

# Cloud-based Outdoor LED Message Center Solution



**Are** you looking for a way to put your key messages in front of your customers instantly and boldly? The Cloud-based outdoor LED message center solution is the right one that serves the purpose. It enables you to deliver digital content to your customers from anywhere with an Internet connection. A user-friendly interface makes it easy to use. It is very suitable for customers in both commercial and public sectors such as shopping malls, retail stores, hotels, gyms, bars, restaurants, community centers, recreation centers who want to enhance the marketing efforts quickly.



## Leader LED C-Cloud Quick Facts:

- ❑ The most cost effective marketing solution to boost your exposure to the potential customers.
- ❑ Web-based user interface, no additional software is needed.
- ❑ Support full-color images, videos and text messages
- ❑ Easy to learn and manage, Support instant message publishing and scheduled programming
- ❑ High system scalability. Support group terminal management
- ❑ Enterprise level security

Visit your customer portal at:  
[www.leaderled.ca](http://www.leaderled.ca)



## Features:

1. Full-color, high-brightness LED display panel , support customized size and form factor of LED displays (Video Wall, Window Poster, Message Center, Billboard etc.)
2. Android-based media player/controller integrated into each of Leader LED message center product, the device is in commercial-grade design, support 24x7 operations.
3. Media management server hosted in Amazon data center. Securely access to your account through a web browser (Support IE, Chrome, Safari and Firefox etc.)
4. Network connection: wired or wireless Ethernet, 3G , 4G (optional)
5. Support different media file format, such as jpg, png, mp4, wmv, avi. Also support both instant publishing and scheduled programming of the customer content.
6. No special IT infrastructure is required, Internet access is required for Cloud service.
7. Display terminal monitoring and operation log management



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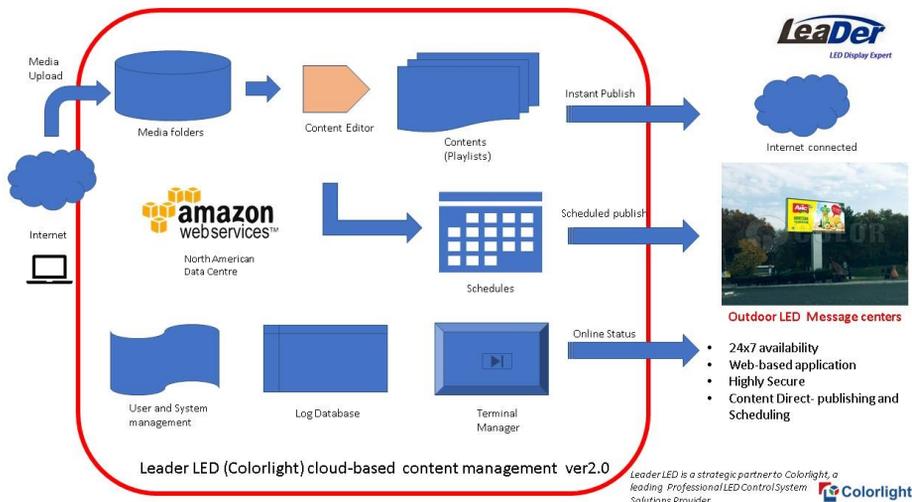
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Warranty Service Hotline:  
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As suggested by the ISA (International Sign Association), the full-color, high-brightness outdoor LED message center solutions are innovative and modern, are proven to increase sales and awareness, and they offer the ability to display multiple messages easily. For any digital signage project, content is king! When you start to plan for your project, make sure the content management features and functions can meet your needs. Following are the key functions provided by Leader LED message center solutions:

- ❑ **Media file management** – support most of the mainstream video and image file formats, such as avi, mp4, wmv, avi, jpeg, png and gif. Upload media files to media store either individually or in groups. Media files can be organized and stored in different folders. Media files can be reviewed, edited and deleted.
- ❑ **User account management** – Support user privilege management. **Only users with the administrative privilege can do content publishing.** Each user can change password at any time.
- ❑ **Playlist** - is a media program (or files) that your LED display can execute. Media file(s) need to be edited into a playlist before you publish it to your display terminal. The key function of the playlist is to define the parameters for the terminal devices that the media files need to be executed, especially the screen layout and the pixels in X/Y axis. So, each type of terminal device needs to have its own set of playlists.
- ❑ **Schedule** - is designed to create schedules for your playlists. Other than instantly publishing your playlist to the display terminals, you can schedule your contents to be displayed by daily, weekly or monthly.
- ❑ **Terminal management** – Each terminal status are monitored. Customer can check the Online status and also can directly execute stop, sleep, wakeup and restart functions to each display terminal. Brightness can also be adjusted instantly through this function. (most of the time, the brightness is managed automatically through a sensor-based controller or scheduler)
- ❑ **Log management** – content played log, terminal log and Operation log. These log data are important for advertising agencies and public sectors who need to audit the overall system operations.



Leader LED display solutions has been a pioneer in the industry for over 10 years. Together with its strategic partners (Q-Color and Colorlight), Leader LED provides its customers with high-quality LED message center solutions to help them effectively enhance their marketing efforts and increase sales and market awareness. To learn more about Leader LED, please visit [www.leaderled.ca](http://www.leaderled.ca)



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