

Standard Features	Benefits
Web-based Interface	Allows multiple users to create, edit, and manage content without the need for each user to have specialized hardware and software. All you need is a Web Browser.
Content Management	Manage, store, and organize different media file formats for easy integration into your CastNET channel.
Supports All Major Hardware Manufacturers	Choose your preferred hardware vendor. CastNET integrates easily with every major Windows based platform. (Must meet minimum requirements.)
Template Based Content Creation	Quickly create new messages and content for your channel by using vibrant pre-built templates already in the system.
Multi-layered Approval and Management	Your users can manage their own content and the administrator still retains complete control over the whole process.
Security and Rights Management	Assign specific rights to different users. Change what users see and do in CastNET by managing their security level.
Multi-zone Content	Break your screens into an unlimited amount of content zones with unique content playing in each area of the screen.
Intuitive Dynamic Scheduling	Schedule content using an exact schedule and/or a dynamic looping format.
Logging Tools	Obtain information about when your content played.
Dynamic Crawls	Allows operators to activate crawls via the CastNET Web interface.
Easy Content Archiving	Allows users and administrators to store content to be used at a later date.
Photoshop Design Plug-In	Use the #1 rated design tool to export your layered content directly into templates and scripts.

Supports MPEG1, 2, 4, DV, WMV +/- HD, Flash, JPEG, TIFF and many other formats without special hardware	Easily repurpose and integrate content from other sources.
Easy Template Creation	Create and modify templates for a consistent and uniform look to your channels.
Design Software with Hundreds of Effects and Transitions	Use any of our great wipes and effects to create the look you want using our Design Suite.
Real Time Date and Time Display	Multiple time zones can be displayed.
Remote Monitoring	Log in to see what your channels are playing remotely.
Automatic Import of Data for Display	Make your content dynamic by showing real time information from your database or software. Integrate third party vendor information into your channel. Additional charges may apply.
Resolution Independent	Our systems support any SD or HD aspect ratio television, plasma, rotated plasma, LED, LCD or projector, and more.
Alpha Video Turnkey Systems	Systems are designed to run 24/7, backed up by an in-house professional help desk.
Players "Pull" Content	Content can be sent automatically at pre-specified times, or whenever you choose to manually update.
"Intelligent File Transfer"	Only the files that are needed are sent to the playback device, minimizing network bandwidth requirements.
Off-the-Shelf Hardware Technology	Systems run on Windows 2000, XP Pro, and 2003 Windows Server.
Standard Software Tools and Products	We use only industry standard technology based on highly scalable software systems. Our technology uses Microsoft SQL, ASP, ASP.net, Java and VB script.

Network Features	Benefits
Highly Scalable Network Architecture	Deliver your content from one to thousands of locations around the world.
Real Time Health Monitoring	The system can notify an administrator via email of any problems the players might have. Details on the problem and its cause are specifically noted.
Dynamic Video Distribution Models	System supports unicast streaming, multicast streaming, and video over Cat 5, cable, or a direct connection.
Bandwidth Usage Control	Throttle your bandwidth consumption for script transmission and video streaming using our built-in control system.
Supports Multicast IP and even Satellite Based Broadcast IP	This allows you to send information to many systems simultaneously and to areas with limited bandwidth.
Optional Features	Benefits
NewsJET Content Services	Attract more viewers with subscription content. Content includes AP headline news, local weather forecast, regional/national weather maps and stockmarket data.
Life Safety Live Control	Announce important messages or weather warnings immediately to selected players.
External Weather Station Available	Display real time weather data from a local weather station in stalled on the roof.
Novar Data Link	Import affidavits and playback logs into Novar for billing to customers.
Advertiser Data Import	Adds the ability to automatically import real estate listings, job listings, and other data for your advertisers.
Affidavit Export	Generate detailed billing reports based on content playback. Reports are customizable based on your needs.
Custom Content Creation	Jump-start your CastNET system with fresh and unique content designed specifically to fit your organizations needs.