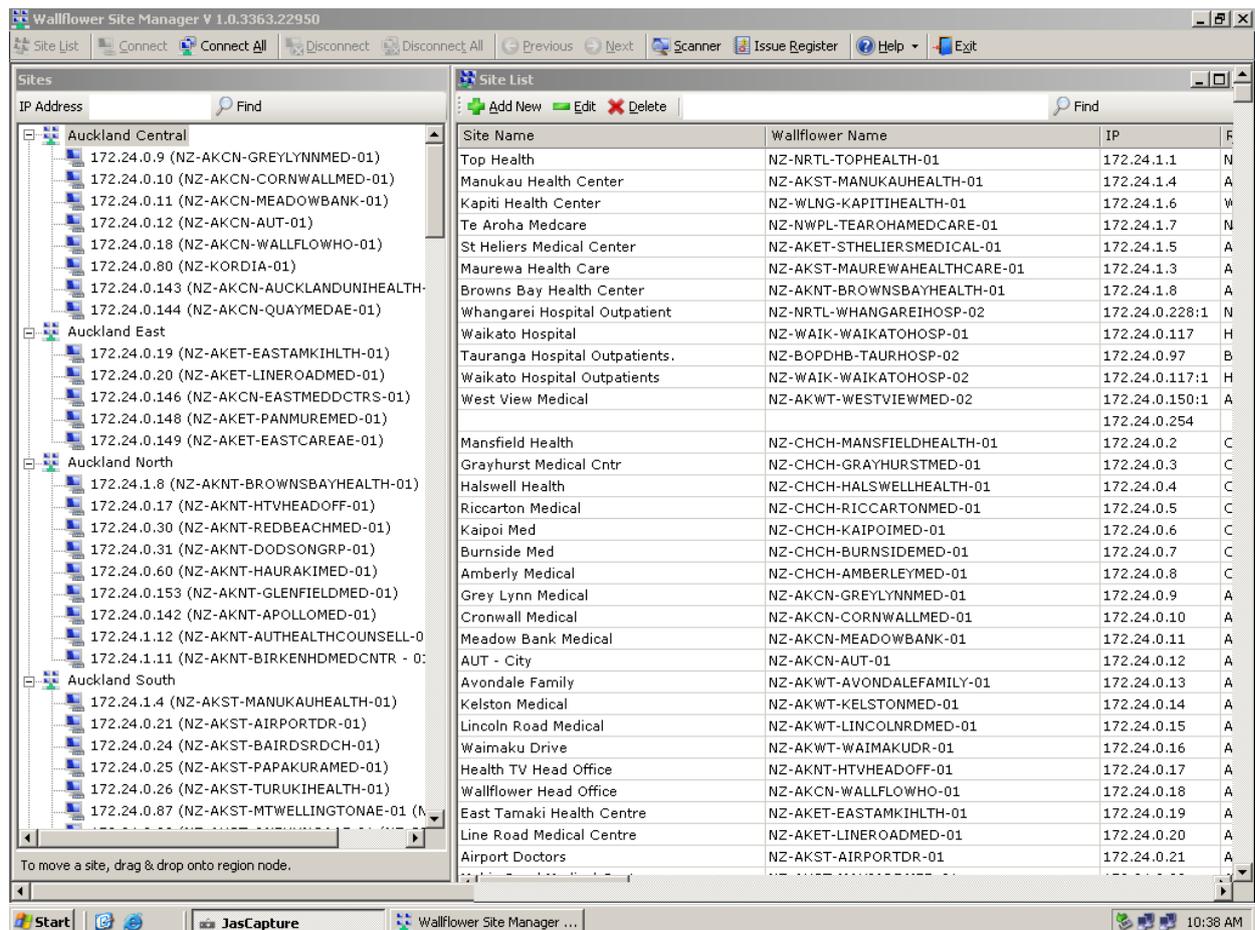
The screen below shows the Site List scrolled across to reveal typical asset information details stored for each screen.
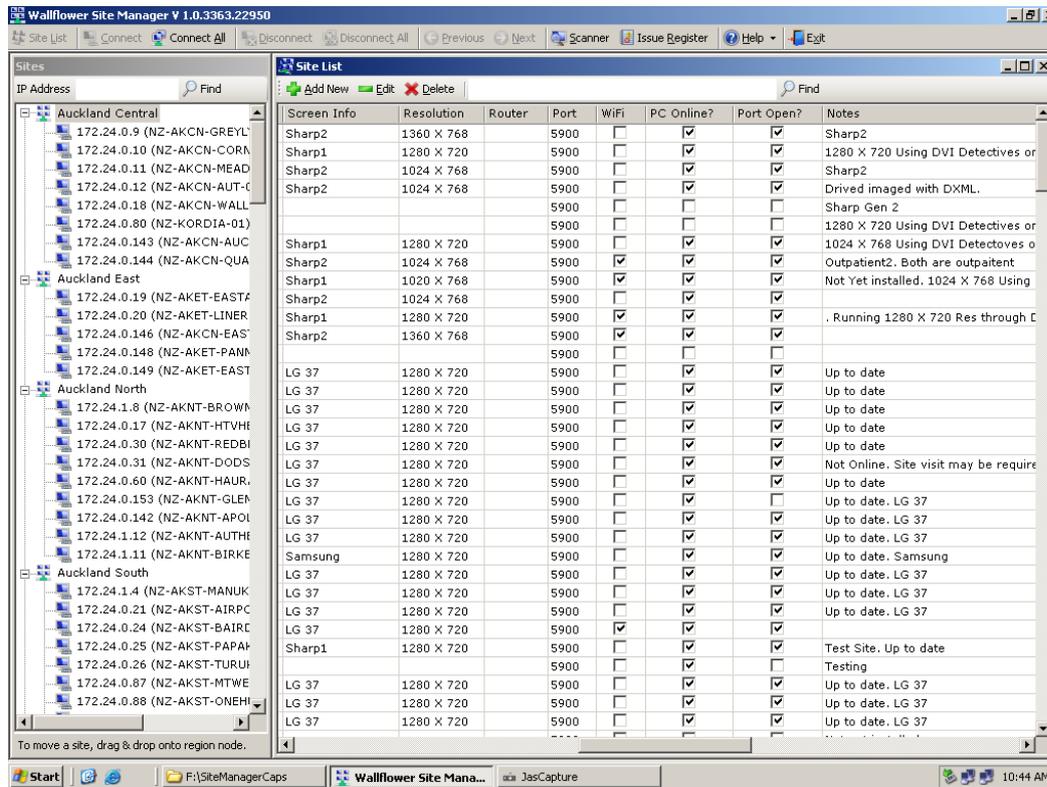
Below is the Site Manager showing the Network Scanner. Routers, PCs and Ports are scanned and the status shown by the colour coded icons on the left.

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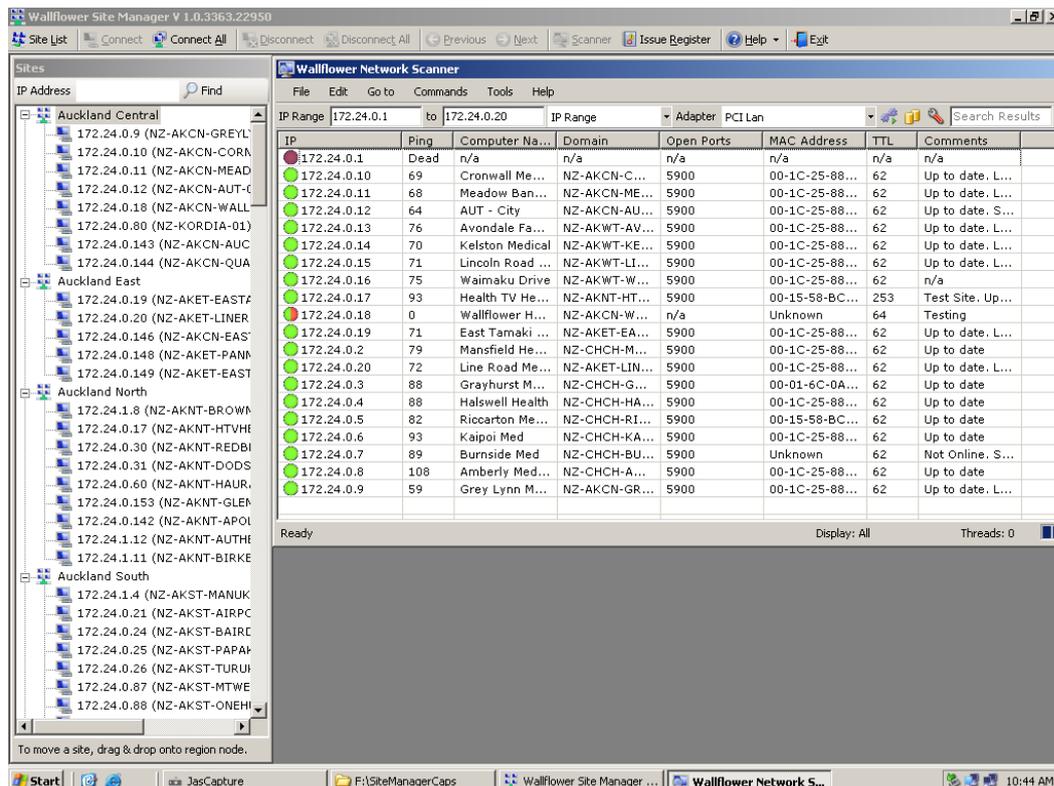
The screen below shows thumbnails of what is playing in real-time. The user clicked a group of screens from the Site hierarchy and the Site Manager connects and displays them.

To take remote control of any site is simply a matter of clicking on the thumbnail.
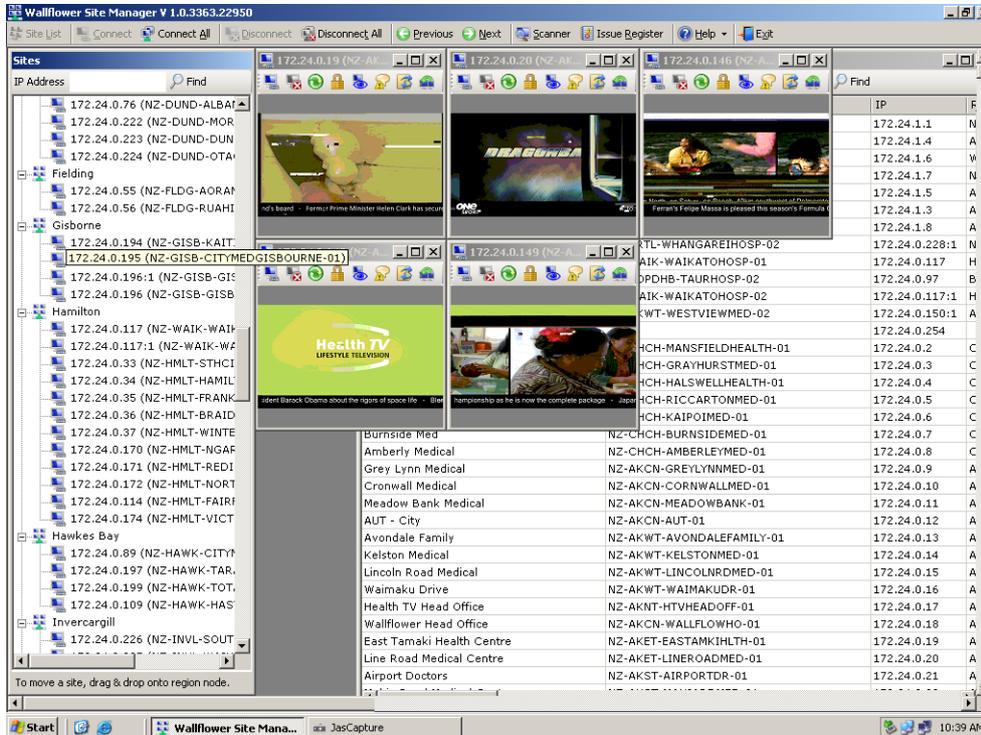
The Site Manager allows you to set up the frequency of scans, details of email alert recipients and the email message to be sent as shown below: