

## What is the difference between these solutions?

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CView offers two ways for customers to store and manage their digital signage content: cloud based solution or server based solution.

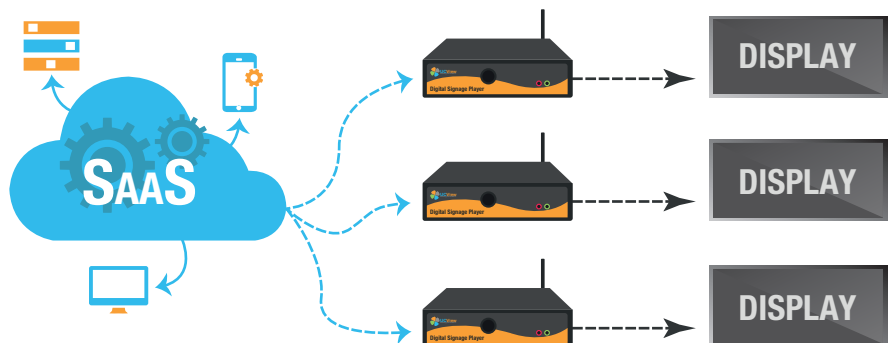
Cloud based solution means that all of the client's digital signage content is hosted on UCView's data centers and published to the client's players via internet with SaaS (Software as a Service). Client does not need to deploy and maintain their own servers, in this case, as everything is hosted in the cloud.

Server based solution means that the client will set up and host their own digital signage servers. In this case, all of the digital signage content will be published and distribute dinternally. Digital signage players will be able to directly connect to the customer's local sever without needing an internet connection. This solution is widely requested when an internet connection to the players is restricted and control over content security is the primary goal.

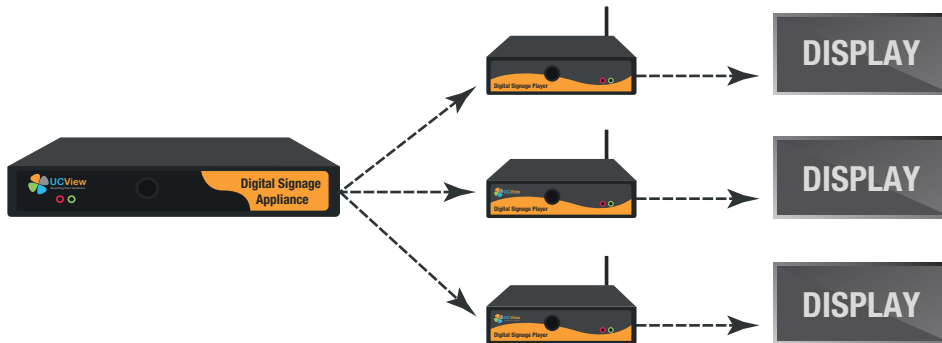
## What are the main benefits of a Cloud based solution?

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- 1 No need for server setup and maintenance. Everything is hosted on our data centers.
- 2 24/7/365 monitoring for 99.8% uptime operations.
- 3 Managed, secured firewall and anti-virus services.
- 4 Managed backup and failover services.
- 5 Advanced support for client-specific needs and lifetime free software upgrades.
- 6 Subscription pricing: month-to-month



### What are the main benefits of a Server based solution? 3



- 1 Host on your own hardware.
- 2 Active Directory LDAP Integration.
- 3 Complete application control.
- 4 Full security and control.
- 5 Players do not require internet access.
- 6 Internal file delivery.
- 7 Fine-tune network optimization
- 8 Perpetual license: one-time purchase or subscription base licensing.

### What kind of players do I need? 4

A type of player that will fit your needs depends on your intended playlist size and the types of files you will use in your signage content. Whether you require a powerful player or not depends on whether your content will be using a lot of sophisticated resources and if you plan on displaying multiple zones on the screen simultaneously.

It's a good idea to think about whether you will expand your playlist and content layout requirements in the future and if your current player will be able to handle them. UCView sells players that are compatible with both cloud and server based solutions. You

can find out more about UCView's View Media and RackMedia player product lines on our website. Alternatively, you can use your own players as long as they meet the recommended hardware requirements.



### Cloud based solution

is perfect for companies of any size that do not want to apply IT resources to install and maintain their own digital signage servers.

### Server based solution

is great for companies that want full control over their digital signage network and want their players to play digital signage content without being connected to the internet or require the content to be internal only.

A) If you are interested in a cloud based solution you can take a look at our subscription plans pricing page.

B) If you are interested in a server based solution you can take a look at UCView's server product line. Alternatively, you can use your own server hardware along with UCView server software.



18425 Napa St  
Northridge, CA 91325

**Tel:** 1-818-772-8255

**Toll Free:** 1-877-828-4399

**Fax:** 1-818-772-7901

**Email:** [sales@ucview.com](mailto:sales@ucview.com)  
[leah@ucview.com](mailto:leah@ucview.com)