



CMS-WS

CMS-WS Digital Signage Content Management Server Software

Highlights

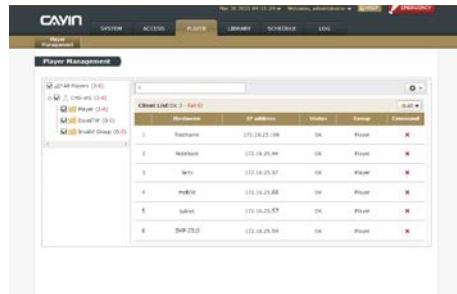
- Most cost-effective CMS software for retail and SMBs to transform personal computers, tablets, or mobiles into digital signage players
- Resilient management software with intuitive user interface and accessible online help
- Update contents to a maximum of 1000 players simultaneously*
- Offer flexible central scheduling based on once, daily, weekly, monthly or yearly timescales
- Easy-to-use customized templates creation to deploy marketing touchpoints in seconds
- Broadcast emergency messages with just two clicks
- Support flexible network options for advanced management & network security

*Depending on the type of license purchased

Efficient Management of Multiple Players

CMS-WS can control up to 1000 players simultaneously* All players connecting to the CMS-WS server can be monitored through the server's web-based user interface. Instead of configuring players one by one, you can manage all of them at the same time.

*Depending on the type of license purchased



One for All, All with One



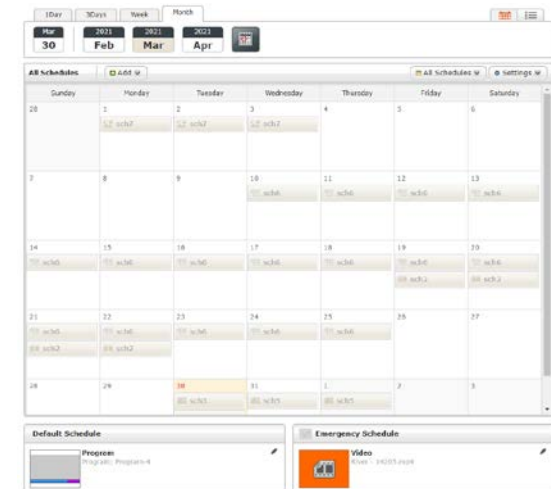
With one CMS-WS, you can transform all your personal computers, notebooks, tablets, mobiles, etc., into digital signage players to strategically deploy customer touchpoints for different applications. Moreover, CMS-WS allows you to remotely manage up to 1000 devices through a simple and easy-to-use web interface.

Intuitive User Interface

With CMS-WS's easy-to-use and intuitive user interface design, it is super easy to upload, create, schedule, and manage your multimedia display content. You can perfectly handle all your multimedia contents with zero technical skill.

Intelligent Scheduling Management

You can insert a one-time event or arrange periodic tasks based on daily, weekly, monthly, or yearly timescales for all SMP players and web-enabled devices in groups. SMP players and web-enabled devices will playback multimedia content automatically based on the schedule assigned by the CMS server. CMS provides two viewing modes, calendar and timetable, for you to facilitate schedule management.



Small Budget, Big Result

Compared to other cloud-based CMS software, you can spend less but benefit more from CMS-WS software. With CMS-WS powerful features, you can create a more personalized, more informative, and more memorable experience anytime, anywhere to maximize engagement with target audiences. CMS-WS is the most cost-effective solution for retail or small and medium-sized businesses to get big results from a small budget!

Rich Library and Cloud Resources

All necessary raw materials, including multimedia files, fonts, clocks, skins, programs, and playlists, can be accessed easily in the Library to assist you in organizing resources. Moreover, the system allows you to upload your desired fonts or even to download the latest templates from CAYIN's Cloud service for free to greatly enrich your content.



Instant Alert Broadcasting

With just two clicks, you can activate the alert mechanism and broadcast emergency messages to a particular group or all groups. Emergency messages can be presented in many formats, such as texts, images, video, HTML/Flash, etc.

Flexible Network Options

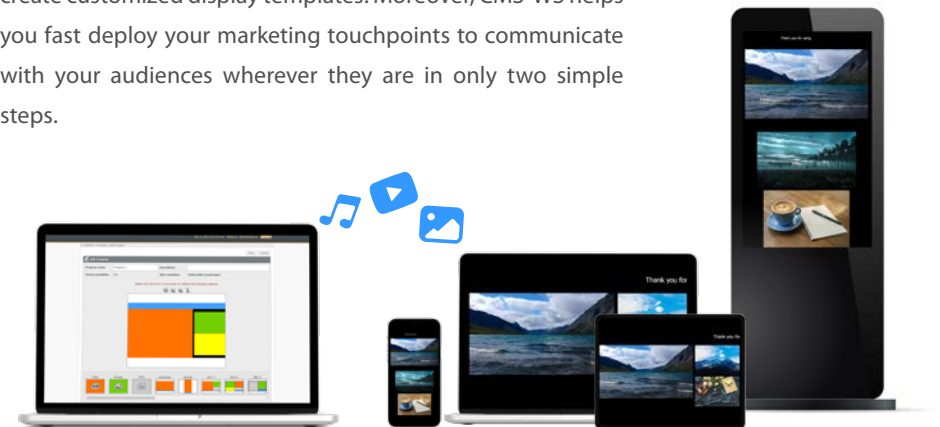
Compare to other cloud based solution, CMS-WS offers flexibility on your network choices. Not limited to only one network option-internet, you can also choose to use LAN/WAN intranet if you consider your display contents and data are important and private, to allow limited users to access them.

Safe and Secure Data Storage

For the safety of your data, CMS-WS stores all your data in your server rather than saving it in the cloud. Therefore, you not only have the whole control over your data but also can prevent the risk of cloud storage.

Start Marketing in Seconds

To reach your target audiences and start marketing your brand and products can be fast and easy. CMS-WS packs with features designed to convert and stream a variety of media types, including video, YouTube video, image, HTML5 web page, text ticker, news, weather, social media, etc., providing you to create customized display templates. Moreover, CMS-WS helps you fast deploy your marketing touchpoints to communicate with your audiences wherever they are in only two simple steps.



Provide Tools and Apps that Meet Your Need

CMS-WS provides a variety of tools and apps you need to be efficient as well as productive. Such as CAYIN CMS-WS Player, a free tool for users to easily activate displays and enhances the efficiency of deploying tailored touchpoints that meet business's needs.

System Specifications

Product Name		CMS-WS	CMS-WS Lite
Users		• All users	• QNAP NAS users
Operating System	Authentication	• Ubuntu 64 bits 18.04 LTS + CMS-WS v1.0 image	• QNAP NAS QTS
Access Control	User Accounts	• Create unlimited user accounts and authorize each account to possess different access rights	X
	Authentication	• Secure the access to Web Manager and Media Folder by usernames and passwords	X
Media Player Management	User Interface	• View a list of all SMP players controlled by the CMS server in a tree structure	X
	Group Management	• Create a maximum of five-layer groups to organize and monitor all connected players	X
Content Updates and Management	Methods	• Upload files to CMS by FTP, Network Shares (Network Neighborhood), and CMS's Web Manager	• Upload files to CMS on CMS' Web Manager
	Capacity	• Update contents to the max. 1000 connected players simultaneously depending on the type of license purchased	• Update contents to the max. 1000 connected players simultaneously
	Sync Source	• Create folders and sub-folders in CMS to store and organize multimedia files	• Same as CMS-WS
	User Interface	• Manage files with two view modes, icon and list, and select files by the file filter	• Same as CMS-WS
	Media Types	• Playlist, skin, program, font, clock, and all multimedia files in the CMS's Media Folder	• Manage skin, program, font, clock, and all multimedia files in the CMS' Media Folder. Only default fonts and clocks can be used.

* Specifications subject to change without notice.

Content Creation	Zone type	<ul style="list-style-type: none"> • Create templates directly on CMS-WS server • Video zone x 1 • HTML zone x 3 • Image zone x 2 • Ticker zone x 1 • Clock zone x 1 • Background image x 1 	<ul style="list-style-type: none"> • Same as CMS-WS
Multimedia Playback	Web Pages	<ul style="list-style-type: none"> • Web language: support HTML 5, JavaScript and CSS • Content: show HTML files, remote URL, weather, social media (e.g., Twitter) or integrate with users' network facilities and databases 	<ul style="list-style-type: none"> • Web language: support HTML 5, JavaScript and CSS • Content: remote URL, weather, social media (e.g., Twitter) or integrate with users' network facilities and databases
	Video Files	<p>Transcode the following video sources to HLS format for streaming.</p> <ul style="list-style-type: none"> • Format: MPEG (MPG, VOB), AVI (H.264), WMV, MP4 • Video Codec: AVC (H.264), MPEG-2, MPEG-4, VP8, VP9, WMV1, WMV2, VC-1, Theora, H.265 • Audio Codec: WMA7/8, MP3, AAC • Resolution: up to 720p (1280x720) 	<ul style="list-style-type: none"> • Format: MP4 • Video Codec: MP4 (H.264) • Resolution: up to 720p (1280x720)
	Image Files	<ul style="list-style-type: none"> • Format: JPEG/GIF/BMP • Resolution: up to 1920x1080 (2 million pixels) 	<ul style="list-style-type: none"> • Same as CMS-WS
	Preview	<ul style="list-style-type: none"> • Playback simulator: image, HTML, remote URL, and ticker • File preview: show thumbnails for image and video files 	<ul style="list-style-type: none"> • Same as CMS-WS
Central Scheduling	Playback	<ul style="list-style-type: none"> • View type: calendar or time table • Schedule mode: once, daily, weekly, monthly, and yearly • Media type: include program, playlist, video, image, or HTML in scheduled tasks 	X
	Emergency	<ul style="list-style-type: none"> • Arrange emergency messages with program, playlist, video, image, or HTML 	X

System Settings	Languages	<ul style="list-style-type: none"> User Interface: Chinese (Traditional), Chinese (Simplified), English, French, German, Italian, Japanese, Polish, Portuguese, Russian, Spanish, Thai Ticker Support: Unicode (UTF-8) compatible languages; able to use default fonts or upload TTF fonts to a specific group. 	<ul style="list-style-type: none"> Same as CMS-WS Ticker Support: Unicode (UTF-8) compatible languages; able to use default fonts.
	Time	<ul style="list-style-type: none"> Set system time manually or synchronize the clock from an NTP server 	X
Remote Diagnostics and Maintenance	Hardware Monitor	<ul style="list-style-type: none"> Check utilization of CPU, system DRAM, and hard drive 	X
	System Update	<ul style="list-style-type: none"> Automatic notification of patch and firmware updates 	X
Network	Protocol	<ul style="list-style-type: none"> Support static IP and dynamic IP (DHCP) Support IP, TCP, UDP, ICMP, HTTP, DHCP, SMB/CIFS, FTP 	<ul style="list-style-type: none"> Use QTS network
Resources	Cloud-based	<ul style="list-style-type: none"> Provide templates and materials in Library and Online Resources 	<ul style="list-style-type: none"> Same as CMS-WS
Web Manager	Supported browsers	<ul style="list-style-type: none"> Chrome 88, Edge 88, Firefox 85, Opera 74, Safari 13 or later *Recommended browser: Chrome88 or later 	<ul style="list-style-type: none"> Same as CMS-WS

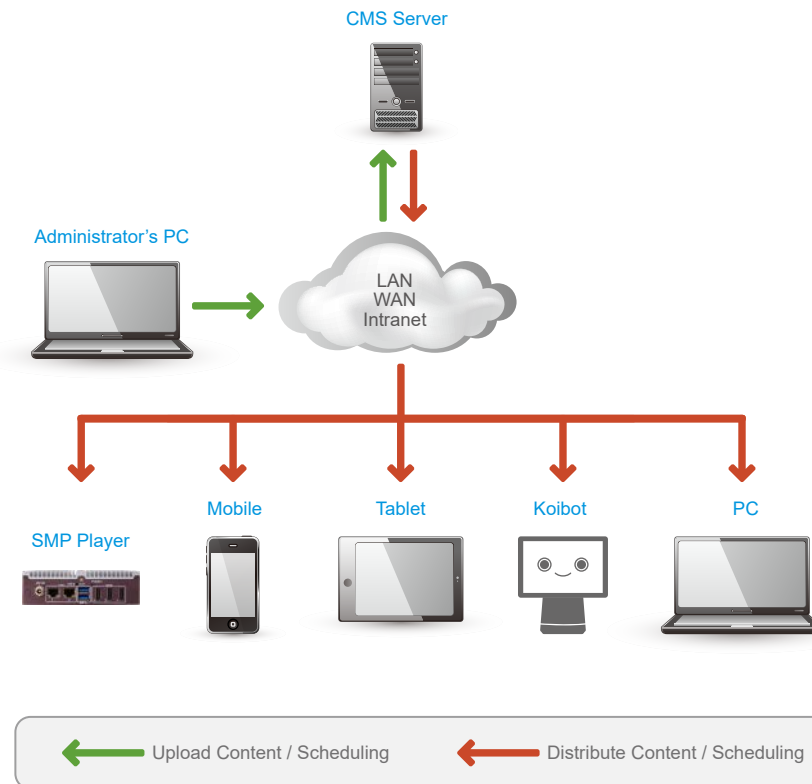
System Requirement

Before you install CMS-WS, we recommend you verify that your hardware meets or exceeds the minimum system requirements for the product.

Operating system	• Ubuntu 64 bits 18.04 LTS(*)+ CMS-WS v1.0 image
CPU	• Intel® 8th Core i3 processor or better
GPU	• Intel chip (support Intel® Quick Sync Video)
Memory	• 4 GB RAM
Hard disk (HDD or SSD)	• 50GB of available disk space
Installation media	• Either a USB flash drive or DVD
Network	• Highspeed Internet access is essential

* Ubuntu is a Linux operating system and all of the application software installed by default is free software. For more information please contact our sales team.

System Structure



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