



# KORBYT™

Create. Connect. Inspire.

## Frequently Asked Questions

Korbyt 1.2 Release - Feb. 2, 2018

### What's new in Korbyt 1.2?

Across the platform, for both Korbyt™ Digital Signage and KorbytGO™ Mobile, we've introduced new features and functionality to make our offer the best in the market.

#### Korbyt Hybrid Cloud and Additional Third-Party Device Support

The new release signals the official launch of our Korbyt Hybrid Cloud solution and support for additional third-party media devices, which both provide clients more flexibility in deploying solutions.

#### Features to Improve Omnichannel Communications

With the latest release (version 1.2), Korbyt provides new features to make omnichannel communications more engaging, measurable and personal than ever before by:

- Fostering more client-to-employee interaction on KorbytGO mobile
- Increasing the ease of use for both administrators and employees
- Providing better utilization of real-time data, improving administrative tools and more.

### When will the release be available?

For Korbyt Cloud customers, version 1.2 went live on January 31. And through the ongoing efforts of our RMG's Technology team, we will keep improving and updating Korbyt on a regular basis. For Korbyt On-Premises customers, our Professional Services team can be engaged to provide upgrade support.



## What is Korbyt Hybrid Cloud?

Hybrid cloud architecture is the integration of on-premises resources with cloud resources. Korbyt Hybrid Cloud is a server software that enables on-premises data collection, while other CMS functions remain cloud based, allowing the added benefit of supporting our KorbytGO mobile solution. Korbyt Hybrid Cloud server also serves as a local edge caching server for LAN/WAN media players, reducing cloud bandwidth utilization.

Note: The Korbyt Hybrid solution is an additional option to our Korbyt Cloud solution. RMG will continue to offer a fully on-premises solution to meet the range of client needs.

## What are the key features and enhancements of Korbyt 1.2?

### Enhanced CMS Usability Features

**Enhanced CMS Dashboard and Browsing Experience:** A new system dashboard layout provides an even better user experience in the Korbyt content management system (CMS).

**Folders for Messages and Layouts:** Folders now offer better CMS usability with the ability to categorize, store and locate similar content simply by dragging and dropping items into folders.

**Support for Additional Media File Types:** Korbyt supports even more common file types for mobile and digital signage applications. Customers can now upload document file types (docx, PDF) to be used in interactive lists for use on KorbytGO mobile and interactive layouts.

**SSO for CMS and Mobile Users:** Single sign-on (SSO) is a session and user authentication service that permits a user to have one set of login credentials (user name / password) to access both applications, making the login process quick and simple. This saves users from having to memorize additional passwords and enhances IT security measures by encouraging the use of stronger passwords.

**Tag Filters for Messages and Layouts:** Tag filters improve user experience for systems with large amounts of content and make it easier to find content quickly. Tag filters for posts, surveys, quizzes, campaigns, playlists, boards and the media library improve user experience for systems with large amounts of content.

**Selector Go-To App Type:** Allows KorbytGO customers to build apps with tree-view navigation and embedded messages, surveys and quizzes within the app. This powerful app type makes creating and publishing detailed information hierarchies easy for applications as diverse as troubleshooting decision trees for remote field service employees to HR document libraries for all employees.

### Korbyt administration and content management just got even easier!

**Additional Animation Features:** KorbytGO's animation features give more power to the business user as no CSS or JavaScript knowledge is required to add amazing animations to digital signage content.

**Additional Player and KorbytGO User Fields:** Additional metadata fields have been added to players for floor and room and to KorbytGO users for division and department. These additional fields may be used to make targeting content to the right audience even easier.

**Clone Surveys and Quizzes:** When developing surveys and quizzes, administrators can now quickly reuse previous designs. Clients will save time spent creating new content.

**Data Analytics (KorbytGO Segments):** System administrators can now gain valuable insights from user behaviors and



make strategic, confident decisions based on this data collection and reporting tool. Data analytics provides internal communication leadership with strategic insights into their employee engagement success, as well as provides a tool to continue to engage based on employee behaviors.

1. **KorbytGO Content Segments – Evolutionary Segmentation of KorbytGO Users Based on Content**

**Views:** Mobile users are automatically placed into content segments based on whether they have viewed a piece of content or not. This off loads significant administrator data collection tasks. For messages, quizzes, posts and surveys, Korbyt automatically creates segments of users based on content views. Segments can then be used to create dynamic audiences which can be targeted or retargeted with additional messaging based on a client's needs.

2. **KorbytGO Behavior Segments – Static/Dynamic Segmentation of KorbytGO Users Based on Behavior:**

Mobile users are automatically placed into audience segments based on their behavior in the KorbytGO app. Audience segments can then be targeted and retargeted in scheduled communications. Segments can be built by setting filters on usage criteria over a date range including quantity or percentage filters on users' time spent, total views, proactivity rating, survey completions, quiz completions, mobile views and desktop views in the app.

**Enhanced RSS Element and Ticker Elements:** Improved performance of RSS element and top vertical alignment is now supported. A new WebGL on/off feature in the ticker also improves performance.

**Improved User Experience for Layout and Message Creation:** A new floating tool bar in Korbyt Builder makes creating amazing Layouts and Messages even easier. An enhanced live preview tool improves the accuracy of designing content for a wide variety of display and devices sizes.

**Microsoft Azure Active Directory Login Support:** This feature reduces the burden of loading and managing large numbers of users in Korbyt and accelerates the speed of deployment. Current support is limited to AD Azure, not on-premises Active Directory.

**New File List Element:** Integrate document lists into Korbyt and KorbytGO with no programming required. Upload documents into media library folders to be used in KorbytGO Go-To apps. The new List element makes publishing easier for admin users. Admins can create and publish lists of useful documents, images or other file types for employees including training manuals, process documents, safety documents, repair manuals, part lists, price lists, menu items, sale items and more.

**Priority (Emergency) Alerts and Messaging for Digital Signage & KorbytGO Mobile App:** Quickly create and push emergency alerts to Korbyt connected players and KorbytGO mobile devices. Send messages and push notifications to the right audience in the event of a crisis or an urgent matter. This ensures safety through controlled and immediate communications during and after high-risk situations.

**Scheduled player upgrades:** Korbyt administrators may now schedule player version upgrades. Developed to improve overall network management and allow for efficient use of bandwidth, this feature minimizes downtime and works with client schedules.

**Support Upload and Auto-Conversion of PowerPoint Deck to Digital Signage Playback:** Korbyt now allows users to upload content in PPTX format for automatic conversion and use on digital signage displays.

## Additional Hardware Support – More Options for Media Player Support

**Support for BrightSign Media Players:** Korbyt now supports the BrightSign LS, HD and XT product lines. Please consult with your RMG representative for a list of supported features.

**Support for LG webOS Signage 3.2 (3.0+) or higher:** Korbyt on LG webOS allows clients to deploy digital signage on select LG webOS equipped displays without the need for an external media player. Please consult with your RMG representative for a list of supported features and displays.

**Support for Samsung Tizen (3.0) SSSP:** Korbyt on Samsung Tizen SSSP allows clients to deploy digital signage on select Samsung Tizen equipped displays without the need for an external media player. Please consult with your RMG representative for a list of supported features and displays.

**Improved PlayerAPI for Scriptlets:** Allows for media player integrations with peripheral devices and data sources to interact with the connected Korbyt player via API for interactive digital signage experiences. Applications include RFID and NFC integrations in retail for product comparison kiosks, employee badge scanning applications, facial and crowd recognition for audience analytics and many more.

## KorbytGO is now more interactive.

**Chat Go-To App:** This new app improves communication between employees who are already familiar with online chatting. The feature allows employees with KorbytGO to chat through the app. Employees can quickly communicate ideas, project updates or quick messages when a phone call or email isn't practical.

**Employee Advocacy Enhancement:** KorbytGO helps companies turn employees into brand ambassadors by providing a new share-to-social feature in the newsfeed (allowing employees to easily share content to their personal social media accounts). KorbytGO admin users can easily add a share-to-social link to approved content in their company newsfeed.

**Scheduling Go-To App:** This allows admin users to assign and remove users from shifts. Using the KorbytGO app, shift workers can then easily request shift changes, pick up a shift or request relief. Relief requests can automatically post to the group's newsfeed, allowing other workers to provide relief by picking up shifts.

Administrators can quickly make changes to shift workers' schedules to respond to requests and changing business demands. The easy-to-use app reduces email exchanges and shortens the request-to-approval timeframe.

**User-Generated Posts:** This new feature allows employees to better engage in two-way messaging through KorbytGO. End users can quickly share information from their phones to the KorbytGO newsfeed. With user-generated posts, employees can append a text message and share the following: existing photo or video, a new photo or video taken with the camera, or an animated GIF. These enhancements increase employee engagement and add a more social aspect. Employees mentioned in a post receive a push notification as well. Posts can contain calendar invitations and employee accolades for a job well done.

## More Information

### Contact RMG

For more information, please contact your RMG representative or reach out to us directly.

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