

Cloudware vs. Software

FEATURES

SM Infinity™
cloudware for digital advertising



OTHERS

Automated LED Sign Control

Automatic

Conditional Messaging: Set conditions for specific messages. Extremely hot outside? Automatically advertise cold drinks.

Manual

Complete manual programming. No conditional options. Requires a “best guess” when scheduling.

Accessible LED Sign Control & Online Backup

Accessible

Anytime, anywhere access to LED sign from any internet connected PC, Mac, or Mobile Device. All content saved online and at the sign, no worries about lost data.

Restrictive

Control only available at the computer/office. If the PC is damaged, the content and schedules are lost and new software has to be obtained.

User Control

Built In

Easy to create new users with set privileges to control access.

Local PC Only

Multiple licenses have to be purchased for each PC with no control over privileges/access levels.

Updates

Easy

With cloudware, you’re always using the latest version.

Difficult

Updates may require a call to the rep to download or get a new CD mailed out and then installed.

Features

Reliable Online Info

RSS Feeds - Accurate temperature and weather data for the area from trusted online weather stations. - Ability to link to real-time live information.

Potential Hardware Errors

Temperature info from a temp probe which may be off by as much as 10 degrees. No live information, limited new features added. No RSS or other online feeds/information.

Alerts

IPAWS READY

Integrated Public Alert Warning System from FEMA. Automatic Amber/Silver alerts - warnings for local, regional, state, and federal emergencies direct from the authorities.

Manual Alerts

Any alerts have to be manually entered, scheduled, and sent to the display wasting precious time and potentially providing outdated information to the public.

Content Options

Comprehensive

Professional Custom Content services available to create personalized and properly sized content specific to the end user’s organization.

Incomplete

Stock library of pre-sized generic content stretched to fit your sign. No solution for branding, specific sales, or community outreach.