



# Automation Features

[www.signstix.com](http://www.signstix.com)  
[info@signstix.com](mailto:info@signstix.com)  
0845 863 0520

## Overview

The **SignStix API** and the **JavaScript Extension** are two integration mechanisms that work together to allow you to build **any** type of digital experience, including truly dynamic, reactive digital campaigns.

Forget generic digital signage and the typical application examples you're used to seeing. With SignStix's® latest JavaScript Features, it is now easier than ever to build intelligent, data-driven experiences and custom applications.

Go far beyond the realms of what standard digital platforms can offer and create **bolder, better** and **faster** campaigns that will set you apart from the crowd.

## SignStix API

Simply put, the **SignStix API** gives you low-level access to the SignStix Player so that you can tell it to change specific elements on a sign. For example – in its most basic form – you could set up your account to integrate with a central POS system, which stores pricing information.

Once a price is updated in the POS system, all signage content is updated to reflect the pricing change. Thanks to the **SignStix API**, those changes are made dynamically.

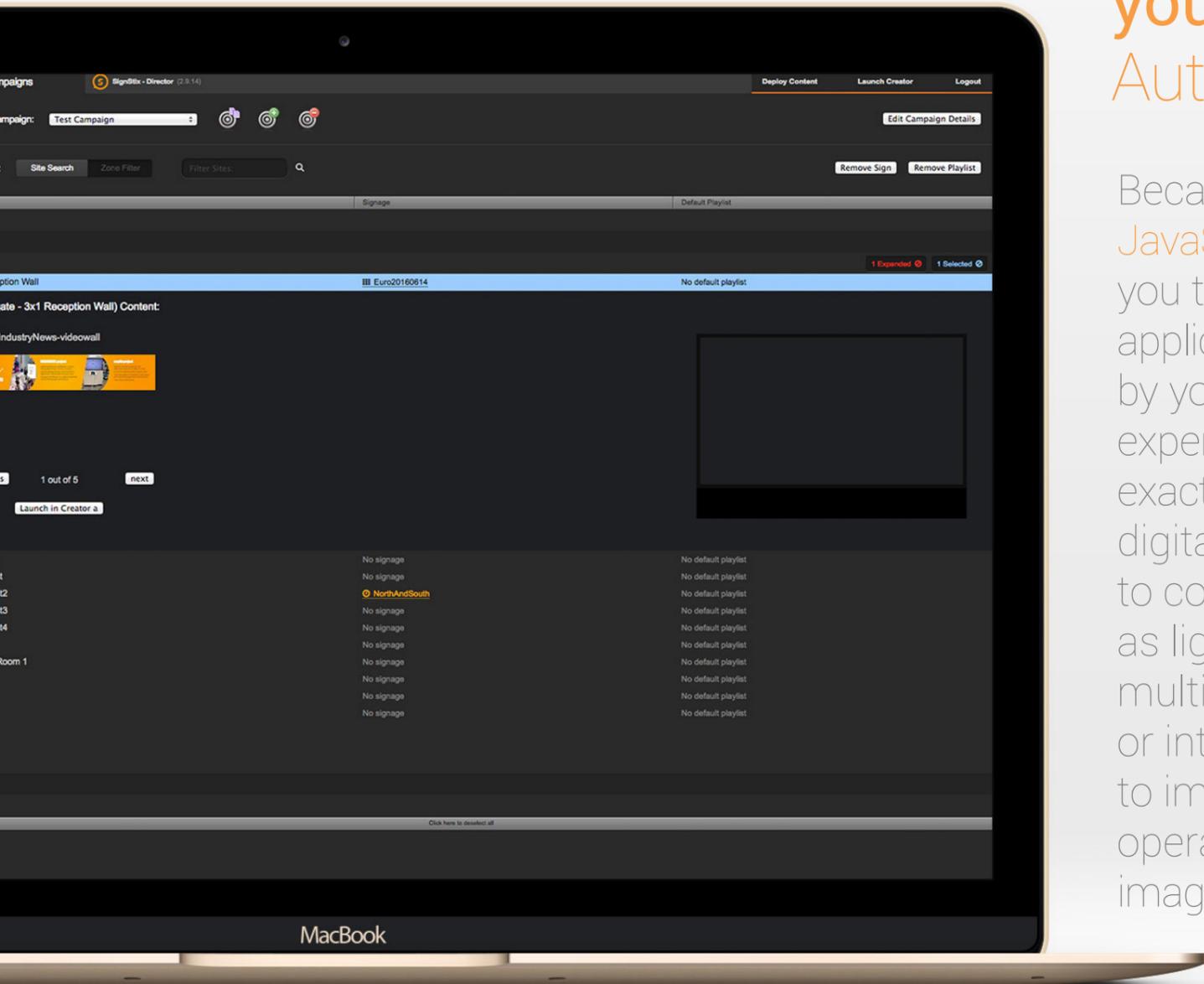
## JavaScript Extension

The SignStixAPI works closely with the **JavaScript Extension**. The JavaScript Extension allows you to add JavaScript code directly into web layers in your sign within Creator - without any external hosting. This means you can make web calls to external data sources - which can be anything that lives outside of the SignStix® platform. By doing this, you can manipulate elements of your signage content based on real-time data feeds and updates.

**Together, the SignStix API and the JavaScript Extension work together so that you can create programmatic experiences both inside and outside of the SignStix® environment, based on real-life data.**

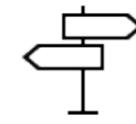


## Application Examples



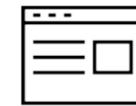
## So, how could **you** use the our Automation Features?

Because the **SignStix® API** and **JavaScript Extension** allow you to treat SignStix® as an application that is edited entirely by you, you can build intelligent experiences that are built to your exact requirements. Use your digital campaigns as 'triggers' to control other factors, such as lighting or music -for a truly multi-sensory experience, or integrate with telematics to improve warehouse operations. The only limit is your imagination...



### Emergency wayfinding

Supplement your existing emergency signage by integrating SignStix® with your systems. Configure it so that once an emergency button is pressed, all signage in your office will instantly change to display emergency wayfinding messages.



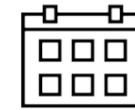
### Custom dashboards

Create your own custom dashboards for internal use, by integrating with an external web application. Examples include CRM systems, live sales targets and much more - and you can even design your own dashboard in SignStix® Creator.



### Lighting and Music Integration

Ideal for bars, clubs or shops - dynamically trigger specific campaigns or even change elements within a specific sign, based on live track or product selections.



### Real-Time Delivery Updates

Integrate SignStix® with your telematics system to improve operational efficiency and effective fleet management.



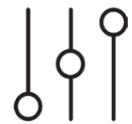
### Custom social feeds

Pull through specific tweets or posts seamlessly onto signage and customise the display with your own branding. Examples include displaying tweets that are tagged with a specific keyword or hashtag.

The functions in the [SignStix API](#) can be called from JavaScript code running inside a WebView layer within a SignStix® sign.

The [SignStix API](#) is supported on all SignStix® devices that run the Android operating system. This includes models [MK8909](#), [EKD08](#), [APC380](#), [M12S](#) and [Philips D-Line Displays](#).

The [SignStix API](#) provides access to various SignStix® Player functionality, such as:



Control signage playback



Store key/value pairs across multiple WebViews



Access device settings



Query playback statistics



Log diagnostic messages during development

The [SignStix API](#) consists of several interfaces, all beginning with 'SignStix'.

Each interface controls a different aspect of the Player. Assuming the API has been enabled on a given WebView, all the interfaces are automatically available. You can use the relevant interface name directly to call an API function from JavaScript, for example:

```
<p>  
Hello, this device is in zone:  
<script type="text/javascript">document.write(SignStixConfiggetZoneName());</script>  
</p>
```

Get started by viewing our API documents at: <https://cms.signstix.com/jsapi>

