

BuhlFX Digital Signage Software Feature Overview



Content Display and Creation Options:

Templates

BuhlFX Software comes pre-loaded with **50 ready to use Templates** that may be used to create an assortment of customized displays depending on your preferences. Pictures can be uploaded and they will be automatically inserted into the Templates and displayed. Product description and other information can also be entered, which will also be inserted and displayed. The customized pictures and text information can be edited and viewed before commencing display.

Template Examples:

<p style="text-align: center;">Event Calendar</p> <p style="text-align: center;">Hyatt Regency</p> <table border="0"> <tr> <td>Banquet 1 Miss Kayla Madison</td> <td>Banquet 2 Mr. Tony Cornell</td> </tr> <tr> <td>Banquet 3 Mr. Alex Tyler</td> <td>Banquet 4 Miss Emma Hayden</td> </tr> <tr> <td>Banquet 5 Mr. James Halley</td> <td>Banquet 6 Mr. Johnson Steve</td> </tr> <tr> <td>Banquet 7 Mrs. Ava Rose</td> <td>Banquet 8 Miss Jenna Grace</td> </tr> </table>	Banquet 1 Miss Kayla Madison	Banquet 2 Mr. Tony Cornell	Banquet 3 Mr. Alex Tyler	Banquet 4 Miss Emma Hayden	Banquet 5 Mr. James Halley	Banquet 6 Mr. Johnson Steve	Banquet 7 Mrs. Ava Rose	Banquet 8 Miss Jenna Grace	<p style="text-align: center;">Holiday Messages</p> <p style="text-align: center;">HAPPY THANKSGIVING</p> <p style="text-align: center;">A Special Thanks Westend Auto</p>																								
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This is only a small sample of the 50 animated templates included with BuhlFX

BuhIFX Digital Signage Software Feature Overview



Custom Content

The software allows you to upload and display Custom Content from virtually any source. Simply produce your photo or video content in a supported format and add it to the system via flash drive.

Supported Picture Formats - In JPG, GIF, BMP and PNG

Supported Video Formats - In SWF, WMV, AVI, MPG

Dayparting

Dayparting is the practice of dividing the day into several parts, during each of which a different type of Content suitable for that time is aired. Content is most often geared toward a particular demographic, and what the target audience typically engages in at that time. Dayparting is setup through the Playlist Setup process.

Examples:

- A school may display morning announcements and events from 7:00AM to 11:00AM and evening events or announcements from 3:00PM to 8:00PM
- A restaurant may display breakfast menu from 7.00 AM to 10.00 AM and then display lunch menu till 3.00 PM, after which they promote their dinner menu.
- A retail business may focus on women's products before 4.00 PM and promote products for teenagers and men from 4.00 PM to closing hours.

The purpose of Dayparting is to maximize effectiveness of your signage by delivering the right message at the right time to the right audience.

Scheduling Future Displays

Our software allows you to plan for future displays using the Playlist feature. Content can be scheduled for display up to 6 months in advance and can have an End Date up to 24 months from setup date.

Auto Screen Turn ON / OFF

Display TV / Monitor can be turned ON / OFF through the Screen Setup process. This allows you to program independent working days of the week and their respective work hours. This feature increases Screen life while saving power costs. For example, a school can program their signage system to automatically power down the screen while the building is closed. Different operating hours can be set for each day.

Screen Orientation

The software can be used for either Horizontal or Vertical display. The Display Screen sizes itself automatically and adjusts to the correct orientation.

Auto Screen Sizing

BuhIFX software will auto-detect the screen size and size the Display screen accordingly. This ensures that the entire screen is utilized for maximized display and appropriate proportion display.

Screen Display Logs

BuhIFX software logs operating details of the software, which can be used for trouble shooting. The logs cover Date / Time, Function and Description. Screen Display Logs can be viewed through the View Display Logs tab.

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