



"Making Digital Signage Simple"

WE HAVE DONE THE RESEARCH!!!

Origin Elite

Others

Design Maintenance		
Multiple transition effects available within software	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Limitless transitions	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Design widgets available	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Drag and drop interface	<input checked="" type="checkbox"/>	<input type="checkbox"/>
What-you-see-is-what-you-get	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Easy to make menu, price, picture and promotional changes	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Access to hundreds of background and template options	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Design tools embedded in software and are web-based	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to upload 3 rd party design files	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Ability to pull in data feeds including news, sports, weather, RSS and any Internet accessible data source	<input checked="" type="checkbox"/>	Majority NO
Limited to custom designed data fields for item, price and picture changes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Requires trained designers to make changes	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Support		
Unlimited technical and user support at no additional cost	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Receive software updates, bug fixes and new versions	<input checked="" type="checkbox"/>	Majority NO
Per incident cost	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Administrative		
Unlimited bandwidth and users who are given a unique user name, password and access privileges	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Unlimited media storage	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Ability to assign administrative roles	<input checked="" type="checkbox"/>	Majority NO
Ability to design, store and schedule programs days, weeks, months or years in advance	<input checked="" type="checkbox"/>	Majority NO
Control multiple locations	<input checked="" type="checkbox"/>	Majority NO
Annual fee	<input checked="" type="checkbox"/>	Some
Access		
Unlimited users	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Remote access via web	<input checked="" type="checkbox"/>	Some
Cloud environment	<input checked="" type="checkbox"/>	Some
Desktop software application (single user)	<input type="checkbox"/>	Some
Windows-based only	<input type="checkbox"/>	Some



“Making Digital Signage Simple”

Annual fee explained:

Quite simply, this is the only fee that you will have to pay to maintain your system. Unlike other platforms, the user and technical support is all inclusive with this fee. There are no “per incident” charges, nor are you at the mercy of Origin’s availability to make simple or sweeping changes to your menu. In addition, this fee provides the end user with unlimited media storage, bandwidth and user accounts. Software updates are automatic and you will have access to the ever-evolving media library that contains hundreds of backgrounds and templates.

Critical differences for consideration:

Origin Elite

- Design tools reside in web-based sign manager application
- Origin’s designers create programs in the same application where the end user can edit them
- Central location stores all media items (images, videos)
- Easy to use with minimal training
- You can edit menu or promotions in minutes
- You can add new menus or promotions in minutes
- No need to contact designers to make changes
- No additional costs to maintain the system
- The software was developed with digital signage being its sole purpose
- Unlimited technical and user support

Versus:

Many other solutions

- Several digital signage companies were developed because (A) they had a hardware component that they conformed to capture market; or (B) they had a software platform that they conformed to capture market - not their core business
- Content development requires 3rd party design software – typically Photoshop, flash or aftereffects
 - It’s very expensive to have designers create content in these specialized applications
 - Most business owners do not own these design applications and those who do generally lack the wherewithal to make compatible changes within the software
- In most cases, designers retain the source files and the end user is forever attached to them or they have to start from scratch with a new designer (very costly)
- No ability to edit individual menu items or promotions quickly and EASILY
- No ability to add new menu items or promotions quickly and EASILY
- Stuck relying on outside agency to make changes



“Making Digital Signage Simple”

How do I change my menu items and pricing?

With Origin Elite

I can access my account from anywhere in the world at any time from a web browser. I open my program, double click on the menu area, select the menu item, and edit the item and pricing. Repeat for pictures and promotions. Save and publish. It's that simple!

With Many Other Solutions

I get to my store before business hours, open up my desktop design application and search my computer for the menu board files. Once located, I open my corresponding text file and edit it. I then open my display file to see if the text fits within my predefined data fields. The same goes for the picture changes I try to make. DARN, it doesn't look right – which is often the case because the software doesn't automatically wrap text or scale and constrain pictures. I now have to return to my desktop design application to manipulate my data fields. WHOOPS, I messed something up because I am not a trained designer, nor an expert with this complicated software. As a result I have to call technical support. OH SHOOT, they are not open until 9am but I need to make the changes NOW!!! Oh well, I wait and finally get a designer on the phone at noon who tells me to send the changes I am looking for to their email. A day or two later, they have finally freed themselves to make the change(s) FOR A FEE. The changes are sent back to me via email. I open the email, download my new design file(s), import them into my desktop design application, assign them to my player and pray. WHEW! It worked and it only took 3 days and cost \$250.00. At least it wasn't a week and \$500 like last time.

*Ask yourself, if a company tells you that they are not going to charge for changes or support, what is going to be their impetus to do so when you need it most?

In the end the difference is clear. *Origin Elite* is the most autonomous, easy to use platform in the digital signage industry. This cannot be said for other systems. Do not find this out before it is too late. Your decision is as simple as the software, choose *Origin Elite*.