

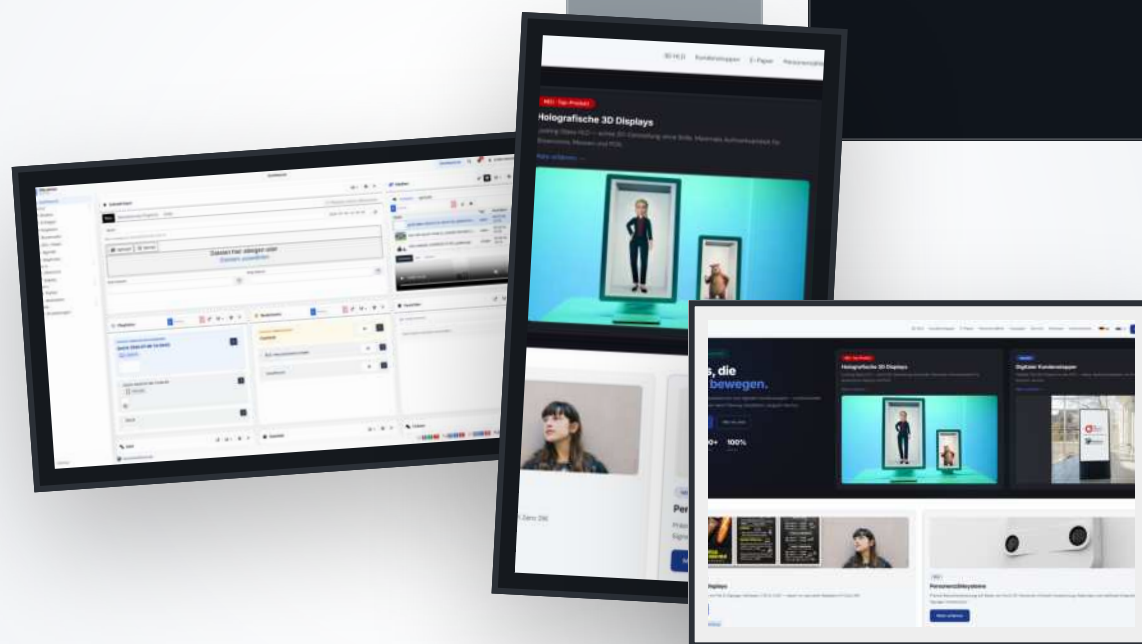


# Content on every display.

Without format stress.

IFDS combines content, automatic target preparation, reliable offline delivery, heterogeneous hardware and local automation in one open platform.

innoforum Digital Signage · Product brochure 2026



— ONE SYSTEM INSTEAD OF ISOLATED SOLUTIONS

# Distribute content, not formats.

IFDS is a browser-based digital signage and e-paper platform for mixed hardware, distributed locations and automated workflows.

## 01

### Content

Manage media, playlists, templates, RSS, agenda and wayfinding centrally.

## 02

### Target preparation

Automatically consider resolution, orientation, aspect ratio and hardware profile.

## 03

### Delivery

Prepare content completely, store it locally and activate it in a controlled way.

## 04

### Operations

Control devices, displays, sync, automation and service with full visibility.

**Your signage platform should adapt to your installation, not the other way around.**

— REAL INSTALLATIONS ARE HETEROGENEOUS

# Five locations. Three platforms. Four formats. One responsibility.

## Different displays

Landscape, portrait, e-paper, touch, SoC and traditional HDMI installations.

## Distributed infrastructure

Branches, practices, reception areas and buildings with their own network conditions.

## Manual format work

Rotating images, scaling videos and creating variants for every target.

## Limited transparency

Is the device online? Was it synced? Which content is actually running?

## Rigid ecosystems

Closed hardware platforms make extensions and integrations difficult.

## Late response

Without monitoring and automation, faults and situations are noticed too late.

IFDS combines these tasks in one workflow, from upload and processing to the monitored target device.

— ONE CONTINUOUS PROCESS

# From content to display in four steps.

## 1 • Content

Provide images, videos, PDFs, templates, RSS and modules centrally once.

## 2 • Targets

Select devices, groups or locations and determine suitable profiles.

## 3 • Preparation

IFDS checks compatibility and creates every required target artifact.

## 4 • Operations

Transfer completely, activate locally and monitor the device state.

One media library

Multilingual

Atomic activation

Local cache

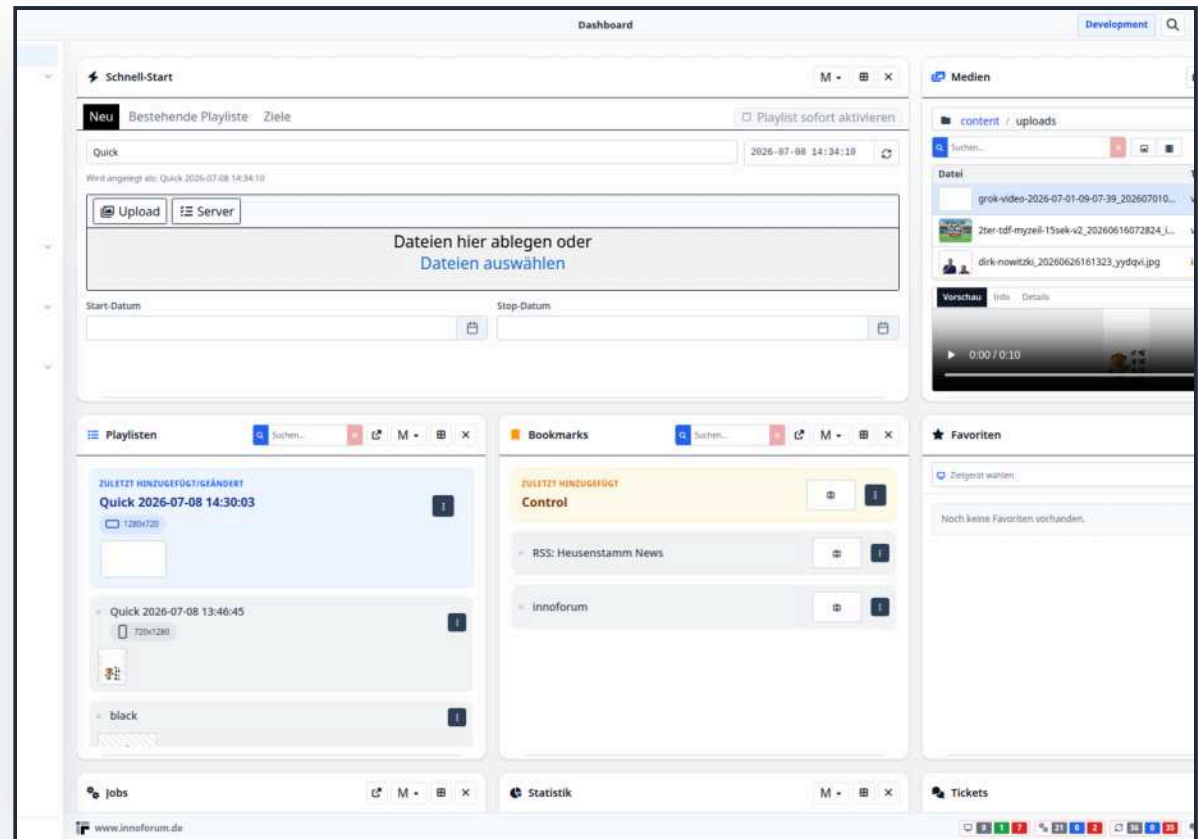
Monitoring

Latest wins

## BROWSER-BASED DASHBOARD

# The relevant status at a glance.

- Configurable views and dashboard tiles
- Quick start from upload to target device
- Current jobs, syncs, tickets and devices
- Favorites for frequently used content and displays
- German and English



## MEDIA MANAGEMENT AND QUICK START

# Upload content. Select targets. Synchronize.

### Multi-file upload

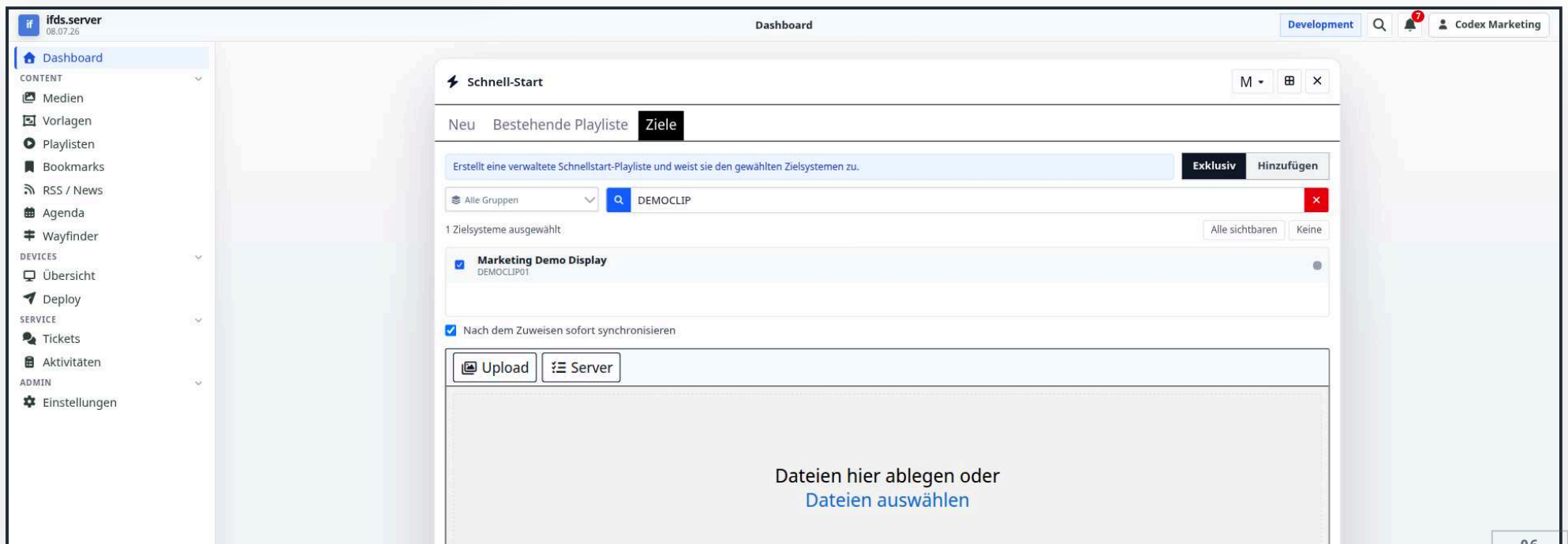
Import files together using drag and drop, file selection or ZIP archives, then organize them centrally.

### Background processing

Conversion, thumbnails and media variants run as traceable background jobs.

### Direct delivery

Add content to an existing playlist or distribute it to selected devices.



The screenshot displays the IFDS dashboard interface. On the left is a sidebar menu with categories: CONTENT (Dashboard, Medien, Vorlagen, Playlisten, Bookmarks, RSS / News, Agenda, Wayfinder), DEVICES (Übersicht, Deploy), and SERVICE (Tickets, Aktivitäten). The main area is titled 'Dashboard' and shows a 'Schnell-Start' (Quick Start) section. This section has tabs for 'Neu', 'Bestehende Playliste', and 'Ziele' (Targets). Under 'Ziele', there's a description: 'Erstellt eine verwaltete Schnellstart-Playliste und weist sie den gewählten Zielsystemen zu.' (Creates a managed quick start playlist and assigns it to the selected target systems). Below this is a search bar with 'Alle Gruppen' (All Groups) and a search result for 'DEMOCLIP'. A list shows '1 Zielsysteme ausgewählt' (1 target system selected), including 'Marketing Demo Display' (DEMOCLIPOT). There are buttons for 'Exklusiv' (Exclusive) and 'Hinzufügen' (Add). A checkbox 'Nach dem Zuweisen sofort synchronisieren' (Synchronize immediately after assignment) is checked. At the bottom, there are 'Upload' and 'Server' buttons. A large grey area at the bottom contains the text 'Dateien hier ablegen oder Dateien auswählen' (Drop files here or select files).

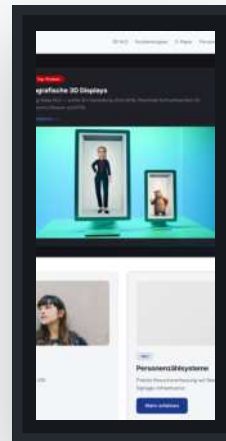
# ONE ASSET, MULTIPLE TARGET PROFILES

## Matched for landscape, portrait and e-paper.

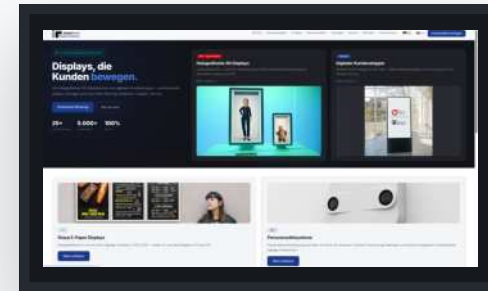
Hardware profiles describe resolution, orientation, window, renderer and target capabilities. IFDS checks content and creates the required output for the specific profile.

### Important:

If a mandatory artifact is missing, sync waits for preparation.  
Unsuitable content is not simply passed on to the target.



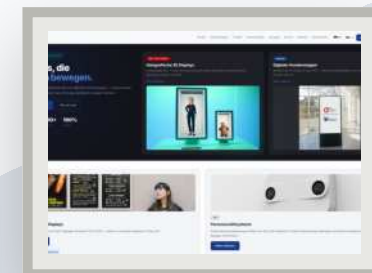
PORTRAIT · 1080×1920



LANDSCAPE · 1920×1080



HLD · SPATIAL PRESENTATION



E-PAPER · 1600×1200

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**PLAYLISTS AND TIME CONTROL**

# The right content at the right time.

**A****Playlists**

Combine images, videos, websites and modules into clear sequences.

**B****Validity**

Set start and end dates as well as individual time windows for content.

**C****Schedules**

Plan and prioritize one-time or recurring synchronization runs.

**Opening hours**

Weekly plans and exceptions control display operation. Settings can be copied to filtered device groups.

**Immediate, scheduled or automatic**

Editors can distribute urgent content immediately while regular rollouts run during defined time windows.

**Time control covers more than content: synchronization and display operation follow the required workflow as well.**



FROM ONE DISPLAY TO COMPLETE LOCATION STRUCTURES

# Organize devices, groups and locations centrally.

## Devices

Identity, hardware profile, display, storage, content and operational status.

## Groups

Multiple assignments for shared actions, permissions and content selection.

## Locations

Manage address, contact and operational information by location.

## Views

Saved table tabs with individual filters and visible columns.

## Filter

Type, lifecycle, status, group, location or free-text search.



## Select

Individual devices, a selection or all visible systems.



## Act

Assign content, schedule, synchronize or transfer settings.

— ONE PLATFORM FOR MIXED ENVIRONMENTS

# Open for the hardware that fits the application.

## Linux & Raspberry Pi

Flexible players for HDMI displays, touch kiosks, special formats and local control.

## Samsung Tizen

SoC player without an external computer, including local content cache and device information.

## Sharp Android

Native Android app, local cache, display control and opening hours.

## Sharp E-Paper

Rendered image artifacts and robust synchronization for energy-efficient displays.

## HLD / Looking Glass

Hololuminescent displays with dedicated 3D preview and suitability analysis for images and video.

## OPS & traditional displays

Scalable players plus HDMI or manufacturer-specific LAN control where supported.

The hardware determines the profile, not the interface and not the editorial workflow.

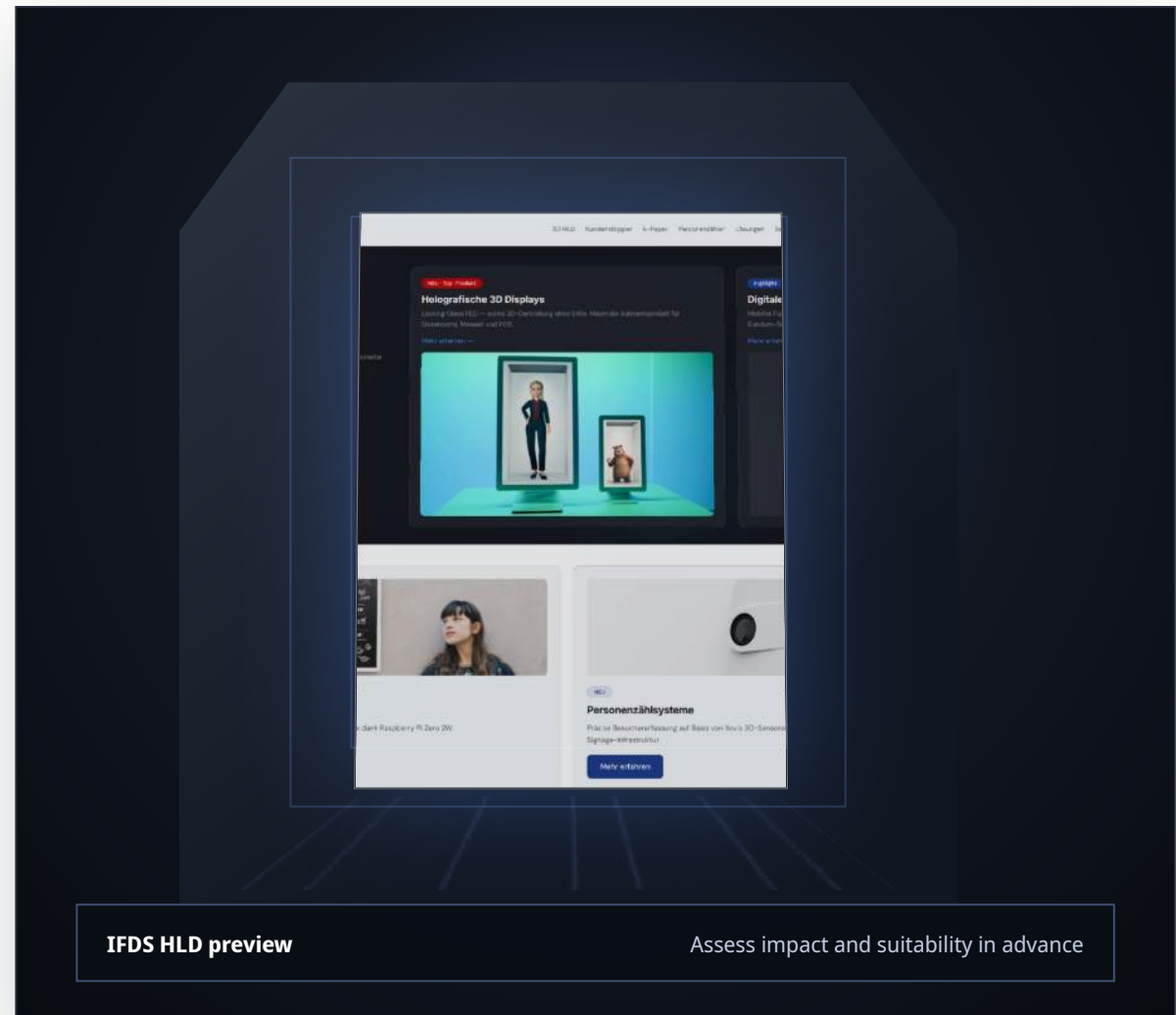
#### WHAT IS AN HLD?

## Spatial depth, visible without glasses or a headset.

Looking Glass **Hololuminescent Displays** create a holographic volume directly within the optical layer of the display. Content appears spatial and deep without requiring viewers to use special equipment.

Multiple people can experience the effect simultaneously from different viewing angles. This makes HLDs ideal for showrooms, trade fairs, point of sale, exhibitions and high-impact product presentations.

- No glasses, headset or single viewing sweet spot
- Suitable for groups and available in sizes from 16 to 86 inches
- Standard connectivity via HDMI or DisplayPort
- IFDS simulates impact and transparency in a 3D preview
- Suitability analysis for individual media and playlists



IFDS HLD preview

Assess impact and suitability in advance

## RELIABLE SYNCHRONIZATION

# The latest desired state instead of an endless queue.

- Latest-wins handling for consecutive content assignments
- Required artifacts are checked before delivery
- Local cache for Tizen, Android and supported clients
- Atomic activation only after a complete download
- Last valid state during interrupted connections
- Manual immediate sync and scheduled runs
- File list, sizes and error details for each sync

### Sync status

■ Content up to date



18 of 25 files available locally · only the difference is transferred

**25**  
files

**7**  
new

**0**  
errors

**Current content keeps playing until the new desired state is completely available locally.**

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**STATUS INSTEAD OF ASSUMPTIONS**

# See what is online, what is running and what is missing.

## Client

Online, offline, last contact, player state and watchdog.

## Display

On, off, unknown or inconsistent with configured opening hours.

## Content

Current, pending, synchronizing or failed.

## System

Jobs, queues, syncs, tickets, reports and logs.

## Central notifications

New relevant events appear as toasts and remain available in the notification center. Email rules and reports can be configured by severity.

## Remote maintenance

Supported Linux clients provide secure remote access, console, logs, configuration and diagnostics. SoC systems report platform-specific status data.

— WHEN SOMETHING HAPPENS, YOUR DISPLAY RESPONDS

# Sensors and events control content and devices.

## When

Presence, external HTTP request, MQTT message or system event.



## Where

One device, multiple targets, groups or matching locations.



## What

Show prepared content, control a display or start a defined action.

## Priority

Rules compete in a controlled way and can be limited in time.

## Return

After an action, the system automatically returns to regular content.

## Traceability

Events, executions and errors remain centrally visible.

REACT LOCALLY, MANAGE CENTRALLY

## Automation stays where it is needed.

A local edge controller can process sensor events within the location network. Rules are managed centrally while the on-site response remains fast and privacy-friendly.

### MQTT

Event bus for sensors and local systems.

### HTTP

Simple webhooks and direct integrations.

### Hybrid

Local processing with central management.



### Presence detected

The "Reception" zone reports presence.

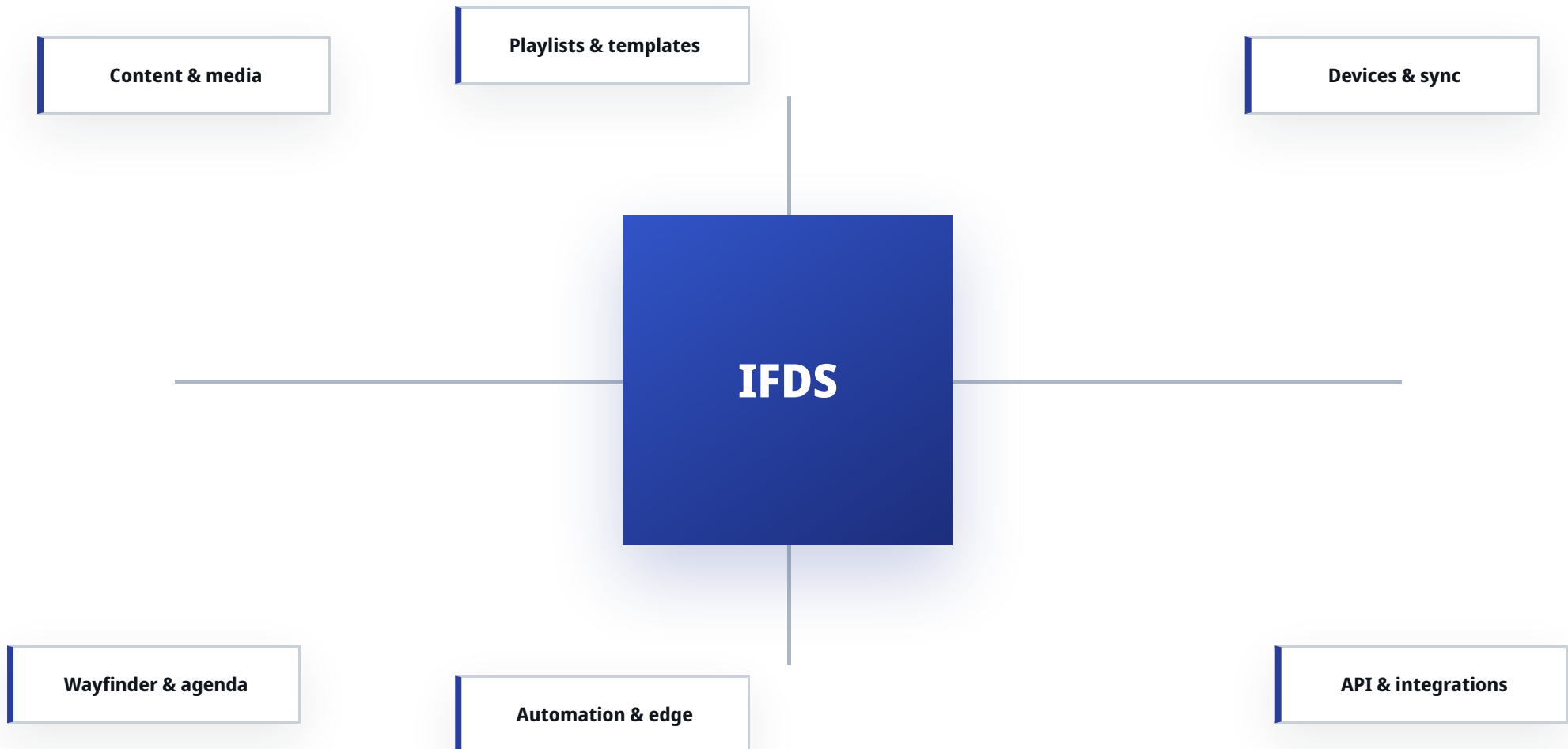
### Action

Show welcome content on the display group · duration 20 seconds.

Executed

— ONE PLATFORM, SUITABLE BUILDING BLOCKS

# IFDS grows with the use case.



Installations use only the modules they need. New content types, renderers, device platforms and customer-specific workflows can be added in a controlled way.



— MORE THAN A MEDIA REPOSITORY

# Create content directly in the platform.

## Templates

Create layouts with text, images, shapes and dynamic content in the browser.

## RSS & news

Fetch feeds regularly and use them automatically as updated slides.

## Wayfinder

Tenant directories with floors, logos, headers and target-specific rendering.

## Agenda

Manage events, schedules, now/next information and a live clock.

## Bookmarks

Include websites and control pages as managed content.

## Favorites

Combine frequently used content and target devices for compact control.

## Local content AI

Optional local image analysis, descriptions, translation, tags and similarity search without sending media to an external AI service.

## Exports

Export devices, playlists, tickets and other data to Excel or PDF using profiles.

NOT ANOTHER ISOLATED SOLUTION

# Documented APIs connect IFDS to your system landscape.

The Partner API provides controlled access to devices, content, playlists, tickets, reports and notifications for external applications.

```
GET /api/partner/v1/devices
GET /api/partner/v1/content
POST /api/partner/v1/playlists
POST /api/partner/v1/tickets
GET /api/partner/v1/reports/runs
POST /api/partner/v1/notifications
```

# versioned · documented · role-based

REST

OpenAPI

Read-only tokens

Scopes

Audit

## ERP & retail systems

Provide prices, products and notices automatically.

## Scheduling & building systems

Connect agendas, rooms, visitor information and events.

## Partner portals

Integrate devices and content into existing applications and processes.

---

**CONTROL ON MULTIPLE LEVELS**

# Everyone sees and edits only what they are allowed to.

**Custom roles**

Define page availability as well as read, write and action permissions.

**Group visibility**

Restrict user access to devices, content, tickets, syncs and automation.

**Authentication**

Integrate local accounts, LDAP/OpenLDAP, Microsoft AD and Google OAuth.

**Token management**

API tokens with scopes, read-only access and revocation.

**Audit**

Trace relevant administrative and content changes.

**Protected secrets**

Store sensitive server settings encrypted and use them in a controlled way.

The exact security scope depends on the operating model, network, hardware platform and agreed maintenance concept.

## — CONTROL OVER DATA AND INFRASTRUCTURE

# On-premises, hosted or hybrid.

## 01

### On-premises

Server and edge services run in your own infrastructure, suitable for local data storage and closed networks.

## 02

### Hosted

innoforum operates the central platform and assists with updates, monitoring and operations.

## 03

### Hybrid

Central management meets local edge processing, sensors and content caches at each location.

### Rollout & updates

Versioned releases, controlled update packages, hardware profiles and traceable deployments support reproducible operations.

### Remote access

Supported clients can be connected securely without exposing their administration interfaces to the public internet.

— ONE PLATFORM, MANY SECTORS

# Communication where people can see it.

## Reception & lobby

Welcome screens, daily information, Wi-Fi QR codes and events.

## Healthcare

Location information, opening hours, education and notices.

## Retail & branches

Offers, product communication and group-based rollouts.

## Commercial property

Wayfinding, tenant directories, floors and current notices.

## Events

Agenda, now/next, room information and last-minute changes.

## HLD & experience spaces

Spatial product communication with browser-based 3D preview.

## Education & public sector

Central content for multiple buildings, floors and departments.

## E-Paper

Energy-efficient notices, room signs and updateable labels.

FROM EXISTING INFRASTRUCTURE TO STABLE OPERATIONS

# Plan, pilot, roll out.

## Analyze

Assess hardware, network, content, roles and operational workflows.



## Pilot

Set up, test and jointly approve one representative system.



## Roll out

Transfer profiles, content and configuration to further targets in a controlled way.



## Operate

Agree on monitoring, updates, support, backup and further development.

### Developed in-house

Short communication paths across consulting, development, installation and support.

### Integrate existing assets

Existing displays, players and legacy transports are assessed, not replaced by default.

### Modernize step by step

Compatibility adapters, a pilot and clear acceptance criteria reduce project risks.

## THE PLATFORM AT A GLANCE

# End-to-end capabilities for editorial work and operations.

| Area       | Capabilities                                                                            | Status          |
|------------|-----------------------------------------------------------------------------------------|-----------------|
| Content    | Multi-file upload, ZIP import, preview, conversion, variants, tags, local AI            | • integrated    |
| Playlists  | Sequences, timing, background, overlay, target resolution, compatibility checks         | • integrated    |
| Devices    | Groups, locations, profiles, content, opening hours, display, storage and player status | • integrated    |
| Sync       | Immediate or scheduled, artifact checks, latest wins, file log, retry, local cache      | • integrated    |
| Monitoring | Client, display, content and error status, jobs, tickets, notifications                 | • integrated    |
| Modules    | Templates, RSS, wayfinder, agenda, bookmarks, favorites, exports                        | • modular       |
| Automation | Sensor sources, rules, multiple targets, priority, duration, return                     | • modular       |
| Interfaces | Partner API, OpenAPI, HTTP, MQTT, LDAP/AD, tokens and scopes                            | • open          |
| Platforms  | Linux/Raspberry, Tizen, Android, HLD/Looking Glass, e-paper, OPS/mini/industrial PC     | • profile-based |

Individual features depend on the hardware profile, platform, installation and agreed project scope.

# The difference is in the connection.

## Profile-based

Manage mixed target systems together.

## Offline-capable

Download completely and play reliably from local storage.

## Event-driven

Sensors and external systems trigger actions.

## Open

Modules and documented APIs instead of an isolated solution.

**One upload. Suitable output. Controlled delivery. Visible status.**



— EXPERIENCE IFDS LIVE

# Which displays, content and workflows should we connect?

We will present IFDS and assess how existing hardware, new platforms, HLD, sensors and third-party systems can be integrated effectively.

**Request a no-obligation demo**

**innoforum GmbH**

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[www.innoforum.de/software](http://www.innoforum.de/software)

