

SM Infinity Cloudware vs. Others

FEATURES

SM Infinity™

cloudware for LED display advertising



OTHERS

Cloud-Based
Complete Access 24/7

ANYTIME, ANYWHERE, ANY FEATURE

- PC, Mac, iPad App, or Mobile Device
- All Content and Features Online
- Fresh, Easy to Use Features
- Secure User Access

NOT AVAILABLE or RESTRICTIVE

- No Web Portal or App.
- Limited features
- Complicated to Use
- Security Quality Varies

Professional
Content Creation

FULLY INTEGRATED SERVICE

- Completely Integrated within SM Infinity
- 7 Years INCLUDED w/ Vantage LED
- Completely Custom
- Designers Specialized in LED Display Signage
- Average Turnaround in 1-2 Days

THIRD PARTY or GENERIC

- Non-Integrated Third Party service
- Extra Cost or Not Available at All
- Generic Content Sometimes Offered
- Non-Specialized Designers
- Longer Turnaround Time

Automatic
Emergency Alerts

DIRECT FROM THE SOURCE

- Fully Automatic Alerts
- Tied Directly to IPAWS Database
- Amber, Silver, Weather, Public Safety Alerts and More.

THIRD PARTY or NOT AVAILABLE

- Manual Entry or Service Required
- Third Party App Dependent
- Often Not Available At All

Targeted
Scheduling

BULLSEYE, DONE YOUR WAY

- Easy Open Interface
- Name, Target, Organize Your Way
- Schedule Across Multiple Displays
- Schedule to Custom Display Groups

RESTRICTED

- Complicated, Limited Options
- One Size Fits All Approach
- Multiple Display Features Vary
- Limited Group Options

Multiple
Users

UNLIMITED and CUSTOMIZABLE

- Unlimited Users
- Fully Customizable Permissions
- Manage Access to Features and Displays

LIMITED or NOT AVAILABLE

- Limited Users, Extra Cost for More
- Permissions Limited if Available
- Limited Options for User Access

Conditional
Messages

TRIGGER SPECIFIC MESSAGES

- Trigger Specific Content-Related Messages based on Temperature and Precipitation to spur impulse purchases
- Multiple Conditions Supported

THIRD PARTY or NOT AVAILABLE

- Options Dependent on a Third Party
- Limited or Single Conditions

Automatic
Updates

INFINITE IMPROVEMENTS

- Updates Provided Automatically
- Quick Response to User Feedback

SLOW or NOT AVAILABLE

- Manual Updates for Local Software
- Slow Outsourced Development

Live Data

INCLUDED & READY TO GO

- Built-In RSS Weather Feeds
- Custom RSS Feeds Supported
- Automatic Emergency Alerts

EXTRA COST or NOT AVAILABLE

- Extra Cost for RSS Feeds
- Customized Features Only
- 3rd Party or Manual Emergency Alerts