

There are three key components in an average InfoChannel network:



Role	Allows design and maintenance of InfoChannel display content.
Operating System	Windows XP
Communicates with	Content Manager
Communicates via	HTTP (TCP port 80 or 8080)



Role	Provides a central repository for all display content, manages scheduling of content, monitors Player health and provides web-based content management system to allow collaborative design of content.
Operating System	Windows Server 2003 (recommended) or Windows XP
Communicates with	Users contributing display content Administrators Back-end data sources
Communicates Primarily via	HTTP (TCP port 80 or 8080) (for user and administrative tasks)
Communicates with Backend Data Sources (optionally) via	XML, RSS, HTML, FTP, CIFS, others



<i>Player</i>	
Role	Directly attached to one or displays. Responsible for playback of display content.
Operating System	Windows XP
Communicates with	Content Manager
Communicates via	HTTP (TCP port 80 or 8080)

Optimized Network Bandwidth Requirements

InfoChannel minimizes network load by locally caching content at each player. New content is sent once from the Designer to Content Manager. In turn, Content Manager sends this new content once to each player scheduled to play the content. If subsequent changes are made to this content, only the modified elements are resent to the players—not the entire content. e.g. If a template’s message of the day is only changed, only the changed text will be retransmitted.

All InfoChannel digital signage components communicate via standard IP networking standards. InfoChannel can be easily integrated into your existing corporate network or a separate/dedicated InfoChannel network can be deployed.

<i>Configuration</i>	<i>Pros</i>	<i>Cons</i>
<p>Integrated Network</p> <p>All digital signage components are directly connected to the corporate network. No VLANs or firewalling is configured.</p>	<ul style="list-style-type: none"> ✓ Supports large-scale deployment of digital signage network. ✓ Allows a high-degree of staff collaboration of content changes. ✓ Allows a high-degree of integration with backend data feeds. ✓ Allows complete monitoring and management of the solution. 	<ul style="list-style-type: none"> ✓ Requires IT coordination for planning and implementation. ✓ Requires IT assistance IP addressing and security compliance.
<p>DMZ Network</p> <p>A dedicated VLAN is provisioned off of the corporate network to connect all digital signage components. User access to the digital signage network is optionally firewalled.</p>	<ul style="list-style-type: none"> ✓ Supports large-scale deployment of digital signage network. ✓ High-degree of segregation between digital signage and corporate traffic. ✓ Allows a high-degree of staff collaboration of content changes. ✓ Allows a high-degree of integration with backend data feeds. ✓ Allows complete monitoring and management of the solution. 	<ul style="list-style-type: none"> ✓ Requires IT coordination for planning and implementation. ✓ Requires IT assistance for provisioning the VLAN, IP addressing and security compliance.
<p>Private Network</p> <p>A dedicated/parallel network is deployed to connect all digital signage components.</p>	<ul style="list-style-type: none"> ✓ Supports large-scale deployment of digital signage network. ✓ Completely segregates digital signage and corporate network traffic. ✓ No integration concerns for IT. 	<ul style="list-style-type: none"> ✓ All content changes and management must be made from the digital signage network—cannot be accessed from corporate network. ✓ Limited backend data integration.
<p>Stand-Alone</p> <p>Designer workstation is directly attached to one or more displays presenting identical content.</p>	<ul style="list-style-type: none"> ✓ Low cost ✓ Simple configuration ✓ No integration concerns for IT. ✓ Completely segregates digital signage and corporate network traffic. 	<ul style="list-style-type: none"> ✓ Supports only a small number of displays. ✓ All content changes must be made at the same workstation. ✓ Playback is disrupted during Designer content updates. ✓ Limited backend data integration.