



General Motors Dealership Television

DEALER USER GUIDE

Why GMDTV?



- Built with brand feedback
- Turnkey, end to end Solution
- Consultation & Installation
- Comprehensive Content Offering from major networks
- Highly Attractive Pricing
- Dealer Customisable Content
- Eligible for iMR reimbursement



- Curated to remove competitor advertising & inappropriate or potentially offensive material

Content Types

What can you expect to see?

Your content cycle will consist of the following types of content...

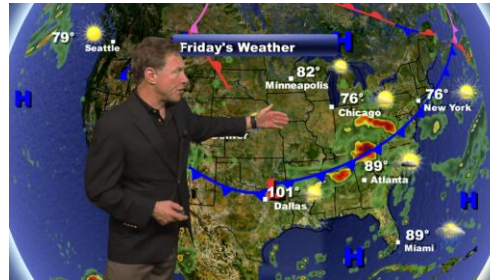


News Updates

Daily News is uploaded at least once daily, bringing you the latest news from Associated Press

National Weather

Presenter Led National Weather will be uploaded on a daily basis



Certified Service

Brand specific & approved certified service videos will play throughout your content sequence



Segmented Prime Content



Your segmented prime content makes up the majority of your programing, it includes short form topical popular entertainment shows & general popular TV. Examples of these below...



Content Types

What can you expect to see?



Showbiz News Updates

Daily Showbiz News segments are uploaded 3 to 5 times a week, bringing you the latest showbiz from Associated Press

Brand Content

Brand approved content will be cycled in & updated as soon as new approved videos become available



Dealer Content



GMIT is happy to include your dealership videos in the content cycle. Please provide any videos in the below format...

H264 .mp4

No bigger than 500Mb per video

24FPS & bitrate between 8 & 10Mbps

Min. 1080 x 720 resolution, Max. 1920 x 1080

Content Playback

GMDTV

2 Daily Playlists

Your content will be split into 2 daily playlists that will be scheduled as below...

Morning (12am to 2pm)

Evening (2pm to 11:59pm)

Morning playlists will include more programs typical of morning or daytime broadcasting e.g.



GENERAL MOTORS

Content Playback

GMDTV

Playback Cycle

Although there may be small variations, this is a typical playback cycle.

It consists of your segmented prime content interspersed with the other types of content.



Cost & Support Model

GMDTV



- World Class Support
- Utilizing current proven support processes.
- Integrated with GlobalConnect for seamless dealer experience.

GlobalConnect Helpdesk

888-337-1010

GMDIsupport@gm.com

Content

\$148/month

Dealer/Brand
content
refreshed
monthly

Player

\$1000

Enterprise
Edition DMP

Annual Support

\$300

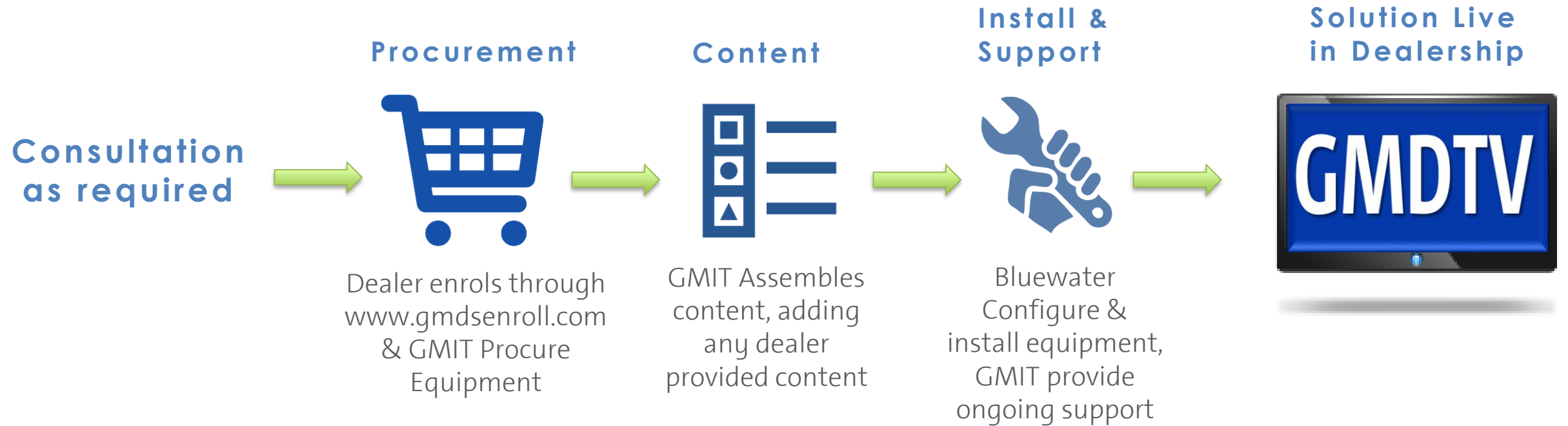
Display

Dealers can use
existing TV or
GMIT will
provide a
recommendation

*Installation costs, if needed, can be provided through GMIT

End to End Process

GMDTV



Minimum Requirements



GMDTV

Minimum Requirements

- All players require a network drop & power – in addition to any power that is required for the TV.
- Each DMP connects to a TV with a HDMI cable
- Hardwire Ethernet connection is compulsory (a Wi-Fi connection is less reliable than a wired connection. Bandwidth will be slower than a dedicated line and may cause the video stream to not function properly. Also, if the Wi-Fi connection is unstable, it may cause disruption to the weather and news feed services).
- Dedicated Internet access with 5 Mbps or higher bandwidth
- It is imperative the following firewall internet ports must be open to enable your GM Digital Signage solution: 80, 443, 22 on the following IP address: 198.208.68.120 & 198.20.62.121. To confirm contact your network administrator.

Dealer Content

As part of your solution we will include your dealer content in the media rotation. Please provide any content you would like by the 20th day of each month for the following month. Please provide your files in h264.mp4 format with a max resolution of 1920 x 1080. 24FPS & bitrate between 8 & 10Mbps, the max file size we can accept is 500Mb (you can split larger in 2 if necessary).

Can I use my current TV for the GMDTV solution?

Yes! It is the dealers choice as to whether you purchase a new TV or repurpose one you already have. If you do want to purchase a new one we are happy to provide a recommendation & this can be installed at the same time as your GMDTV Player.

I have already had my digital signage deployment carried out by another provider, can I still get the GMDTV solution?

Yes! The GMDTV solution is a standalone product. Even if you have already had or are planning an installation from another installation partner you can still purchase the GMDTV solution separately.

Can Bluewater provide both my IDDN & GMDTV solution?

Yes! Bluewater can organise both these at the same time & you will also have a number of fees removed should you choose to use Bluewater for your guest lounge solution & IDDN.