

PRESS RELEASE – For immediate release

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We loved the product so much we created the company!

When you have a problem and can't find an existing solution, one answer is to solve the problem yourself. And that's just what UK family owned business, Wedgwood AV Ltd., did. It created Repeat Signage digital signage software.

Linda Adams, director, talked to local schools who already had large LCD display screens running Microsoft PowerPoint presentations, as it's an easy to use, flexible software package. However, in Linda's opinion what's missing from PowerPoint is dynamic updating and RSS feeds. "What we felt was needed was software that teachers and students could use, that was as easy to use as PowerPoint, but with the capability of live content," revealed Linda, "so we created Repeat Signage."

With Repeat Signage, you design presentations in a similar way to a graphics package in that you insert pictures, videos, RSS news feeds and text and then drag them, resize them, etc., in the same way as other Windows software. The clever bit is that each item on screen can be double clicked and given its own play list or schedule if required. It was also clear that many of the schools would like to scroll live school news along the bottom of their screens. They needed RSS news feeds, but none of the teachers we originally spoke to were even familiar with the term. So we also created our free www.repeatserver.com service. This is really easy to use and allows users to create an account, add items of news they want to display along the bottom of their screens, such as "It's World Book Day on Wednesday, so don't forget to dress up" and "New drama group starting in February so see Mrs Jones if you are interested in joining", and then publish them. The presentations they are using then automatically

change when the feeds are updated at www.repeatserver.com and the latest news scrolls along, or even bounces along, the bottom of their screens.

We are, and schools are, still fans of PowerPoint. We also have a PowerPoint scheduler so that different existing PowerPoint files can be scheduled at different times plus the ability to play a PowerPoint presentation on a network drive and if the PowerPoint file is updated, then Repeat Signage will automatically display the new version automatically.

Next, we needed to get teachers and students using Repeat Signage to create content, such as pupil's artwork, photos of school sports day, images of the school drama production, etc. So we came up with a Repeat Signage challenge – to create a simple digital signage presentation in minutes! We asked a 10 year old school girl to follow our simple presentation from step-by-step instructions, which she did within 25 minutes. Then without any further information we left her with the software and some images to design her own presentation. 20 minutes later she had finished, only asking how to make the Flash clock pink.

<http://www.repeatsoftware.com/downloads/RepeatSignageSchoolChallengeLo-Res.pdf>

We launched our Repeat Signage challenge and All Saint's Primary School in Thurlestone, UK, was the first school to take up the challenge, with their IT teacher saying “it was a good, fun task in a busy week with a good outcome.” The display screen in their reception area proudly displays the pupils work, and they are now extending the use of Repeat Signage software to Year 5 and Year 6 in the 2013/2014 school year.

<http://www.repeatsoftware.com/downloads/RepeatSignageSchoolChallengeAllSaints.pdf>

“We were invited to take part in an exhibition of new digital technology in the Enterprise Zone of a local college,” continued Linda, “and was subsequently invited to run two workshops to show tutors and their students from the Hairdressing, Bricklaying and Motor Vehicle (Automotive) departments how to showcase their end of term work on display screens in the College using Repeat Signage digital signage software.”

So education was the start before expanding into the business market and niching with estate agents.

We were approached by Logic 1st Ltd., who provide IT services to UK estate agents. They saw the potential of using the Flash banner control in Repeat Signage, which quickly and easily allows you to add text over pictures. So estate agents could have a large format LCD screen in their window playing Repeat Signage presentations, showcasing pictures of properties for sale with two areas of text, for example, “4-bedroom detached bungalow for sale - £319,950”, and “Park Avenue, North Somercotes, Lincolnshire”, running across the images. The benefit to estate agents is an eye-catching window display with the ability to advertise a large number of properties using dynamic moving images, text and video, rather than traditional window posters. Customers benefit from being able to view a greater number of properties rather than be limited to the number of poster cards in the window. Where the estate agent also has a desktop touch screen, customers can easily navigate through a range of properties themselves.

However, Logic wanted the presentations to be fully integrated into RightMove.co.uk, which is the UK’s largest property portal.

As Repeat Signage is developed in-house, within a very short space of time, Repeat Signage for UK Estate Agents was on the market. This niche edition is the Repeat Signage Standard edition plus the ability to display industry standard RightMove.co.uk property data feeds automatically.

Logic added value to this niche digital signage software package, by offering its estate agent customers a subscription service and designing, set up and updating of property details, that has added a brand new arm to their IT business. They are using their customer base, warm selling, profiting on hardware, installations, and then earning money from contract fees for set up, presentation design, etc.

<http://www.repeatsoftware.com/RepeatSignageForUKEstateAgents.aspx>

“This brings an opportunity for enterprising resellers in Ireland, Canada, New Zealand, Australia, North America and any English speaking EU countries to work with us to produce a niche edition of Repeat Signage that has the ability to display their country’s property portal website data feeds”, explained Linda Adams.

Wedgwood AV Ltd was set up in 1998, supplying audio visual equipment across the UK to education, healthcare, retail and businesses. They have always had customer service at the forefront of their business, adding value by publishing technology guides for customers and website visitors and more recently, the series of Teaching Technology publications for education, healthcare and businesses.

<http://www.teachingtechnology.co.uk>

Benefiting from their business customer feedback, Linda discovered that not every business wanted a cloud solution nor to commit to a monthly or annual renewable software licence. Many wanted digital signage software with a one-off payment, with an option to upgrade. Other customers wanted software that would support touch screens, but more importantly, software that was so easy to use, they could create a presentation in minutes.

And with Repeat Signage digital signage software for Windows having sold into 16 countries so far, it would seem that customers are buying into this downloadable solution to help get their message across to promote their own products and services.

Being developed in-house in the UK, it has been relatively easy to respond to customer needs as more features are added to Repeat Signage. “For example”, revealed Linda Adams, “Repeat Signage presentations can be updated via a local network, from a website or over the Internet by creating a free account at www.repeatsoftware.com. The ability to allow presentations and play lists to be played from .FTP sites came about from a customer request.”

Since then, many new features have recently been added including support for displaying Chinese, Japanese, Korean, Russian Greek and other character sets in Repeat Signage. Flash banner control allows you to quickly and easily add text over pictures, making this ideal for retail and property markets. Other features include touch screen support and controls that display Microsoft Word (.doc, .docx), .rtf, pdf., and OpenOffice.org Writer (.odt) files.

<http://www.repeatsoftware.com/news.aspx>

Repeat Signage have customer service at the forefront by offering online training, online help menu, sample presentations, and email support.

<http://www.repeatsoftware.com/Training.aspx>

1377 words

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Download evaluation <http://www.repeatsoftware.com/downloads.aspx>

Product information and pricing <http://www.repeatsoftware.com/repeatsignage.aspx>