

# mediafly lite

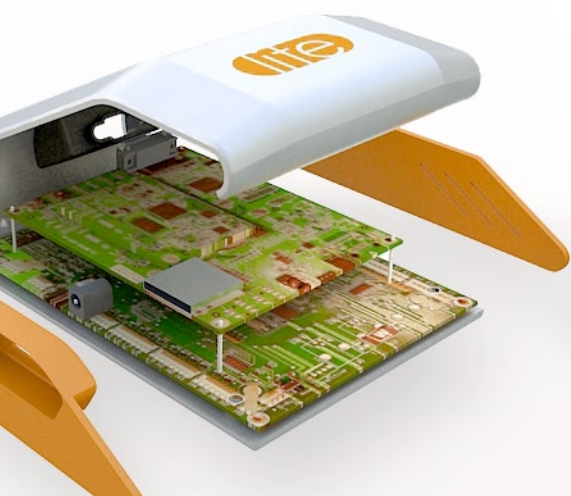
## overview

In 2001, Winntech released its powerful MediaFly interactive dynamic signage and content management platform which featured many industry “firsts”—including full HD video resolution, simple user-accessible “decision tree” programming for setting up and modifying on-screen interactive functionality “on the fly”, and real-time reporting of field usage statistics—including the ability to deliver customizable xml feeds to individual e-mail addresses.

Since that time, steady advancements in data connectivity speeds, the popularity of cloud-based computing and data storage platforms, video compression and streaming algorithm improvements, and low-cost HD video playback chips now allow Winntech to offer its next generation two-way interactive digital signage platform, MediaFly “Lite”.

First introduced and tested quietly in a 6,000 screen beta roll-out for Sony Electronics in 2009, Winntech is now pleased to offer MediaFly “Lite” to all of our customers.

Incorporating all of the benefits of our original MediaFly platform, but at price points that are quite literally *missing a zero*, MediaFly “Lite” provides a platform enhancement that not only dramatically reduces costs and improves R.O.I., but simultaneously lowers servicing/maintenance costs while increasing up-time reliability. Accomplishing these objectives was no small feat—but thanks to Winntech’s well-established world-wide experience in delivering the best interactive systems for retail applications since our inception in 1991, we are proud to now offer what is inarguably a ‘disruptive’ improvement in the value delivered at a price point that is nearly unbelievable.



## key features

-  1080p continuous playback
-  Micro-controller based electronics and firmware design means NO operating system to hack, or crash
-  Solid-state memory means no disk drives to corrupt
-  Power consumption is nominal, contributing to a “green” footprint that uses 1/5th the power of a conventional computer-based platform
-  On-board LAN, Wifi, and 3G cellular data update capabilities provide connectivity any way a customer wants it
-  Cloud-based software application and on-line content warehousing with multi-layer password access allows retailers, advertisers, marketing personnel, and system administrators to access the platform anywhere, anytime
-  Simple interface and custom screen templates ensure that system administrators do not need a rocket-science degree to create, upload, and deploy interactive content—or create dynamic play-lists based on usage criteria, time of day, or geographic location
-  Onboard GPIO, plus programmable input and output triggers allow for seamless integration into kiosks or other Point-of-Purchase/Point-of-Discovery architectures
-  Available on-board product security system, and 5v USB power-output for charging low-voltage products displayed in conjunction with the system in POP applications

