



## Onix Digital Signage Solution Powered by Google

### Delivering High-Impact Visual Communications Cost Effectively

More businesses are discovering the value of digital signage. Whether to provide ongoing safety updates in the warehouse, to communicate flash sales in a retail store, or to display productivity metrics on the manufacturing floor, digital signs bring up-to-the-minute communications to your target viewers, when and where it is most important. Delivering high-impact visual communications to the right person at the right time does have its advantages. Digital signage:

- Increases safety, saving companies on average \$78,000 per avoided injury
- Inspires disengaged employees, who account for 70% of the workforce
- Drives an additional 70% of at-retail sales
- Offers a 47.7% effectiveness of brand awareness
- Generates 32.8% growth in repeat buyers
- Creates a 31.8% upswing in overall sales volume
- Immediately increases employee productivity 10.3%.

However, most digital signage technologies are not practical. Many businesses implementing electronic signs into their communications mix must choose between expensive, proprietary systems or inexpensive platforms that provide limited functionality.

Onix changes this paradigm by offering a complete, cost-effective digital signage solution powered by Google. The comprehensive package includes:

- Content management software and systems
- Network and infrastructure powered by Google
- Media devices powered by Google Chrome
- Support for multiple display options
- Deployment, installation and monitoring services.

Let's explore these further.

### Content Management Software and Systems

The Onix Digital Signage Solution incorporates the content management software and systems that are appropriate for your business needs, enabling easy creation, scheduling and deployment to displays.

- **Centralized "Anytime, Anywhere" Management**  
A cloud-based management portal provides the ability to manage content anytime, anywhere on any device through a browser. There is no need to physically visit each location to create content or make scheduling modifications; all management can be performed from a central management console.



Image is a screenshot of one of the many content management platforms for Chrome media players. The Onix Digital Signage Solution is flexible and compatible with various platforms, including Stratos Media, Rise Vision, Four Winds Interactive, Scala, Wondersign, Arreya, RevelDigital and more.

Discover the power of the Onix Digital Signage Solution firsthand. [Sign up for a demo today!](#)



- **Generating and Displaying Content is a Snap**

Presentations can be created directly on the system or by uploading Adobe Illustrator, Photoshop, HTML or other files. As an open source platform, it is simple to use many of the already available content connectors for streaming feeds such as RSS, Twitter, stock tickers, weather and more. Have a need for custom content? No problem. Simply build your own connectors — or work with Onix to help customize content for your business.

The content management system (CMS) is a multi-platform player, which means marketers can run the same display software on all operating systems including older versions of Mac, OSX, Windows Vista and more.

- **Define Roles to Manage Content Effectively**

To all this functionality, add the ability to define who can contribute, edit and even publish content to network displays. By defining user rights, protected content can be made accessible only to specific people or groups such as a department or product line.

### **Network and Infrastructure Powered by Google**

The content management platform is built on a cloud service in Google’s massive infrastructure; the same one runs Google.com, YouTube, Gmail, Google+ and the rest of Google’s online services. Therefore, the Onix Digital Signage Solution leverages the infinite scalability, high reliability, availability and redundancy of the Google Cloud infrastructure. That means that businesses are responsible only for the “last mile” connection out to the displays, whether in-store, on the plant floor or in the headquarters lobby.

### **Media Devices Powered by Google Chrome**

Google’s Chrome OS is the ideal platform for the digital signage infrastructure, providing cost-effective media players that can drive all the displays in your network while being centrally managed from one web management console.

Google Chrome media devices offer:

- **Security**

Access to your content is controlled by your staff, and the operating system provides the highest level of security. The “Verified Boot” feature protects media players from intentional hacking.

- **Simplicity**

Configure your media player at headquarters, then simply plug it in wherever your displays are located. It works right out of the box, making it trouble-free for remote employees.

- **Automatic Updates**

Software updates can be scheduled in advance so that media players update automatically, freeing your IT professionals for other responsibilities.



ASUS Chromebox is a media player in the Onix Digital Signage Solution. Its size is 4" X 4" X 2". It boots up in less than 10 seconds, uses WIFI, Bluetooth and has the highest level of security.



Chromebox Commercial is the newest media player part of the Onix Digital Signage Solution. It is a highly reliable small form device that can power digital displays and vertical applications such as kiosks or public transport information systems.



- **Cross Platform Service**

Media player software from several vendors that runs on Chrome devices is compatible with any device using newer and older operating systems — Windows, Mac and Chrome.

- **Centralized Management**

A web-based Chrome OS Management Console enables IT managers to configure organization-based policies around company devices at anytime from anywhere with an Internet connection. Org-based policies allow companies to define different roles for groups of devices.

For example, one role might define a group of kiosks running an interactive wayfinding application.

Another role could refer to a

digital signage application for displaying content. A third role might represent a business center application where guests can log in to browse the Internet. When users log out, all history is wiped. Companies have the ability to manage these roles for each device and can automatically change their capabilities on the fly from one Chrome OS Management Console.

The Chrome OS Management Console also enables staff to capture screenshots of what is currently showing on the media player, as well as to view online or offline device status, giving IT insight into the health of the display network.

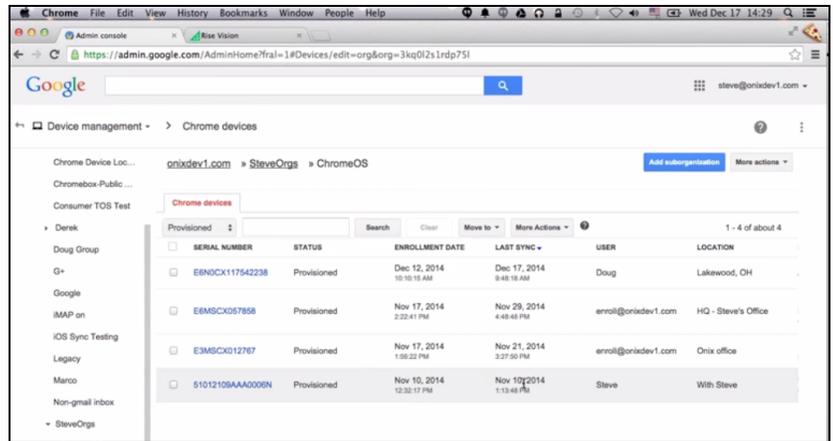


Image is a screenshot of the Chrome OS Management Console's Device Management section. It shows all the Organizations on the left. To the right are the devices within the Chrome Org, where information such as enrollment date, last sync, location and notes appear and can be edited.

### **Support for Multiple Display Options**

With more organizations recognizing the value of streaming media, increased display options are becoming available. Onix's Digital Signage Solution incorporates a variety of display types and interfaces, including:

- LCD screens
- Display walls
- Laptop computers running Chrome OS
- Older devices running earlier Mac, OSX or Windows operating systems
- Interactive kiosk applications.

### **Deployment, Installation and Monitoring Services**

Onix provides a full suite of services including deployment, installation and monitoring not only to get your network up and running, but also to keep your digital signs healthy and working properly.

- **Deployment and Installation**

Experts will meticulously plan the deployment of your digital signage network, connect your equipment to the newly installed network infrastructure, and work with you throughout the



full testing and configuration process for your system.

- **Monitoring**

The Onix Digital Signage solution helps you understand whether your system is working as it should, providing key information about your signage network devices, content distribution, software versions and more. With monitoring services, you can ensure that your signage network is robust and operating properly — regardless of where your displays are located.

## **Seeing is Believing!**

Without doubt, Onix provides the the hardware and software infrastructure needed to create your digital display system — from servers to house your content to the network that delivers your information from the content management system to the media player. Onix offers a full suite of services to design, deploy and support your infrastructure.

Seeing is believing. To discover firsthand just how easy and powerful the Onix Digital Signage Solution is, [sign up for a demo today!](#)