Danthonia LED Sign Fact Sheet

FAQs

How does Danthonia's solution solve security problems?
The sign is an external application. You have the assurance that adequate security measures are in place to prevent tampering with the displays, or the display of un-authorised content.

How does Danthonia's solution solve PC-based software problems?
No IT support is needed to install or maintain software for our signs. This avoids the hassle of software installation which is dependent on both the connection and the machine. Any disruption or change to either, and IT support is required.

How does Danthonia's solution solve configuration problems?
There is no need to set up and configure connections on our signs. IP-based signs or signs that connect via a dedicated cable can cause configuration issues.

Is the message preview accurate?
Yes. What you see in the preview is what will be displayed on your sign. Some LED software packages have difficulty previewing what you publish on your sign. For example, it may look OK in the preview, but when you publish it, the message doesn't fit, looks truncated or breaks into multiple screens. Users often have to walk out to their sign and check every message.

Overview

Recent growth in the use of digital signs has prompted government departments to look closely at security issues associated with LED signs connected directly to their network. As a response to that concern, Danthonia Designs has implemented a web-based LED sign control system. Users access the LED control website via a browser on internet enabled devices (PC, MAC, tablet, smart phone). The sign communicates with the control website via the 3G network. There is no direct connection between the user's local network and the sign.

If https traffic is allowed out of your network, sign users will be able to communicate to their signs with no IT involvement.

Web-based Software

Software as a service
We provide our clients with access to our web-based software at no additional cost. We bundle this service with the sale of our signs and there are no ongoing fees, either for licensing or for data. The software works with all major browsers, so there is no need to install any software, apps, or plugins.

Central control
The ability to control all the LED signs owned by an organisation on one account keeps operational costs down and saves time. For example, users can schedule universal or targeted promotional content to appear on any number or combination of signs in the network. If individual sites are authorised to upload their own content, head office can still monitor or check what is being played on individual screens.

User options
Varying levels of rights are available to users. Users with administrative rights can specify other users' rights, allowing multiple users to view or edit the material they are authorised to change.
Examples of functionality include:

- send messages to one screen, pre-defined groups of screens, or all screens
- publish pre-approved marketing content for individual sites to use
- prevent the publishing of un-authorised content by users
- view the content being played on any individual screen
- schedule promotional campaigns in advance
- deploy emergency messaging to override other content

User password security
Passwords meet all Department of Education & Communities NSW requirements for password security. Contact us if you wish to see more details on the password security standards currently enforced.

Server Environment

Security
All aspects of our server security are monitored and reported on by a security information and event management (SIEM) product. Server patches are kept up to date. Firewall rules are very limited - only HTTP and HTTPS traffic is allowed from the general internet and that is thoroughly inspected using a deep packet inspection device. Administrative access is only allowed from specific static IP addresses. All server equipment is housed in secure, electronic access controlled rooms.

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What happens if there's a power failure?
The sign will start up and display messages again when power is restored. No manual intervention is required. If new messages were sent to the sign from the web-based software while the sign was powered off, the messages will be downloaded within a few minutes once the sign is powered up again.

What happens if there is a problem with the 3G network?
Telstra's network is extremely stable. However, if there is a connection loss, the sign will keep attempting to connect to the website to check for updates or new messages until the 3G network problems are resolved, at which point the updates will be downloaded.

What happens when users get hardware upgrades?
There is no need to change anything if users get new hardware (PC's, tablets, etc) since there is no installed software. Just fire up a web browser and log in.

Do your signs require IP addresses?
There is no need to assign fixed IP addresses inside your network as the sign users are only communicating with the website.

Availability
The virtual servers hosting the LED control website are located in a high availability cluster. Backup snapshots are taken throughout the day. The primary and backup snapshots are stored on high-speed SAN systems. The controlled access data centre has redundant power and data supplies.

Website to LED Sign Connection

Monitored connection
Danthonia Designs manages all 3G connections to signs through the Jasper portal provided by Telstra. We monitor the connections by rules set up in the portal, watching for total data usage, an increase of x% in data usage day to day (watching for rogue traffic/virus), etc. 3G data usage is provided at no additional cost.

Data transmission
All sign content being sent from the user's device to the website, and from the website to the sign is encrypted using SSL. Data is secure and no additional firewall exceptions are required at your end.

Additional proprietary security measures exist in communications between the sign and the website. The sign player device is behind Telstra's NAT, therefore invisible on the public internet.

The system works even in areas with moderately poor reception. (If you have two bars of reception on your phone, the sign will work).

The LED Sign

An industrial PC inside the sign plays the content. The SIM is provided with the sign and we exclusively use industrial SIM cards which have an extended operating temperature, lasting longer than a normal SIM. A 3G antenna is mounted inside the frame of the LED. The system clock in the industrial PC checks time on UTC time services, ensuring continual accuracy and automatically adjusting for daylight savings time.

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