

“WHILE OTHER COMPANIES ARE TRIALLING AND TESTING MORE EXPENSIVE AND LESS EFFECTIVE TECHNOLOGIES, STREETBROADCAST IS ROLLING OUT THE WORLD’S LARGEST DIGITAL NETWORK. LITELOGIC’S DIGITAL DISPLAY TECHNOLOGY AND LITECAST SOFTWARE MAKE THE WHOLE PACKAGE UNBEATABLE. THEY HAVE SUCCEEDED WHERE OTHERS ARE STILL TRYING.”

LEE ARTHUR, CEO

Litecast™ software brings your Litelogic digital display network to life, providing a flexible, easy-to-use solution for creating, scheduling and executing your outdoor campaigns. Litecast™ also provides comprehensive remote management capabilities and real time diagnostics information about all devices connected to the network.

Overview

Every Litelogic digital screen contains an embedded computer and media player that stores digital content ready for transmission. Whether you have one display or thousands, Litecast™ is a complete end-to-end software platform for scheduling advertising campaigns for digital media networks. Securely accessible via any standard computer that is connected to the Internet, Litecast offers a simple and intuitive web-based interface allowing users to:

- Create and schedule a new outdoor campaign across a network of digital screens
- Dynamically upload new ads via the built-in communications options
- Run reports and access historical and demographic data
- Monitor the status and location of each Litelogic digital screen via the built-in GPS capabilities

Scheduling Content using Litecast™

Litecast™ supports the complete range of Litelogic digital screens including both the Evolution and Revolution product ranges. When used with Evolution Bus, users can schedule advertising campaigns based on the location of the bus using the embedded GPS functionality. For example when a bus is in a certain shopping street the display could display advertising designed specifically for that location. Other examples of dynamic content scheduling achievable using Litecast are:

- Schedule content for a certain day-part (i.e. morning, afternoon or evening)
- Schedule content only for a specific time, used to support a specific product launch timeframe
- Display countdown timers, live messaging boards or other active content
- Display weather information, news or other local data
- Display emergency override messages (police warnings)
- Any combination of the above

Booking a Campaign

Scheduling an advertising campaign using Litecast™ is highly intuitive and requires just four simple steps:

- Search for the sites you want to book and check their availability
- Defining the campaign dates, day-parts and number of spots per day-part
- Confirm or option the booking
- Link the creative

Additional Features of Litecast™

- Unlimited users access
- Content files are automatically converted to the correct aspect ratio
- Offers four different display modes including normal operation, demonstration, diagnostics and emergency modes
- Includes an active content backdrop which is displayed when there is no advertising content and can be used to show live news content or local information

- Comprehensive Reporting features includes real-time network, device and booking status in addition to Broadcast Certificate for billing

Software Specifications

SUPPORTED OPERATING SYSTEMS	Windows, Mac OS and Linux
SUPPORTED BROWSERS	Internet Explorer 7, Firefox 2, Safari 2
FEATURES	<ul style="list-style-type: none"> Site and inventory management Campaign creation and scheduling Content linking and approval Real-time diagnostics reporting

About Litelogic©

Using innovative and proprietary digital light-emitting diode (LED) technology, Litelogic designs and manufactures flat panelled and spinning LED screens, together with content management software, specifically for outdoor advertising applications. Litelogic is based in London, United Kingdom.