

Enhancing Your Digital Display with Important Information

Digital Signage is sweeping across the nation and is being used in a wide variety of places. The two most common reasons for putting up a digital sign are to advertise, and to communicate important information. When Digital Signage was new, displaying large amounts of information was a tedious job and took a long time due to the way graphical content was organized in the content creation software. Those times have now past with the use of software that can read information from a data source, generate a graphical report of that information, and put it up on the display automatically. MagicBox has created software called EZ-Stream for just this purpose. EZ-Stream can reuse information from a wide variety of sources, save you a great deal of time, and help keep a consistent look across all your displays throughout your facility.

Reuse of Information

In many work-related environments, important information is already being entered and stored on a regular basis into one of the many data storage software products. These products include Microsoft Excel, Microsoft Exchange, Oracle, SQL Server, and many others. Some of that information is important enough that it needs to be communicated to the employees of the company or to the public. That information may be meeting schedules, community activities, production statistics, or events. That's where Digital Signage and MagicBox come in. Using any of the MagicBox player units and the EZ-Stream software, you can easily display that important information wherever you have a display.

Saving Time

In Today's fast paced society, not many people who are hard at work have the time to input information into their content management software so that it can be displayed on their digital sign. EZ-Stream helps out in two ways: 1) It is reusing information that is already being entered and digitally stored; and 2) It has a built in automated querying service that will check for updated information and send it over to your display for you. So long as you are keeping your data up to date, EZ-Stream will check for updates anywhere from once a minute to once a day. It's up to you as to how often EZ-Stream will check for updates and it's simple to use.

Consistent Appearance and Style

EZ-Stream uses a custom template to generate a graphical report containing the information brought in by the querying service. You are given all the tools to create a template layout and graphic design that will match the style guidelines of your company or organization. The same template can be used for multiple displays and have different information on each display. There is no limit to how you group and sort the information or how many data sources you query the information from. With EZ-Stream, you can be creative and get the look and feel that you want.

Real World Scenarios

Here are some types of information people are currently using EZ-Stream to display and enhance their digital communication.

- **High School football scores** – An employee of the cable station enters the scores into an Excel spreadsheet and then EZ-Stream

puts those scores on the broadcast channel via an Avelin SD player.

- **Campus Class Schedules** – A community college uses Meeting Room Manager by [NetSimplicity](#) to store their class schedule for the term. EZ-Stream is reading in those schedules and putting them on a common area display.
- **Classes and Seminars** – A Hospital with a conference center uses EZ-Stream to display classes and seminars for their nurses and patrons. These schedules are being kept in a program called Scheduler Plus by [PeopleCube](#).
- **Corporate Meetings** – Many companies use [Microsoft Exchange Server](#) to store all their

meetings and keep all their employees informed. EZ-Stream and a display add one more opportunity to communicate this information.

- **Production Statistics** – A manufacturing plant pulls information about their production line from Microsoft SQL Server. EZ-Stream keeps this information up to date on the display in near live time.
- **Community Events** – In the hospitality industry, it is important to keep your visitors aware of the local attractions. One company keeps these events in an Excel spreadsheet while another uses [Google Calendar](#).