

# Uptime. In Real-Time.

## Cellular-Based Monitoring and Control System for Remotely Managing AC and Solar Powered Assets

### Managing Assets the SmartLink Way

Outdoorlink created the SmartLink Management System (SMS) to remotely monitor device behavior, manage power consumption and reduce unnecessary site visits.

The SMS consists of a hardware controller and cloud-based operating system that communicates via an independent cellular connection to manage assets from any desktop or mobile device.

Users are notified via email when device failures occur and are able to instantly begin troubleshooting through the SmartLink portal and resolve downtime immediately.

**Ideal for Advertising Illumination, Digital Displays, Kiosks, Transit Stops, Solar Powered Amenities, Area Lighting, Cameras and Real-Time Information Signs.**



#### Virtual Proof of Performance

SMS confirms whether a device completes its schedules and records a daily log of its Proof of Performance.



#### Alarm Notifications

SMS sends email notifications to alert customers of low power, no power, offline status and more.



#### Reboot Devices Anytime

Reboot digital displays, routers and media players through the SMS portal and avoid the cost and time of a site visit.



## KNOW THAT ASSETS ARE HEALTHY

Reduce the need for in-person site checks to know whether lights are on or digital displays are running.

SmartLink provides 24/7 virtual Proof of Performance so Operations teams can reduce unnecessary travel and better use their time and labor costs elsewhere.



## BE NOTIFIED WHEN THEY ARE NOT

Users receive email notifications when connected devices show low power, no power, power restore and much more.

Troubleshooting can begin immediately without requiring an in-person site visit, which resolves downtime faster and leads to optimized asset performance.



## SmartLink Management Software

SmartLink controllers communicate through an independent cellular connection that allows for 24/7 remote monitoring and control.

- Open API for Systems Integration
- Flexible Scheduling Options per Each Relay
- Instantly Rule Out Power Issues
- Organize Assets from the Map View or List View



Alarm Notifications



Data Analytics



Instant Reboot

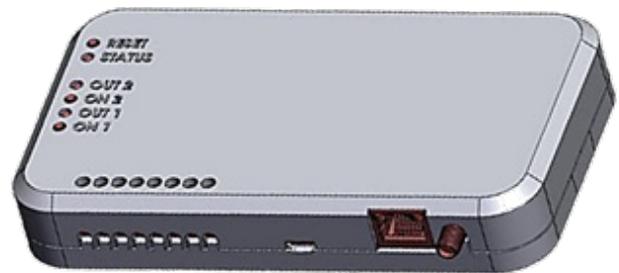
# SmartLink Vantage

The SmartLink Vantage is a patented technology that includes all the health monitoring features of traditional SmartLink controllers with an added sensor to remotely validate content on digital displays.

## VALIDATE DIGITAL CONTENT AND MONITOR HEALTH OF DISPLAYS IN REAL-TIME

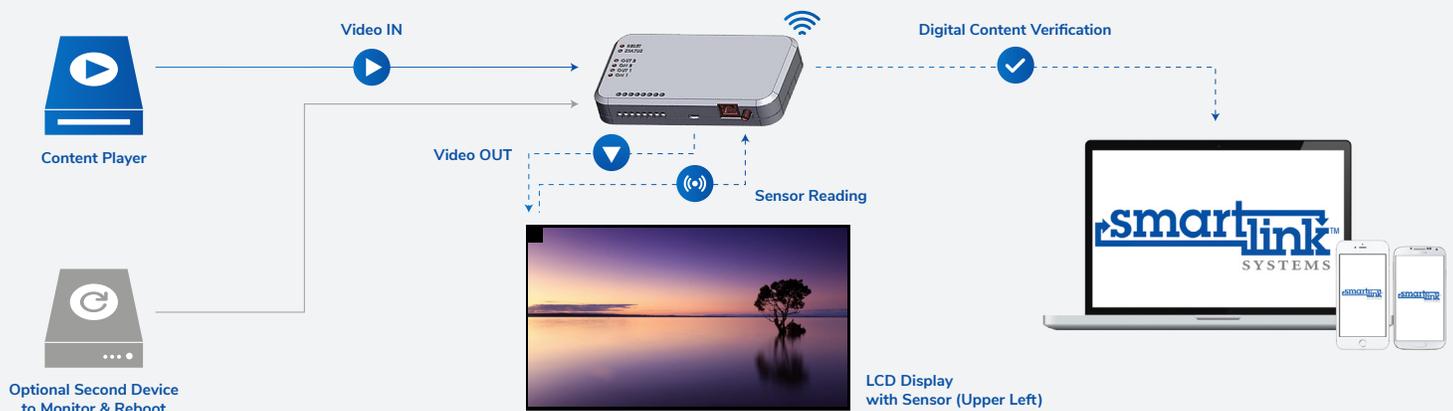
SmartLink Vantage removes the need for camera monitoring and in-person site checks to know if digital content is accurate, and enables remote troubleshooting to resolve issues before customers become aware.

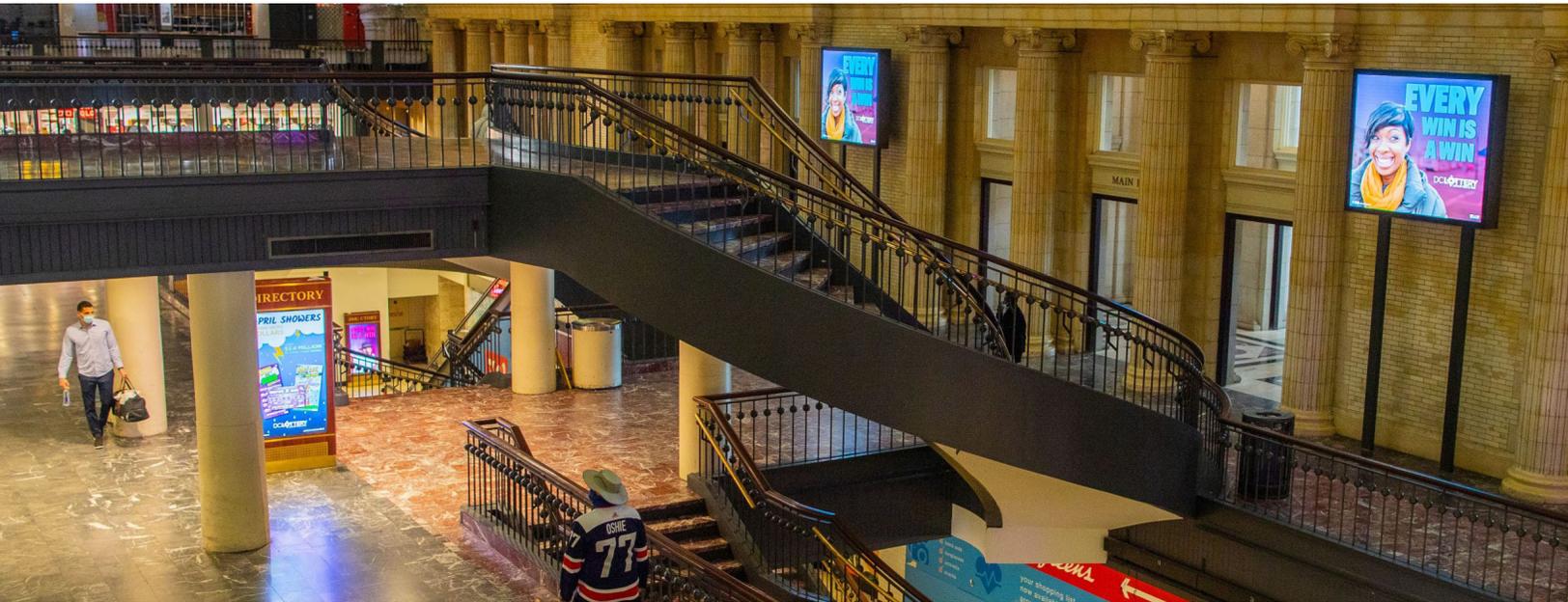
An ideal solution for Airports, Transit Centers, Malls and other highly trafficked locations with important real-time digital content.



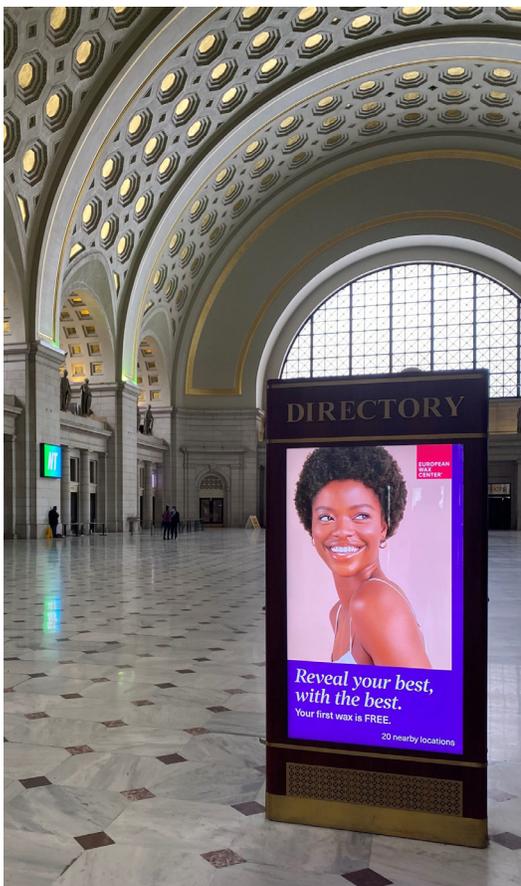
## How Remote Content Verification Works

SmartLink Vantage can manage up to two assets, such as a WIFI router and Content Player (below) and communicates to an optical sensor placed on an LCD display to confirm whether the display's content is accurate.





## Outdoorlink Installs SmartLink Vantage into Union Station Kiosks



### PROJECT OVERVIEW

Samsung Electronics America, New Tradition and Consumer Experience Group are proud to usher in a new era of tech transformation at Washington, D.C.'s Union Station, owned and operated by Ashkenazy Acquisition Corporation, through the power of digital signage. Under the project management of the Consumer Experience Group, Samsung's dynamic smart signage, coupled with content driven by New Tradition, provides commuters and visitors up-to-the-minute travel, weather and safety information to ensure the best possible experience.

The collaboration keeps the landmark's architecture alive by outfitting existing structures with upgraded displays that seamlessly fit into the 114 year-old building's iconic design. Twenty-six 65" Samsung UHD Smart Signage displays in kiosks are distributed across Union Station's three levels to serve as interactive directories designed and provided by TSItouch. Further, top tier out-of-home advertising placements are

constantly monitored by the patented SmartLink Vantage from Outdoorlink. This remote management technology ensures 100% uptime, reduces the need for cameras to provide Proof of Play, and significantly reduces the need for in-person site visits.

In the historic main hall, six state-of-the-art LED displays offer advertising buyers a premier piece of inventory that lives alongside history – giving businesses a bright canvas to share their products with the thousands of people visiting Union Station each day.

The partnership, which began in 2020 with a goal to bring modern technology to an iconic landmark, delivers more than stunning displays. Together with the Consumer Experience Group, Samsung helped usher in a complete refresh of Union Station's technical infrastructure from installation to the official handoff to New Tradition.