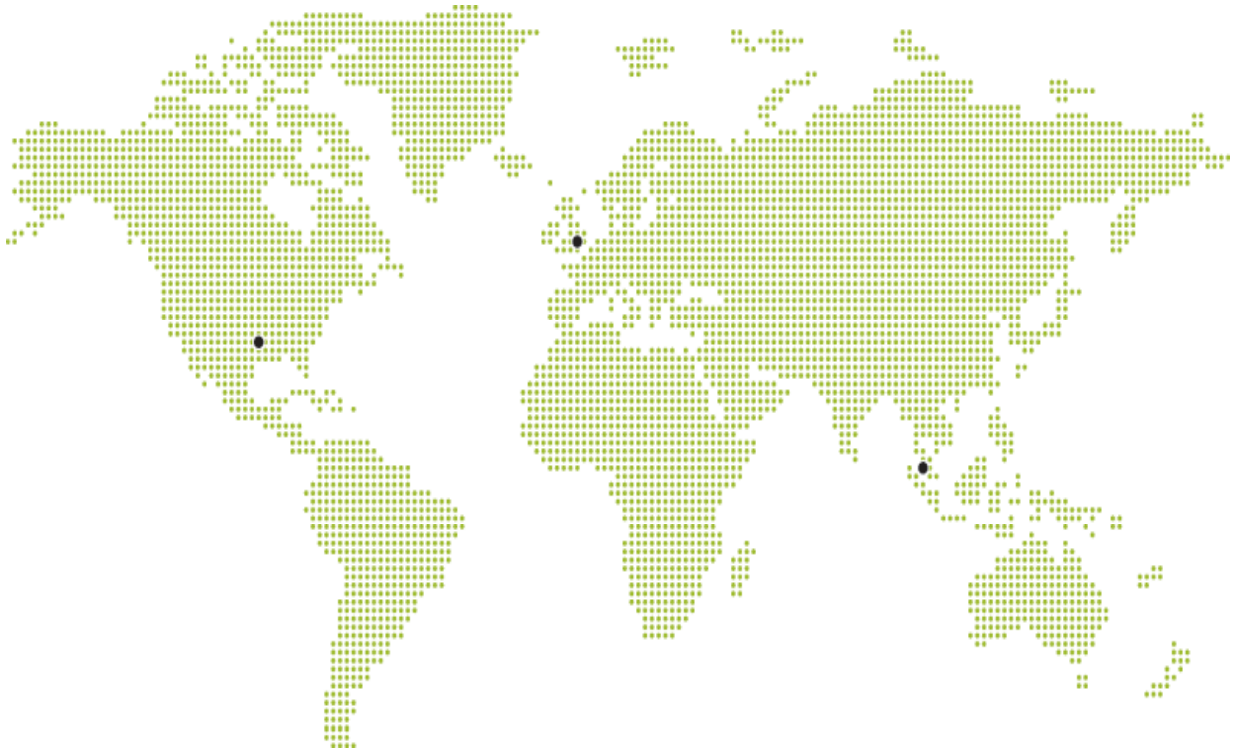
asi
Signage Innovations

nexus
on-demand

WHO WE ARE



Quick Facts

- Established in 2001
- Headquarters in Dallas
- Regional offices in London & Kuala Lumpur
- 50+ professionals globally
- 100% owned by management

www.nexusondemand.com

MasterCard POLYCOM SAMSUNG Bank of America RELATED

DOWJONES Telstra Duke Energy UNIVERSITY of NORTH TEXAS HEALTH SCIENCE CENTER AT FORT WORTH GSA Chesapeake ENERGY

QANTAS clearwire TISHMAN SPEYER PANDUIT PETRONAS

WHAT WE DO

We provide the **software** and **services** that allow clients to run digital media **apps.**

Required Products		
Hardware: PC, Monitor		✔
Software: AppSpace	✔	
Network: IP network		✔

Required Services		
App development	✔	
Content creation	✔	
Scope / Consulting	✔	✔
Project management	✔	✔
Integration		✔
Ongoing support	✔	✔

"App" has been used as an abbreviation for "software application" in the IT community for decades but became newly popular for mobile applications, especially since the advent of Apple's App Store in 2008.

APPSPACE – Features & Functions

AppSpace is our online toolset that allows users to create, manage, and publish digital media applications.

Templates & Widgets

Quickly build your visual message with our extensive library of professionally designed content. Or create applications from scratch using our intuitive application design tool.

Always Up-To-Date

New features, functions and upgrades quarterly. Updates are automatically downloaded and installed in the background without playback interruption, eliminating the hassle of manual, time-consuming deployments.

Content Scheduling

Content scheduling lets you control the date and time your content will playback. Schedule content to playback at different times throughout the day, week, month or year.

Interactivity

Create interactive applications with interactive widgets – exercise your creative freedom and go beyond "passive playlists." Interface with touch screens, motion sensors, RFID and more.

Application Publishing

Publish application changes automatically or review application changes manually before publishing for everyone to see.

Alerts & Notifications

Monitor all of your player devices through a central online dashboard with live alerts and email notifications. Integrated troubleshooting tools provide guidance and support on how to resolve potential issues.

Scheduled Download Sync

Schedule content downloads to specific times of the day or week and control download speed to ensure safe sharing of network resources with other critical applications and services.

Customization

Build and manage custom apps to meet unique project requirements. Developers can expand an app's functionality with XML and interface with third-party components.

APPSPACE – Content Guidelines

Video

Playback of popular video formats with native support for WMV, MPEG-1 and MPEG-2. QuickTime MOV and MPEG-4 can be displayed with an additional third-party video codec.

Flash

Playback of Adobe Flash (SWF format) version 9.0 or greater is supported. SWF files with HD resolutions or higher should be encoded as video for optimal playback.

RSS

Receive and display news, entertainment, trivia, sports and other information from a wide variety of Internet RSS sources. RSS can be displayed as scrolling text or a combination of text and media.

Weather

Display live weather information for any location. Find locations by city, state, country or ZIP code.

Event Calendar

Display scheduled information by hour, day, week or month with recurrence options. External information can be imported from third-party services such as Microsoft Exchange.

Images

Display of standard image formats are supported including JPEG, PNG, BMP and TGA. Source files from Adobe Photoshop or other graphics programs can be converted to standard file formats.

Web

Display of dynamic web images and HTML pages is fully supported. Web images and HTML pages are imported from a URL and can be updated at specified intervals.

Text

Display dynamic text with a wide variety of formatting options including font styles, color, position and rotation. Scrolling text tickers are also fully supported.

Audio

Playback of the following audio formats is fully supported: MP3, WAV and WMA. Audio files can be used as background tracks and applications can have multiple audio sources.

Streaming

Receive streaming video from a Windows Media Server or a video encoding server with an MPEG-2 stream.

CONTENT VS APPS

Content consists of Media Files and Data Sources. **Apps** are defined in XML and consist of layouts, widgets, logic and content. The App runtime is responsible for displaying the application and providing transparent and incremental content updates.

Content

Media Files

Data Sources

Apps

App Runtime

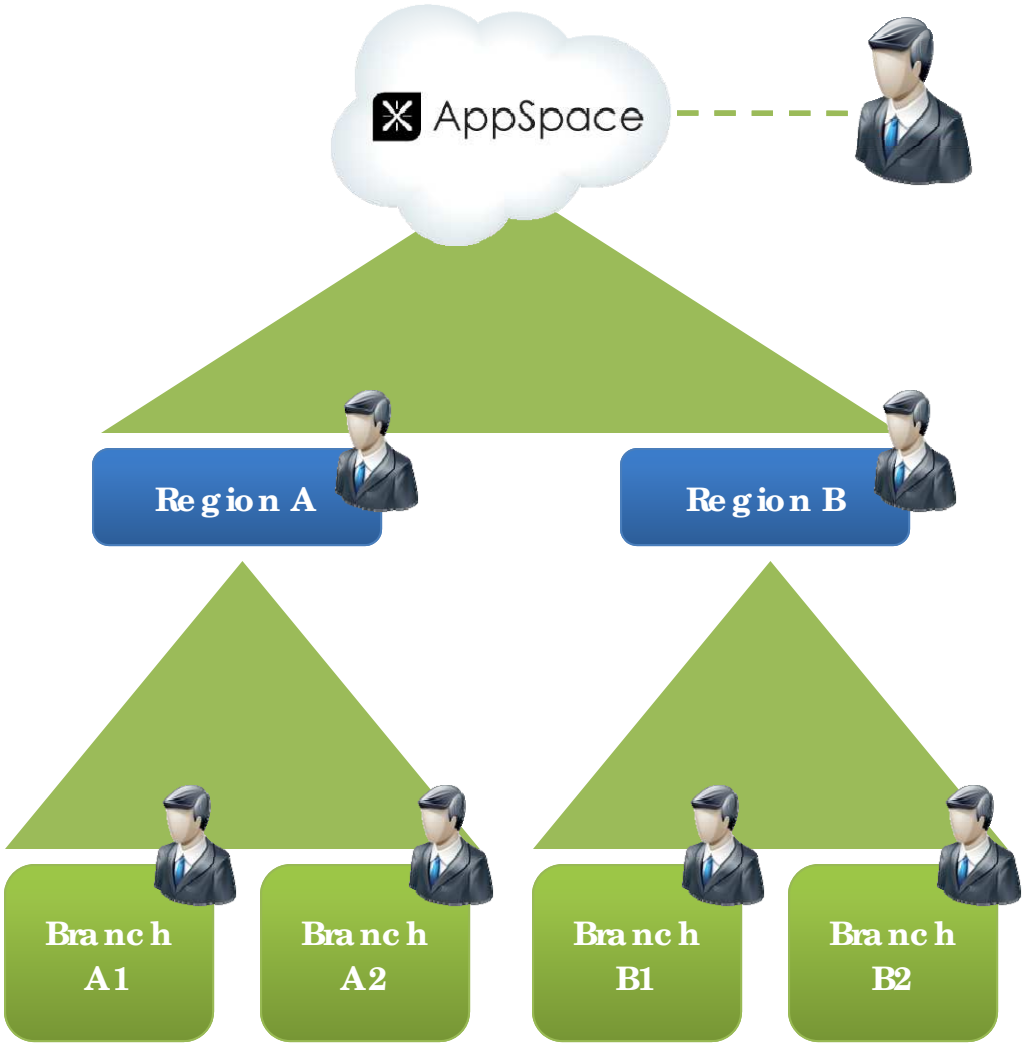
`<?xml?>` Defines layout and behavior of application

Widgets define logic and presentation of content

How it works- Multi-Tenant Workflow

Headquarters + Regions

Branch



Portal / Global Administrator

- Define and manage global network
- Standardize applications across all regions
- Approved content from HQ

Regional Administrators

- Manages regional network
- Define regional communications and applications
- Content approval by region

Branch Administrators

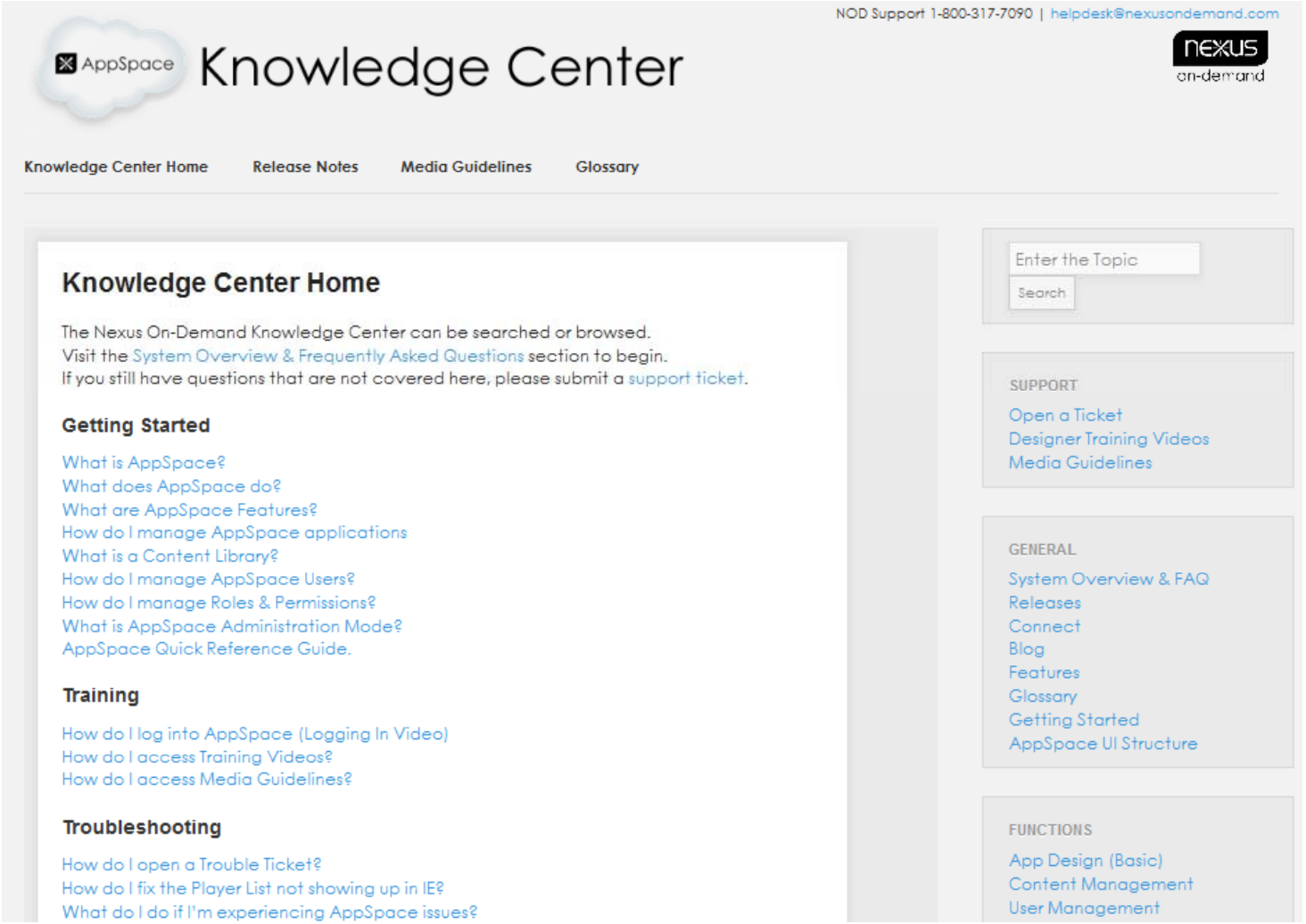
- Manages branch network
- Define and manage branch-specific communication and applications
- Content approval per branch

APPSPACE DEMO

NEW ONLINE RESOURCE

Knowledge Center

- Linked from ASI Signage
- FAQs
- Training Videos
- Content guidelines
- Updates
- Technical information
- Online ticketing system
- Resource for ASI and clients



VALUE PROPOSITION

The digital signage market is highly fragmented and consists of numerous companies offering a wide range of products and services.

Nexus On-Demand Competitive Advantage

Cloud, Private Cloud, or Hybrid Delivery

Cloud architecture since 2001 – True Multitenant Delivery

Open Data Source Management Platform

Try before you buy

Unified App Platform: Interactive / Passive / Videowall / Mobile / Desktop

Linear scalability from 1 device to 1,000 devices

Many-to-Many Matrix: Multiple users, managing multiple applications, on multiple screens, in multiple locations

Multiple user interface: Designer or Administrator + foreign language support

Extensible to other 'screen' types (mobile, desktop TV)

Global sales and support

SOFTWARE – Delivery

AppSpace is delivered via a Cloud Subscription or an On-Premise server license. The user experience and interface are the same in either case.

OR

CLOUD

Subscribe to the Cloud service

- **Free 30 day trial**
- No server hardware or software
- Annual or monthly subscription

ON-PREMISE

Install AppSpace on an Application Server on your network

- Increased speed
- Alignment with existing IT policies
- One-time purchase

Why Cloud?

- No integration
- No software or hardware required
- More flexibility & mobility
- Highly automated
- Everything on a single platform

TEAM

SKU: NEXCT

$399/yr

- 5 users
- 5GB online storage
- 512KB bandwidth
- Supports up to 20 CALs

PRO

SKU: NEXCP

$999/yr

- 20 users
- 20GB online storage
- 1MB bandwidth
- Supports up to 50 CALs

ENTERPRISE

SKU: NEXCE

$2,999/yr

- Unlimited users
- 50GB online storage
- 1.5MB bandwidth
- Supports unlimited CALs

About CALs

What is a CAL?

CAL is a client access license. One CAL is required for each device (Media Player, Video Wall Player, SmartHub, etc.) connected to AppSpace.

CAL Pricing

SKU	DESCRIPTION	RETAIL PRICE
NEXCAL1	1 CAL	$999
NEXCAL10	10 CALs	$8,999

PROFESSIONAL SERVICES – Creative

Nexus On-Demand can be a full-service design team specializing in multimedia content and application design.

content design

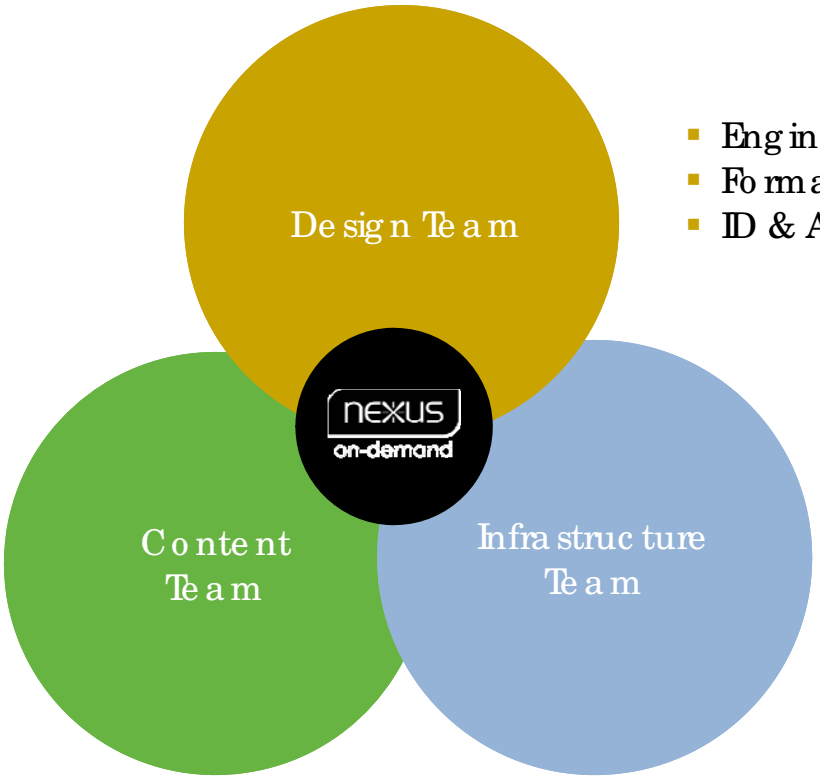
Work with our team of professional designers to create compelling content that will capture the attention of your target audience.

application design

We create applications for digital signs with the right combination of visual and functional appeal.

PROFESSIONAL SERVICES – Scope & Project Management

Work with our professional services team and technology partners to bridge the gap between teams that create the content and teams that manage the technology.



- Engineering & Marketing
- Formation Design
- ID & Architects

- Marketing
- Communications
- Creative Design
- Third-Party Agency

- Information Technology
- Audio Video Services
- Facilities

1. Scope	2. Design & Develop	3. Integrate	4. Manage
1.1 User experience	2.1 Application design	3.1 Application test & training	4.1 Content management
1.2 App requirements	2.2 IT system consulting	3.2 Integration support	4.2 Technical support
1.3 Infrastructure requirements	2.3 Enclosure design		4.3 Network monitoring
1.4 Preliminary budget			