

SuperReporter 2

Generate Statistics Reports for Billing and Performance Analysis



DIGITAL SIGNAGE ADVANCED MANAGEMENT SOFTWARE

SuperReporter 2 is the advanced reporting software dedicated for CAYIN digital signage network. Incorporated with CAYIN SMP players, the software assists administrators in generating playback and system status reports instantly for multiple digital signage networks.

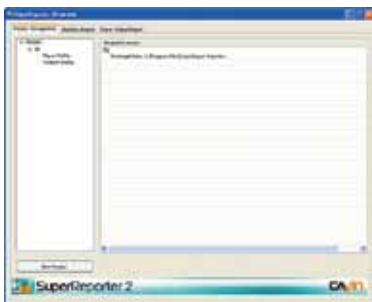


SuperReporter 2 is best applicable to

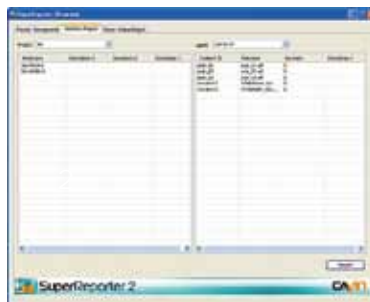
- **Digital Signage Media Operators:** The software can generate playback reports for billing in commercial applications.
- **Digital Signage Network Users:** Administrators can generate reports easily for periodical performance review.

User Interface Introduction

The user interface of SuperReporter 2 is composed of three major areas:



Project Management:
Edits player and content profiles.



Statistics Report:
Previews statistics diagrams and generates complete reports.



Player Status Report:
Monitors current and history log-receiving status of all SMP players.

Project Management

Manage Multiple Projects Simultaneously

Administrators can manage different digital signage networks at the same time and generate reports based on each project. This classification function can also be used to manage players based on geographic regions, customers, contents, business models, etc.

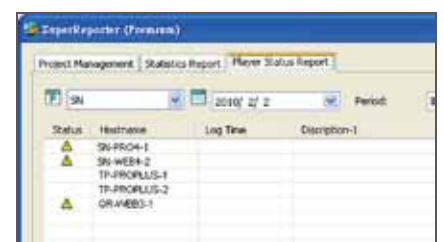
Generate Reports Whenever Needed

Administrators can select any time period to conduct analysis and generate reports whenever they are needed.

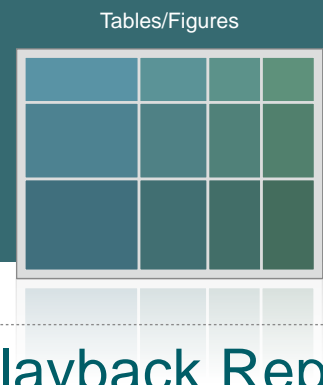
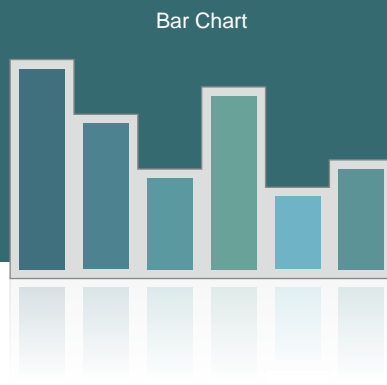
Player Status Report

Monitor Current Status of SMP Players

SuperReporter 2 assists administrators in conducting preliminary check of SMP players' status. When the software cannot receive SMP player's log records, a warning sign will be shown in the Player Status Report, so that problems can be verified and solved immediately.



Three Major Report Types



Playback Report

Generate Reports by Agent

Administrators can filter different content sources immediately and generate reports particularly for a specific advertising agency or content providers.

Playback Analysis from Multiple Angles

Administrators can preview reports within a selected time period in the following two ways:

- **Comparison Chart over Time:**

Users can check the total number of playback times and total running time of each multimedia file per day or per hour.

- **Comparison Chart among Files:**

Users can compare the total number of playback times and total running time of different selected multimedia files.



Comparison Chart over Time



Comparison Chart among Files

Export Reports into Two Formats

- **HTML:** All statistics and diagrams can be exported into HTML files. Administrators can share reports easily with advertisers, advertising agencies, or other users via Internet.
- **Excel:** SuperReporter 2 can export Excel files, detailing all playback records of each multimedia file. Administrators can utilize these raw data to conduct further analysis and create their own reports and diagrams with great flexibility.



Generate Reports Automatically and Periodically

SuperReporter 2, incorporated with batch files or Windows® Scheduled Tasks, can automatically generate and send some types of reports daily or weekly. For example, administrators can generate a report, send it to marketing staff by email, and save a copy to your PC on the first day of each month.

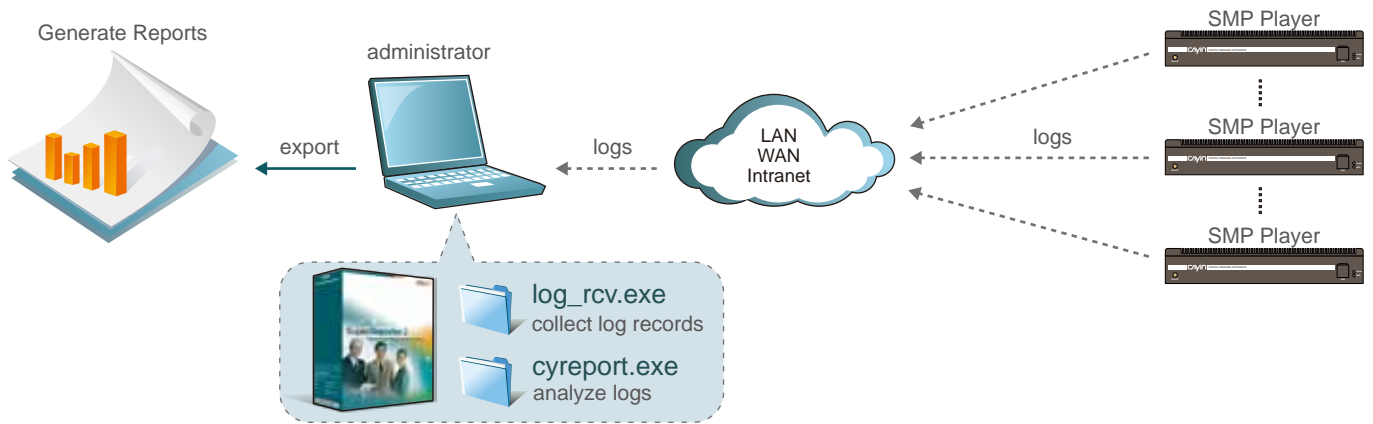
Integration with SuperMonitor 3



By not having to edit player lists manually, administrators can create player profiles more efficiently by importing CAYIN's SuperMonitor 3 files.

SuperMonitor 3, Windows®-based package software, assists administrators in monitoring functioning status of digital signage networks and managing multiple CMS servers and SMP players simultaneously.

System Structure



System Requirements

Operating System	Windows® XP, Windows® Vista, or Windows® 7
Display Resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	512 MB minimum. 1024 MB or more is recommended
Hard Disk	10MB for program and configurations, 20GB or more for storing log records

- * Features and specifications are subject to change without notice.
- * All brand names and trade marks are the property of their respective owners.
- * Software will be delivered via online download.