Digital Signage Glossary

Channel- a collection of playlists (media files) variety of information according to the location the type of viewer. It can also refer to a parti...

Composite video- an ind... carries standard de... higher quality...

Digital signage- a form of electronic display sho... information in private and public areas (shopping mall... small shops, waiting rooms, restaurants) both outdoors...

Digital signage display- the screen powered by a m... digital signage software (such as digitalsignage.NET). 16:9 monitor (such as LG's) - the most suitable types

Audience- the group of people to which a message shown on the screen is addressed (i.e. customers, employees, students, patients depending on the venue and business using the system). This is usually described to as ''targeted'' (the one you intend to address) or ''captive'' (confined to a certain space)

Audit trail- a report that allows you to see when and where your files have been played. In digitalsignage.NET, this consists of a list of playlists (your files groups), media names (your files' names) and media players. These lists show you if the right files were played by the right players, on the right screens, in the right location. The report will also tell you if your content has been displayed at the right time and will list the corrupted files.

Channel- a collection of playlists (media files) that, like a TV channel, delivers a variety of information according to the location of the screen, the time of the day and the type of viewer. It can also refer to a particular network of venues.

Composite video- an industry standard for analog video connection, that carries standard definition video encoded on one channel (in contrast with higher quality S-video which carries it on two channels). It is often referred to as CVBS, which stands for Colour, Video, Blanking, and Sync. This connection type is used on video capture hardware in collaboration with a live TV scene scheduled in digitalsignage.NET.

Component video- an analog video transmission which, unlike the S-video, carries standard definition video on three channels. This is the best quality signal- to be preferred to the standard and composite video types.

Content- the generic term used for the media files (photos and videos) and the live data (news, social media and photos feeds) that you wish to display on your screens.

Codec- a program or a device driver that allows you to encode or decode a digital stream or signal. Because codecs are part of the standard Windows pack, you don't have to install any when using digitalsignage.NET. The software will transcode all the videos you upload for those to be played by the media device.

DOOH/ Digital OOH (Digital-out-of-home**)**- signage displayed in public places, using either an LCD, a projector, a plasma screen or a billboard. The content on the screen is scheduled and published with the help of digital signage software and a media player.

Digital signage- a form of electronic display showing advertising and public information in private and public areas (shopping malls, hospitals, colleges, retails, small shops, waiting rooms, restaurants) both outdoors and indoors. Digital OOH and digital signage are sometimes used interchangeably, with the first usually referring to large ad- based networks.

Digital signage display- the screen powered by a media player and controlled by digital signage software (such as digitalsignage.NET). The screen can be a 4:3 or a 16:9 monitor (such as LG's) - the most suitable types of digital signage displays for indoor digital signage networks.

D-E-F

Digital signage software- on-premise or cloud- based software (like POVng and digitalsignage.NET by Dynamax) that allows you to schedule and publish news and information on one or several digital displays.

Digital signage solution- a complete system that includes software, hardware, installation and sometimes content.

Dwell-time- the time spent by a person in a particular location or area of that location. This is an important consideration when choosing the venue, the placement of your screens and the length of your videos and content loop.

Ethernet cable- the equipment that connects to a router or a LAN (local area network) providing you with Internet access. Businesses usually use LAN's to connect to the Internet. An Internet connection allows the media player to connect to the server and download any new media files and capture any instructions scheduled in digitalsignage.NET (stop playing a file, player uptimes etc.). These new files and instructions are then passed onto the screens.

Enclosure- an external protective frame used to contain a digital display and in some cases, other peripheral devices such as media players. They are used in outdoor environments, tube stations and quick service restaurants to provide weatherproofing, temperature control and physical protection from damage.

Flash- also referred to as Adobe Flash, it is a popular content creation tool for video and animation. Our on-premise software, POVng supports Flash files, allowing you to display multimedia presentations and web pages on your screens.

HDMI (High Definition Multimedia Interface)- an audio/video interface that transfers data to a compatible digital signage device (monitor). It is a digital alternative to consumer analog standards (S-video, radio frequency, composite video etc.).

HTML 5- is the fifth revision of HTML- a core Internet technology. It provides multimedia support while remaining easy to read by humans and consistently understood by computers. The latest version of digitalsignage.NET is HTML5-compatible, allowing users to display live- data such as live video, weather, news, calendar and Flickr widgets.

Image sizing- the procedure of changing the size of an image. This implies modifying its width and length expressed either in pixels and/ or inches. You can do this by using any free photo editing tool such as Paint or Picasa or a professional one like Photoshop.

In-store digital media- another term for digital signage used in a retail environment

IPTV (Internet Protocol television) - a system that allows you to stream live video or TV via a network. Using a data streaming solution from Exterity, you are able to display live video s well as an unlimited number of video channels on your digital signage displays controlled by digitalsignage.NET.

Layout- in digitalsignage.NET, this represents a combination of areas, each showing different content (i.e. a video, an RSS feed and an image). This allows you to maximise your screens' efficiency by displaying complementary information simultaneously.

Letterboxing- the most obvious result of this practice is a video having black bars above and below. This happens when a widescreen file is converted into a standard-width format.

Location- based media- any media shown on posters, billboards and other type of displays that is directly relevant to its location. It is often used as a synonym for digital signage.

Loop- a playlist that repeats at a standard interval to keep the screen continuously populated with content.

Media- a term used when referring to your files- videos and images that you want to upload, schedule and publish on your screens.

Media asset- a synonym for a media file.

Media player- a consumer product that combines hardware with software (such as digitalsignage.NET) to play audio and video files as well as photos. This piece of equipment makes the connection between the server and your screens. One media player would suffice if you wish to display the same content (media files) on all your screens but you will need several players if you want to display different content on different screens.

- SD media player- in simple terms, it is a media device that allows you to display standard definition videos (i.e. SMIL players, photo frames/ digital signboards)

- HD media player- a media device that can play high definition videos

M-N-P

Media RSS feeds- an RSS extension used for syndicating media files. They are used by content creators and digital signage users to feed media files onto their screens.

Multimedia- the combination of different media such as text, video, sound etc. digitalsignage.NET allows you to create multimedia presentations by using its layouts feature.

Multimedia signage/ signs- another term for digital signage.

MJPG (Motion JPEG)- a video format in which each video frame is compressed as a separate JPEG image. You can see it used in IP cameras and webcams. MJPG's are one of the many media file types supported by digitalsignage.NET.

Network health- the status of a network of screens as revealed by the Performance report. A network functions properly when your media files are played at the right time, on the right screens.

Non- PC devices- solid state media devices. Read more about them [here].

Playlist- in digitalsignage.NET, a playlist represents a group of media files (images and videos) organised based on various criteria, such as location (i.e. shop A or hallways), topic (events, promotions, announcements) or days of the week. Once created, you can schedule them to play whenever and wherever you want.

P-Q-R

Performance report- a synonym for audit trail, a record of information on the content played, stating whether the media files have been sent to the screens.

POP (Point of Purchase) advertising- a term designating a digital display or any type of advertising located near a payment point (i.e. cash register) in a store. Digital signage is an ideal tool to cross-sell or up-sell products to consumers in this location.

POS (Point of Sale)- the place where a transaction takes place but the term also refers to the software and hardware that facilitate the checkout. POS digital displays or signage are alternative terms for digital signage in this particular environment.

PNG- a relatively new bitmapped image format that is supported by digitalsignage.NET.

QR code (Quick Response code)- a type of matrix code consisting of black modules arranged in a square pattern that allows you to encode any type of data. When displayed on screens and scanned (with a smartphone), it can redirect consumers to any type of content stored online (website, subscription page, Youtube video etc).

Resolution- the term refers to the clarity of an image meaured in pixels per inch. The higher the pixel density, the better.

Role- based user access- a way of configuring the system to grant access to several users that enjoy different user rights.

RSS (Rich Site Summary) feeds- a family of web feed formats used to publish frequently updated content- such as blog articles, photos and news. You can stream these feeds on your screens using widgets and keep your audience informed with minimum effort from your side.

RSS photo feeds- one of the most common types of feeds for digital signage. They allow you to display photos already uploaded on the Internet (i.e. from Flickr) so you don't have to upload them again in digitalsignage.NET.

RSS news feeds- a type of web feeds that allows you to display news headlines from various channels. In digitalsignage.NET, these can be added to the system using a dedicated HTML5 widget.

Software as a service (SaaS)- a software delivery model in which the software and the associated data are hosted in the cloud and accessible via a web browser. The technology is used for various business applications, from accounting to CRM, HR and digital signage. digitalsignage.NET, for example, is a SaaS solution.

Scene- in digitalsignage.NET this is a logical container of one or several files that you wish to schedule and display on your screens.

Screen zoning- dividing a screen into regions, each showing different content. A layout is a tool behind this procedure.
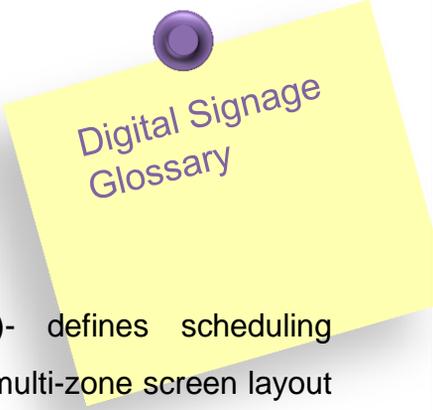
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SMIL (Synchronised Multimedia Integration Language)- defines scheduling ("Synchronized"), video, audio, images, text ("Multimedia"), multi-zone screen layout ("Integration") in an XML-based text file format ("Language").

SMIL devices- non- PC devices that leverage the interoperability of SMIL, such as [Iadea's products compatible with digitalsignage.NET](). These can be used for branded product promotions, meeting rooms, shelf- edge signage etc.

S- video (separate video)- an interface standard for analog video transmission found on most audio- visual equipment. It provides an enhanced image quality than a composite video so choose this one if possible. This connection type is used on video capture hardware in collaboration with a live TV scene scheduled within digitalsignage.NET.

(To) **Stream**- delivering media pulled directly from the Internet.

Ticker- horizontal text scrolling at the bottom of the screen delivering headlines, Twitter updates and other types of text- based information.

VAR (value added reseller)- a company (usually with an IT or AV expertise) that sells, installs, configures and services digital signage systems.

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V-X

VGA- Video Graphics Array, an analog computer display standard used in many digital signage projects with the help of VGA extenders and splitters. The term may also be utilized to refer to the 640x480 resolution itself.

Video wall- a configuration of digital screens (usually LCD's) showing one or several images spread across the screens. As example, the size of a video wall is usually expressed as 1x4 (its height x width)- 46 inch (the size of each LCD).

XML (extensible markup language)- exported data that can be captured and ingested into your digital signage system.

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ASPECT RATIOS
SCREEN RESOLUTIONS
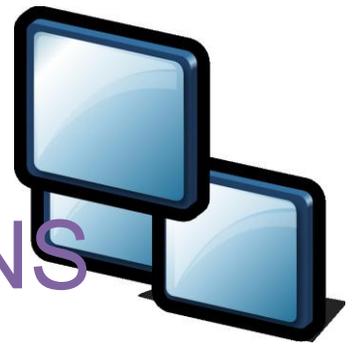
4:3- an aspect ratio describing the proportional relation between the width and the length of a screen. In mathematical terms, a 4:3 ratio means that the screen is 33% wider than it is high.

16:9- a newer and better aspect ratio than the 4:3 and the international format of HDTV and non- HD digital television. The format of this ratio (the screen being 78% wider than high) allows the display of larger and better quality images than the 4:3 ratio.

digitalsignage.NET can be scaled to fit both 4:3 and 16:9 screens.

1080p- a high-definition video type, featuring 1080 progressive lines of resolution or in other words- 1080 lines of vertical resolution, with 1920 pixels on each line. You can upload and schedule 1080p videos in digitalsignage.NET but their playback depends on the media hardware you are using. Read our article about the importance of 1080p here.

1080i- another high- definition video type, of lower quality than the 1080p, consisting of two fields that resolve 1920x 540 pixels each. This too is compatible with digitalsignage.NET.

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All you need is a standard PC or Mac, an Internet connection and a few content files to play with and you're all set.

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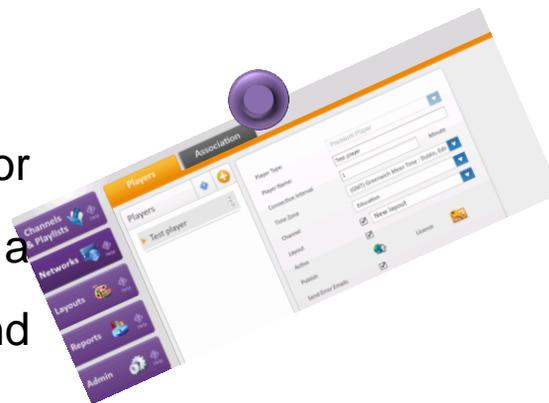
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