**communico**
REACH • CONNECT • GROW

# Broadcast
## INTERACTIVE DIGITAL SIGNAGE

Broadcast is our digital signage solution that allows you to turn any device into an interactive digital sign.

# Patron features

✓ **Advertise your events**
Display your library's featured and promoted events together — customized for different branches or audiences.

✓ **Customized messaging**
Welcome messages, branch opening hours and branch-specific information are just some of the custom messaging you can show your visitors.

✓ **Room schedules**
See what's happening in your branch's meeting and study rooms. Patrons can see if quick-book study rooms are free, and when combined with our Reserve module, they can book directly.

✓ **Recommended reads**
Place a recommended reads widget in your shows to promote staff choices, seasonal reads or any custom record sets to your patrons.

✓ **Real-time messaging**
Update patrons throughout your branch or branches with alerts and emergency messages by overriding whatever is being displayed on your screens.

🎨 **Customize**
Broadcast is customizable to match your library's brand. Select a theme for the channel to style any widgets displayed.
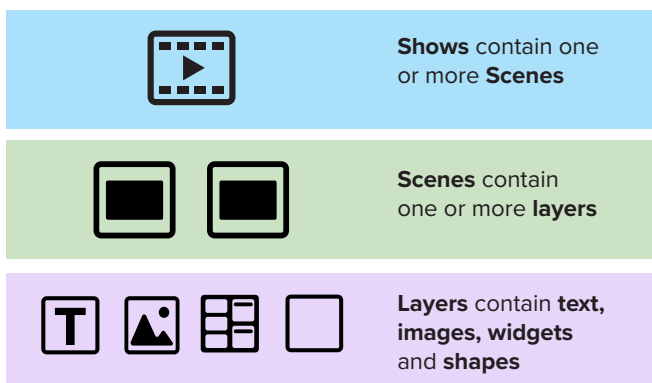
# Staff features

## Show creation

Content is easily created using Broadcast's show builder, where you can select from predefined templates.

Add Scenes, like slides in a PowerPoint™ presentation, then import images, add text and shapes and then drag and drop content to make your perfect show.

Create content once for use across multiple screen sizes. Shows are created with an adaptive stage that is responsive and will change to display content on different aspect ratio screens.

✓ **Add text, images, shapes and widgets**

✓ **Drag to reposition elements**

✓ **Stack content by using layers**

✓ **Add transitions and animations**

✓ **Schedule start and end dates for scenes**

✓ **Save scene templates for reuse**

✓ **Smart shows detect location-aware content**

**Shows** contain one or more **Scenes**

**Scenes** contain one or more **layers**

**Layers** contain **text, images, widgets** and **shapes**

## Registering Screens

Easily register a digital device to Broadcast by visiting communico.tv and entering the four-digit number displayed on the screen. Name the sign and provide its branch location and you're all set.

✓ **Display signage on any digital screen**

✓ **Quickly swap channels for any screen**

✓ **View when screens are online or offline**

## Assign shows to channels

Within Broadcast, shows are scheduled into channels, which work like a TV station. You're able to mix and match content based on your audience, the location of the sign or the time of day or week. Your signs can be as identical or varied as you like.

The number of shows, channels and screens is unlimited with your fixed-fee subscription.

✓ **Select a channel and play your shows to all screens using that channel**

✓ **Drag and drop shows into channels**

✓ **Drag shows to change the length of time they will play or loop for**

✓ **Strict or flexible mediation**

✓ **Create exception days where a different show will play**

✓ **Override all shows quickly with a custom message**

## More options

Shows can be combined to allow multiple locations to display common and bespoke content, all managed from a parent show.

✓ **Create nested shows to allow easy repeating of multiple shows**

✓ **Smart shows combine location-aware content and common content in one place**

✓ **Integrate with the other modules to create a Patron Engagement Station**

✓ **Include upcoming Events and Room booking schedule widgets that dynamically update from data stored in Communico**

**Communico specification sheets**

Available to download at www.communico.us