



Simple Doesn't Mean Basic

SpinetiX ARYA: Small Business Simplicity

Technology

The future is small business. Well, that certainly is a growth market SpinetiX has identified. SpinetiX is a digital signage specialist, initially distinguishing itself by building bulletproof solid state media players. As the market matured, SpinetiX moved into software, bringing the powerful Elementi package to market and Cockpit monitoring and control software.

Last year SpinetiX announced ARYA, a cloud-based digital signage platform designed specifically for the needs of operators with simple projects. The emphasis is on ease of content creation and scheduling. Small businesses can quickly set up visual experiences from their devices and deliver the content in a secure way to any screen, of any size and orientation.

SpinetiX envisage a number of typical use cases for ARYA:

- Showroom screens, such as those used in retail stores to promote products and services
- Welcome screens such as those used in the foyers at hotels, restaurants, and bars and in the waiting rooms at doctors, dentists and law firms
- Entertainment screens such as those you find in lounges, cafés, break or staff rooms at both SMBs and hotels

Security is paramount, with reliability, service availability, and data protection at the core of all solutions designed by SpinetiX. This new cloud-based solution relies on the most advanced security protocols.

GET STARTED

You may be relieved to hear that ARYA is a one-off purchase rather than a monthly subscription. As an online platform, ARYA is always running the latest version — no need to

constantly update the software.

To run ARYA you'll need the SpinetiX DiVA media player. DiVA is Spinetix' player for simpler digital signage deployments, but it's no dummy. It's fanless (no dust can settle into the unit) and has an impressive up time (rarely breaks). If you already own and run DiVA players, then simply update the DiVA's firmware and they're ready to be run with ARYA.

To create content, you simply need to log into your ARYA profile and use one of the fixed templates (there are nine templates to choose from at the time we wrote this). Drag in content and personalise the text. SpinetiX has licensed a number of key RSS feeds so you can run news and weather, for example, on your signage.

PERSONAL TOUCH

Personalise the look of the template with your own company branding and colours; use your company fonts, to ensure a consistent look in your marketing and branding.

You can load videos as well. ARYA will do the transcoding and scaling to ensure it displays optimally in the right pixel dimensions.

As we go to press, SpinetiX is announcing an ARYA Premium package (with 1GB of free cloud storage and probably with social media integration so you can easily run Insta photos or a Twitter feed), but the off the shelf ARYA remains a great value deal for those looking to get into digital signage without punishing on-going costs and unnecessary complexity.

There's even a Discovery Plan that allows you to get into digital signage and work with ARYA for free.

SpinetiX could hardly make it easier. 🐣

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