Addressing the deployment challenge

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Player networks are growing rapidly in scale and reach. Retail and restaurant roll-outs can involve hundreds of players across countries and even regions. Corporate communications, a growing market for signage, can involve even larger roll-outs, as each department in a multi-national corporation is connected with screens. Many roll-outs will involve more than one configuration. In applications like fast food restaurants, there may be screens in the kitchen and at the registers, as well as menu boards in front of customers.

The logistics of these huge trans-national roll-outs are a challenge. One hundred players in one US state or one European country can reasonably be installed by one team in a few weeks. SD cards containing the correct initial set up files can be duplicated, distributed and inserted on boot up. Distributing set-up configurations on SD cards to a larger network of players becomes unwieldy. Teams will have different levels of expertise and often speak different languages. There is no real way of ensuring that the correct card is installed in the correct player. If the content is updated while the roll-out is in progress, chaos will ensue.

Set up and provisioning needs to be built into the player rather than left to the installer. With a feature like BrightSign's B-Deploy, a network manager can upload batches of player serial numbers, and assign content and configuration files to groups of players. Once the player is booted and connected it takes care of itself.

Here's how it works: When players are powered up, they automatically connect to the B-Deploy server for instructions. The B-Deploy server delivers appropriate information based on the instructions for the player with that particular serial number. The instruction could be to download setup files and content, or to move on to another server specified by the CMS provider where the setup instructions can be found. It's automatic.

All the installer needs to do is connect the player to the internet and to the screen. By taking the provisioning team out of the loop in this way, network managers regain control of the deployment process and valuable time and effort is saved.