



GOGO DIGITAL MEDIA

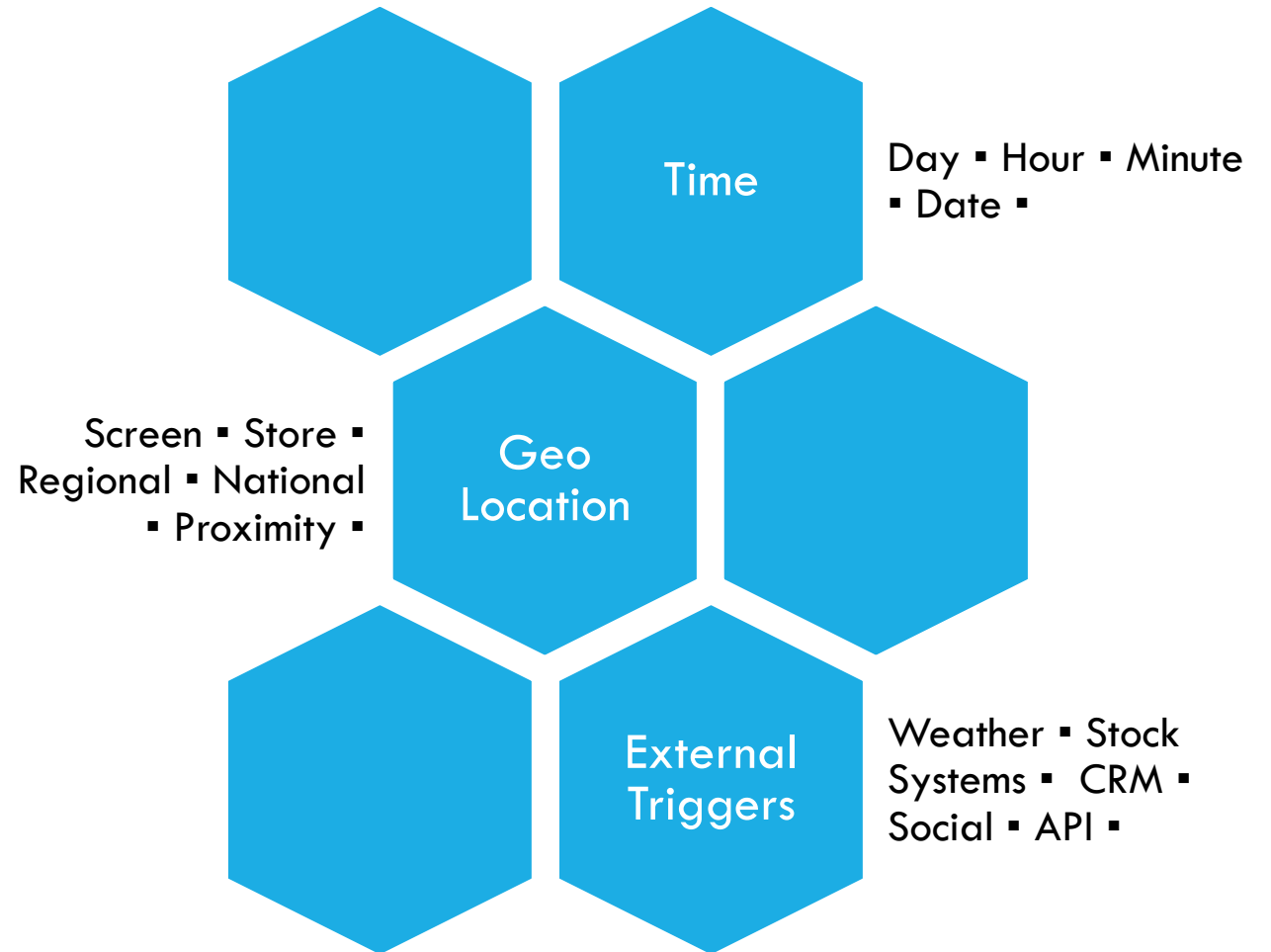
An introduction to the Stacks
Platform. Revolutionising Content
Distribution

FLEXIBLE SCHEDULING

Content can be distributed and scheduled using easily defined rules.

Rules are created using Stacks, offering ultimate flexibility to deliver the right content where, when and however.

You decide.

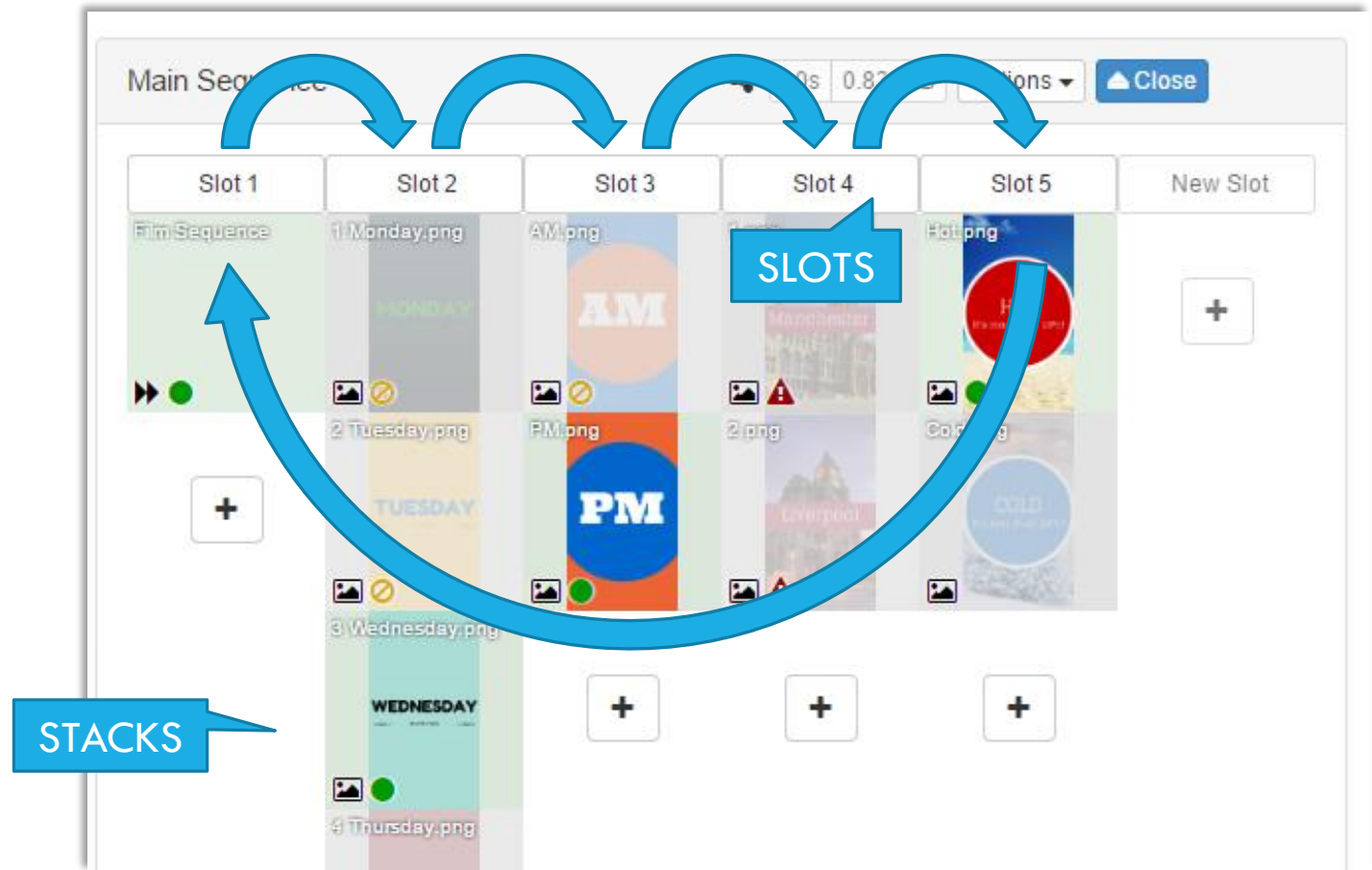


SEQUENCE STRUCTURE

Content sequences are created using slots which are made up of Stacks of content.

Content plays from left to right then loops back to the beginning.

The number and length of the slots defines the length of the loop.



STACKING RULES

Stacking is a revolutionary approach to rules based content distribution.

Visual representation that is easily understood.


Explanation

The Stack is made up of several layers of content.

Each layer of content has a predetermined rule assigned to it.

The Stack is evaluated from the **top down**.

When a rule is found to be **true** the content is played and the next Stack begins being evaluated.



Slot 2

Rule	Evaluation	Result	Instruction	
1 Monday.png	Play on Monday	Is it Monday?	False	Evaluate Next Layer
2 Tuesday.png	Play on Tuesday	Is it Tuesday?	False	Evaluate Next Layer
3 Wednesday.png	Play on Wednesday	Is it Wednesday?	True	Play this layer and evaluate next Stack
4 Thursday.png	Play on Tuesday			
5 Friday.png	Play on Friday			
6 Saturday.png	Play on Saturday			
7 Sunday.png	Play on Sunday			

TIME AND DATE RULES

Automatically generate advanced timing rules using the simple interface.

General Display **Condition** Reports Events Data

Control when this item displays on a screen.

time
hour
day
date
month
random
label
transitionOut
sync
transitionIn
condition
temp
report

time

New condition New condition group

Control when this item displays on a screen.

Start Date

End Date

Advanced

time.hour() < 12

Build location condition

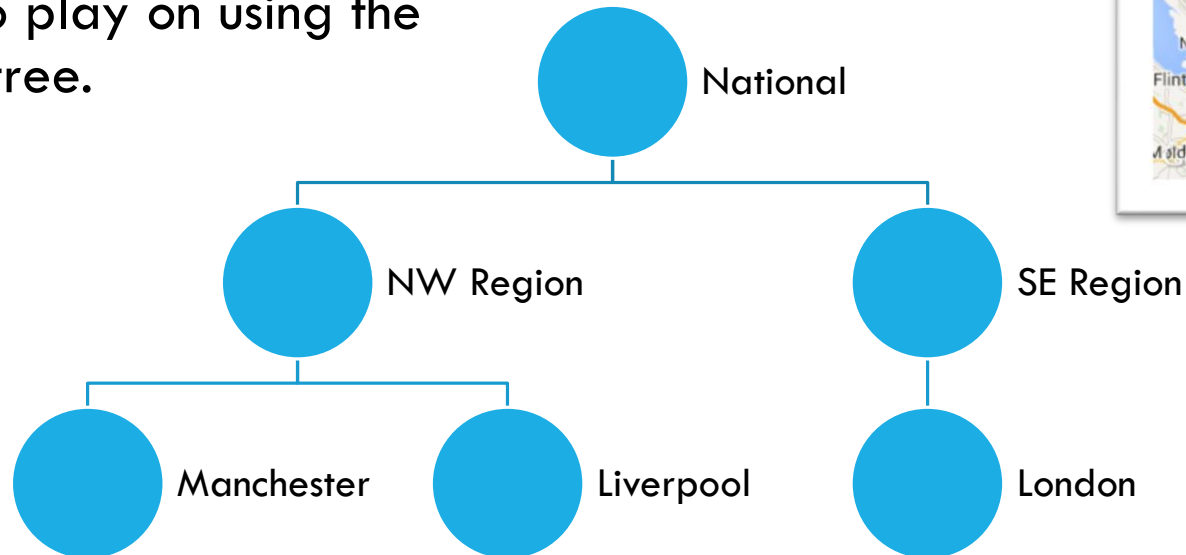
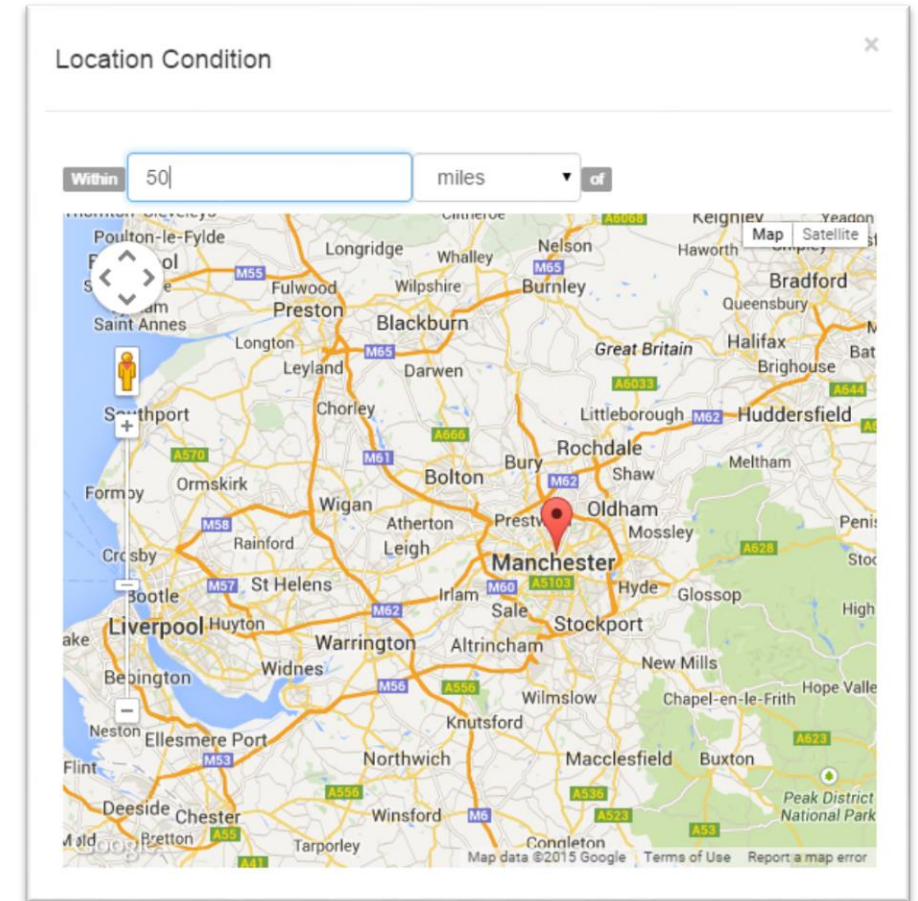
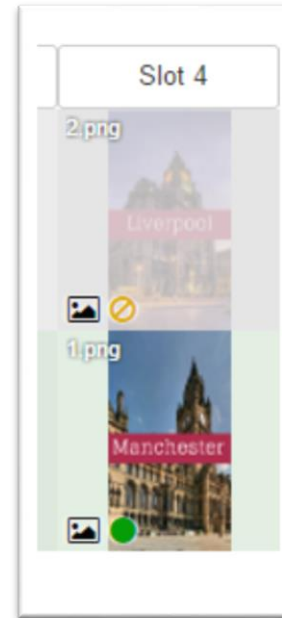
hour less than 12

New condition New condition group

GEOLOCATION RULES

Easily distribute regional content using the map interface. Select a region in which content will be valid.

Or simply select particular displays to play on using the sequence tree.



EXTERNAL TRIGGERS

Use other data sources to decide what content is being displayed.

If the argument can be resolved to **true** or **false** it can be used with our Application Programming Interface (API).

Example 1 – Stock System Integration

IF the stock level of product A is more than 100 **THEN** play advert for product A.

Example 2 - Weather

IF the temperature close to the panel is more than 20°c **THEN** play sunscreen advert.

Example 3 – Event Outcome

IF Team A wins **THEN** play content A
IF Team B wins **THEN** play content B

Example 4 – Flash Sale

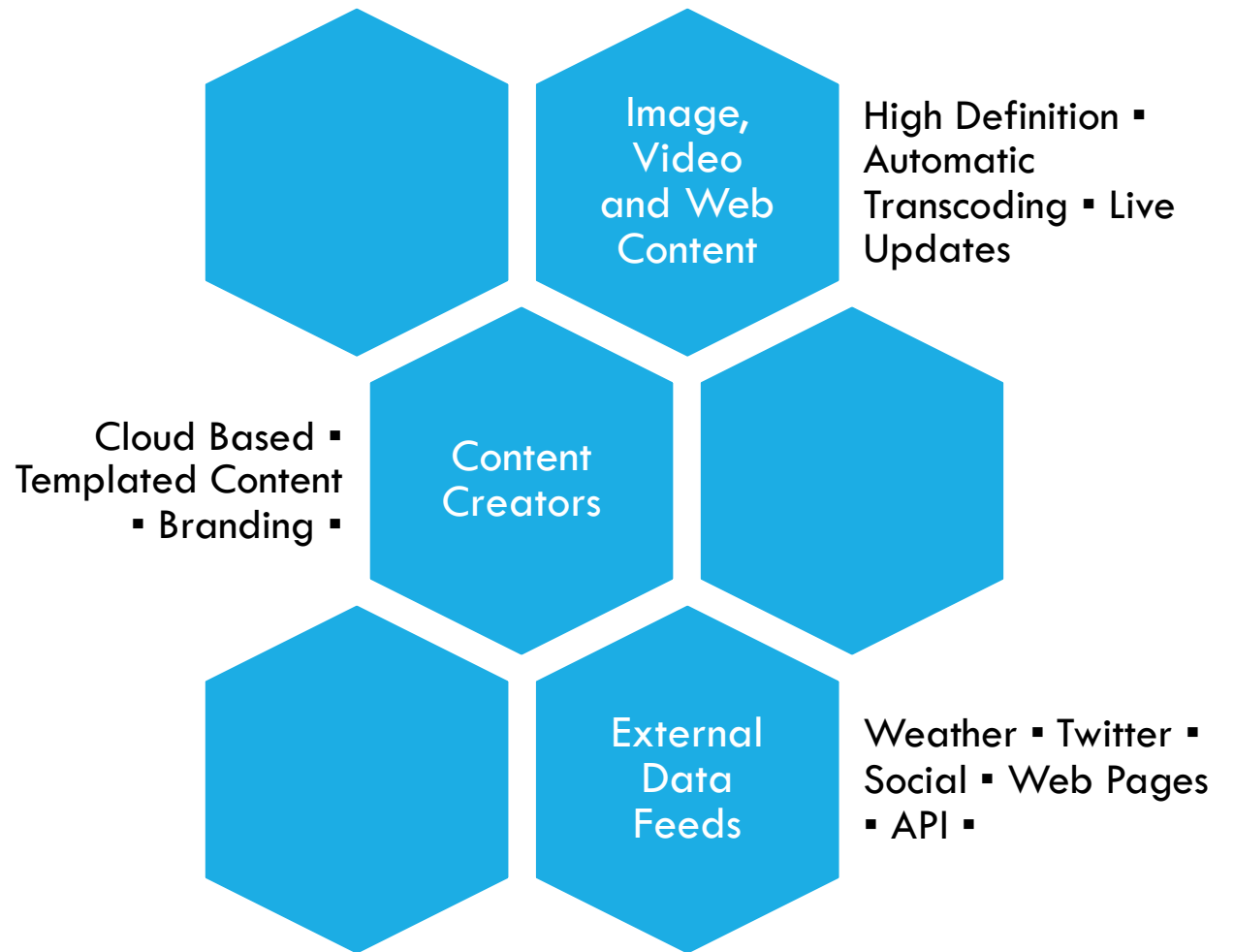
Use a remote API call to instantly display content on a screen, group or entire network.

CONTENT SOURCES

Unrivalled content source selection.

Automatic transcoding allows multiple formats to be converted for high performance delivery and playback.

Content stacks and rules are stored locally on the screen. If screen loses connection intelligent playback continues.



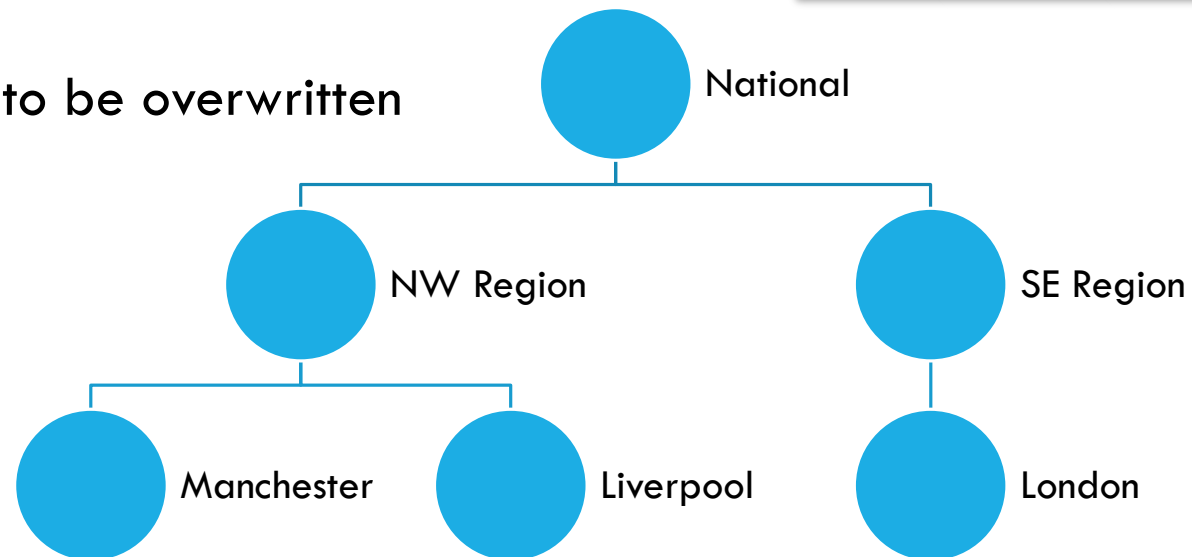
USER AND GROUP CONTROL

Granular user access control.

Define permissions and assign access to specific sequences, screens or groups.

Allow third party supplier access to their own content. Eliminating day-to-day administration tasks.

Allow selected content to be overwritten by subsequent groups.



General Location Advanced Access Data

Features

<input checked="" type="checkbox"/> Show sequences	<input checked="" type="checkbox"/> Show access controls
<input checked="" type="checkbox"/> Create sequence	<input checked="" type="checkbox"/> Show users
<input checked="" type="checkbox"/> Show screens	<input checked="" type="checkbox"/> Create users
<input checked="" type="checkbox"/> Create screen	<input checked="" type="checkbox"/> Show groups
<input checked="" type="checkbox"/> Show library	<input checked="" type="checkbox"/> Create groups
<input checked="" type="checkbox"/> Create library items	<input type="checkbox"/> Show server configs
<input checked="" type="checkbox"/> Show reports	<input type="checkbox"/> Create server configs
<input checked="" type="checkbox"/> Show events	<input checked="" type="checkbox"/> Show data
<input checked="" type="checkbox"/> Create composite	<input type="checkbox"/> System administration

Base Sequence

None

Screens must be linked to the base sequence specified here. The base sequence may force some items to display or impose duration restrictions.

STACKS WILL DELIVER...

Functionality that differentiates your network from others.

Advanced rules based targeting.

Unrivalled content management.

Robust and secure cloud based solution.

Flexible user access control.

Elimination of day-to-day administration tasks.

Endless flexibility.

Bespoke customisation available.

Continually developed to make the impossible possible.