

An In-Depth Look At Acquire™

What is Acquire

Acquire™ is a unique software suite that provides a comprehensive solution for digital signage and kiosk networks. It was originally developed in 2001, specifically to provide a flexible solution for developing systems for self-service kiosks and digital signage. It incorporates many features not found in competing systems.



Because Acquire™ is developed as a Foundation technology, it means that it probably has everything already included for over 90% of our customers. However, as every client's needs are different, Acquire allows™ you to infinitely extend its capabilities using a range of plug-ins which can either be used off-the-shelf or developed specifically for a purpose. These can include control of external components, live media controls, access to databases and almost anything you can think of.



Acquire™ has constantly been growing in technology and features since its launch and version 3 is far in advance of competing products yet for a similar price. It has become the definitive choice for network operators and content producers across the world, for clients such as the BBC, Carrefour, Saatchi & Saatchi X, Little Tikes, I-vu and many more.

Although any network is only as good as the content shown, Acquire™ ensures that the content is displayed at its very best, both by ensuring the best quality visual playback and by including the many tools required to operate a network.

Acquire™ is unique in its design. It is a strong foundation product upon which either a Digital Signage Network or Interactive Kiosk System can be developed.

At its core are four key components:

- 1 **Page Designer**
- 2 **Script Editor**
- 3 **Site Manager**
- 4 **Sentinel**



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1. Page Editor

Enables the creation of interactive pages of content. And, provides a deployment module which packages and delivers the content to the sign or kiosk, either remotely or by using a local memory device. Here are a few more of the Editor features:

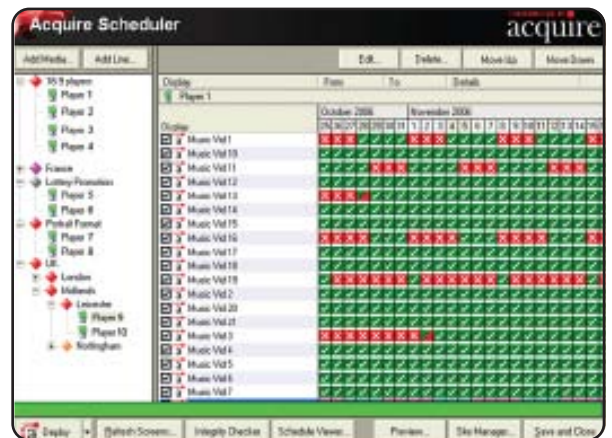
You can build a page using up to 1,024 unique elements. Acquire™ is licensed for and supplied with codecs for MPEG1, MPEG2, MPEG4 (DIVx, XVID), High Definition (720p and 1080i/p), Quicktime, WMV, Adobe Flash, MP3, WAV JPEG, PNG and many more. Control, re-scale and crop your media for any screen resolution without having to re-edit (saving time and money) Create your own template, rather than being restricted to using standard ones.



Design split-screens, portrait/landscape, widescreen and even non-standard resolutions normal outputs or advanced displays using dual or quad-head graphics card output. Supplement your created content using special 'ACQ' plug-ins, including live updates of real-time information, such as weather, traffic, news etc without using the deployment network. View live previews of your content so you can see exactly how it will be played before it is uploaded.

2. Scripts Editor

More advanced than competing products, our advanced script editor and scheduling controls provide depths of control to ensure your playlists never become boring, without having a massive team of people to watch over them. Day-parting, week parting, year parting, start and end day/times, external trigger events (e.g. GPS position of the unit, fire alarms, etc), fully automatic (based upon advertising slots or demographics), and multi-tiered schedules to enable you to display your content at specific times, dates or events.



3. Site Manager

Real-time system management service which graphically displays the digital signs or kiosks in a network.

4. Sentinel

Configurable system security program, powered by the successful Watchdog system (see Watchdog fact sheet) which provides unbeatable protection for the digital signage player or kiosk. It secures the remote machines from attack, and acts as a constant monitor to ensure that if anything unexpected happens it is automatically dealt with, an alert is simultaneously sent to the central location.



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The PLUS! Network

It is possible to use the Acquire™ suite of programs without any kind of network connectivity but for networks with a large number of players, or networks spread over a large area, the PLUS! Network is the best solution.

Why Use PLUS!?

An integrated transfer system, the PLUS! Network provides an ultra-secure and resilient distribution technology. Built specifically for distributing large amounts of content around the world, in a short space of time, it applies custom proprietary encryption algorithms, which change daily, to every single piece of content transmitted. Thus making it infinitely preferable to simple HTTP or FTP transfer. PLUS! is also a distributed network employing load balancing to ensure the most efficient content delivery.

The Player

Although sold separately, Acquire™ Premier Editor is shipped with an Acquire™ Player license so that content can be viewed exactly how it will be seen on the remote players. technology installed in the store or venue locations, provides much more than just a sequential video player. It is in fact a software 'engine' which powers the whole technology. An intelligent scheduling system provides an automatic decision tree to determine which content should play and how often using demographics, advertising schedules and anti-repetitive series. Other advanced features include Playback of over 1,000 pieces of content simultaneously, synchronised playback across multiple players, unlimited screen resolutions or rotation, Optimised video playback for less than 100ms delay between pages and much more.

Some of Acquire's unique features:

Secure, multi-layered user management provides you with the ability for each of your users to only have access to the levels of technology they are allowed to control.

Full Audit tracking of who did what, where and when – guarantees you know why things happen and how to resolve 'problems' when they occur.



Fully integrated transfer technology ensures your content gets to your screens and you know about it. Use our secure and intelligent PLUS! distribution technology to get your content uploaded in the fastest time possible to the appropriate players – faster & cheaper than satellite, faster and more secure than FTP. Alternatively, update your content via Pen drive, CD/DVD ROM, Sequential File Transfer and Wireless Networks.

Intelligent network automatically decides which players need which content and securely uploads your content to the appropriate players – even if a player has been freshly installed.

Real-time player synchronisation - playback content on your players independently or completely in sync with each other.

Web based reporting feature provides you with a wealth of reports you can run against the live playout logs to provide you with confirmation of guaranteed content playout, screentime, popular pages, uptime and much more. The reporting system even allows you to drill-down into the information for incredible detail and export the results to an Excel spreadsheet for ongoing transmission to your suppliers/advertisers.

Can integrate with 'KioskMonitor', our remote management system, to provide security of remote players, detailed alerting of potential problems on units via SMS and Email, and Live viewing and remote control of players for support and monitoring sure your playlists

Some Extra Screen Shots...

Acquire™ Toolbox



Design • Schedule • Deploy • Manage • Report

For more information about Acquire visit www.acquiredigital.com

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