



PLANS & PRICING

SeenCMP Content Management and Hardware Support

Digital signage that's managed, supported, and always on, across Australia, New Zealand, and the world.

See more. Feel more. **Be seen.**

THE PLATFORM

Every screen, one platform

SeenCMP is Seen by Dashing's cloud-based digital communication management platform. It runs LCD, LED, projection, interactive and audio from a single browser login, scales from a complex single site to an international network, and is backed by local support. Low cost to operate, easy to use, and customisable when you need it to do something specific.

Flexible content

Text, image and video in every common format, with built-in template tools, drag-and-drop playlists, layers and live IP streams.

Scheduling that thinks

Publish now, at a set time, or across a date band. Limit to days and dayparts, run takeovers, then revert automatically.

Conditional playback

Trigger content from real conditions: item pick-up, person detection, weather, outage notifications and sensor events.

Player management at scale

Group players in a hierarchy by country, state, region or brand, then push the same content to a whole group in one action.

Secure access control

Role-based permissions over the library and the players, with 2FA and IP-restricted access. Manage it all from any browser.

Visibility and proof

Comprehensive reporting, remote snapshots and proof-of-play logs, so you always know what each screen is doing.

Where it goes further

Widgets. News, weather, sport, time and announcements, styled to your brand or fed from your own data sources.

Interactivity. RFID, light, ultrasonic and barcode sensors, custom touch experiences and event tracking for detailed analytics.

Directories and wayfinding. Self-sorting directory boards and interactive wayfinding with dynamically drawn paths, multi-floor and multi-language support.

Retail media. Monetise your network, either through a third-party adserving container or the SeenCMP retail media platform.

Android, Linux, Windows

Unlimited players

4K and non-standard LED

Screen synchronisation

Open API

Outdoor IP56 players

OVERVIEW

Four ways to work with Seen

Take the content management platform on its own, add an Australian-based support team that keeps every screen running, or keep your current CMS and let us look after the hardware for you.

01

SeenCMP

- Cloud platform, managed from any browser
- LCD, LED, projection, interactive and audio
- Scheduling, dayparting and takeovers
- Screen partitioning and zones
- Player grouping by state, region or brand
- Role-based access, 2FA
- Reporting, remote snapshots, proof of play
- Phone support / troubleshooting

02

SeenCMP + LED Hardware Support

Everything in SeenCMP, plus:

- Remote diagnostics
- Greater screen uptime
- Fewer callouts, lower cost to run
- Faster fault resolution
- Onsite technical support to SLA targets
- LED spare-parts management
- Warranty and logistics managed for you
- Single point of accountability

03

Hardware Only (with remote access)

- Spare parts management
- Phone and email troubleshooting
- National service network
- Onsite attendance to SLA targets
- Assisted onsite troubleshooting
- Warranty and logistics managed for you
- Keep your existing CMS
- **Remote hardware diagnostics**
- **Greater screen uptime**
- **Fewer callouts (lower costs)**

04

Hardware Only (without remote access)

- Spare parts management
- Phone and email troubleshooting
- National service network
- Onsite attendance to SLA targets
- Assisted onsite troubleshooting
- Warranty and logistics managed for you
- Keep your existing CMS

Why Seen

○ **Local team.** Australian-based support, Monday to Friday between 8am and 6pm (EST).

○ **Spare parts handled.** We manage and source replacement parts.

○ **Leading the way.** In digital signage since 2014.

○ **Onsite when it counts.** Technicians dispatched to SLA response targets.

○ **Clear pricing.** Published per-screen rates.

○ **Proven at scale.** Over 5,000 screens across the globe.

PACKAGES & PRICING

Simple, per-screen pricing

All rates are per screen, per month, in AUD excluding GST.

PER SCREEN / MONTH (EX GST)	1-5	6-20	21-50	51+
SeenCMP: Content Management + Remote Support	\$15	\$13	\$11	\$9
+ LED Hardware Support (Seen supplied)	+\$10	+\$8	+\$6	+\$4
SeenCMP + LED Hardware Support	\$25	\$21	\$17	\$13
Hardware Support Only - Remote Access ¹	\$25	\$21	\$17	\$13

All plans are for 12 months, billed annually in advance (monthly/quarterly billing by request).

¹ Limited remote troubleshooting available for 'non-connected' screens. Remote hardware diagnostics only available where hardware is set up for remote access. Callout fees apply where remote troubleshooting is unable to resolve basic issues.

Exclusions (charges apply)

- Physical damage
- Out-of-warranty onsite repairs
- Spare parts purchased outside warranty period
- Costs for LED tile repairs outside warranty period
- Access equipment, if required (e.g. scissor lift, industrial rope access)
- Avoidable callouts (e.g. issue that could have been resolved remotely with suitable cooperation)
- Non-screen related issues (e.g. electrical or network issues)
- Content management service (e.g. loading or adjusting content)
- Storage of new or used hardware, excluding spare parts

REMOTE ACCESS & CONNECTIVITY

The more we can see, the less it costs

Most faults can be diagnosed, and many resolved, remotely. Confirming the fault before anyone travels cuts callouts, repeat visits and downtime.

OPTION 1**Your network**

We access your screen hardware over your existing network, giving our support team diagnostic data and the ability to perform many support tasks remotely. No additional hardware required if using a SeenCMP media player on a suitable subscription plan.

Third Party CMS requires a control PC

Approx. \$400 (one-off cost)

OPTION 2**4G / 5G router and control PC**

Where no suitable network exists, or access is restricted. Supply your own modem/router and SIM, or Seen can provide:

Third Party CMS requires a control PC

Approx. \$400 (one-off cost)

Modem / router (with SeenCMP media player)

Approx. \$425 (one-off cost)

All-in-one PC with built in modem/router

Approx. \$800 (one-off cost)

SIM

\$40 / month

OPTION 3**Hardware support without remote access**

The most challenging arrangement, but one we provide for a number of clients. It relies on cooperation from your onsite team to troubleshoot without diagnostic data from screen hardware. Many issues can still be resolved remotely, minimising downtime and cost. Callout fees are chargeable when basic troubleshooting cannot be done via telephone or email (e.g. rebooting a screen controller or media player). Outside warranty period, all onsite technical support is chargeable.

WHAT'S INCLUDED

How support works

The support process

- **Phone & remote troubleshooting:** Diagnostics, reboots, configuration and guided checks with your onsite staff.
- **Onsite break/fix:** A technician attends where the fault can't be fixed remotely.
- **Equipment replacement:** Faulty units swapped and returned through the warranty path.
- **Spare parts management:** A managed spare parts program so replacements are available when needed.

Included in a support package

- Helpdesk access, 24/7 incident logging
- Phone and remote support
- Warranty upgrade to onsite
- Next business day warranty media player dispatch
- SLA response targets
- Dedicated account management

Response targets

Severity definitions and fault examples follow overleaf.

SEVERITY	REMOTE RESPONSE	ONSITE METRO/OUTER METRO	ONSITE REGIONAL/REMOTE
SEV 1	Within 4 business hours	Within 1-2 business days	Within 1-4 business days
SEV 2	Within 6 business hours	Within 3 business days	Within 3-5 business days
SEV 3	Within 1-2 business days	Within 7 business days	Within 10 business days

Remote incident response and support depends on network access to the SeenCMP device, which may be provided by the client. Outer metro, regional and remote attendance may take longer depending on the location. Seen by Dashing maintains an extensive technical service agent network across Australia and New Zealand to allow rapid response under normal circumstances.

The times above are response times, not resolution times. Resolution varies with the nature of the fault and the availability of spare parts and suitably experienced technicians to complete the repair to the required standard.

SERVICE LEVELS

Severity levels and fault examples

Severity is set by the business impact of the fault, not the size of the repair.

SEV 1 High impact failure or degradation

Misleading or inaccurate content displaying, such as an expired promotion; a significant part of a high-profile screen not working; or a critical customer service device not working correctly or at all. A high-profile screen is generally a large screen at a shop entry or front window.

SEV 2 Failure or degradation of a non-critical service or display

Smaller screens within a retail environment, staff information screens, meeting room screens and similar. The screen can usually be turned off until a technician attends, with minimal business impact.

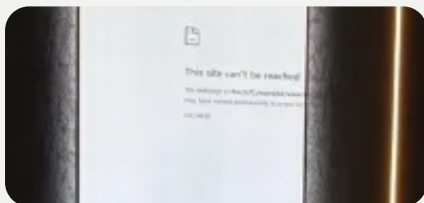
SEV 3 Non-critical issue

An alternative option is available, or deferred maintenance is acceptable. Examples include a screen with a few LED pixels out but otherwise working normally, slight misalignment of one or more LED tiles or modules, and requests for timing or brightness adjustments (other than for legal compliance).

What LED faults look like

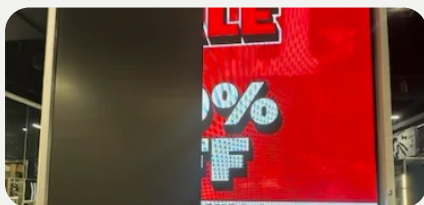
Photographs assist in determining fault severity and diagnosing faults remotely. The examples below provide some context for severity but do not cover all possible faults. Digital screens are complex and faults can present in a myriad of ways.

SEVERITY LEVEL 1



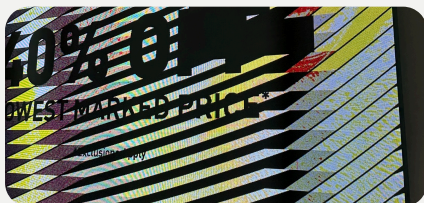
Wrong content

Expired promotion, wrong pricing, or no content/player error.



Large section out

One or more sections dark, high impact.



Significantly distorted image

Screen is displaying a distorted image and is essentially unusable.

SEVERITY LEVEL 2



Widespread pixel loss

Dead LEDs across a wide area, degrading appearance and legibility.



One or two tiles out

Black squares where a tile/module has failed.



Significant colour issue

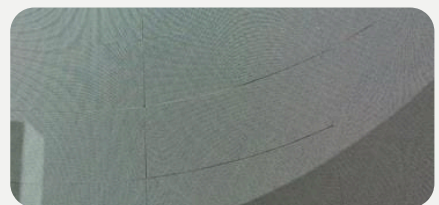
LED tile/module displaying a bright colour.

SEVERITY LEVEL 3



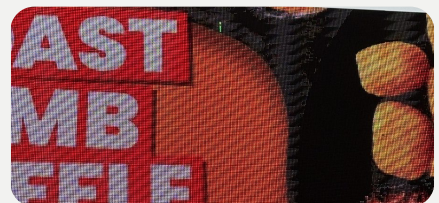
Minor colour issue

Minor colour issue, screen otherwise working ok.



Misaligned tiles

Tiles sitting proud or low, creating visible seams.



A few pixels out/missing

Isolated dead or missing LED bulbs, screen otherwise healthy.

SUPPORT PROCESS

What happens next

1

Local troubleshooting

Local troubleshooting saves time and can resolve many issues. Please refer to the Seen Troubleshooting Guide for troubleshooting steps. Rebooting the screen controller and/or media player, or reseating a power or data cable may be all that is required.

2

Log the fault

If local troubleshooting doesn't resolve it, email helpdesk@seenbydashing.com.au or call **1300 523 349**. Include site details, a description of the fault, what has been tried already, any change after troubleshooting, photos or video if possible, and the best onsite contact with their mobile number.

3

Support diagnosis

Our support team reviews remote diagnostic information (where available) and attempts to resolve issues remotely. Where issues can't be resolved remotely, our support team contacts the site to complete further troubleshooting, or confirms the next step.

4

Onsite support

Where a technician is required, we coordinate parts and attendance. Please advise any site restrictions on work being performed. Timing is driven by your SLA and fault severity. We always aim to get a technician on site as soon as possible.

How to reach us

PREFERRED**Email the helpdesk**

Emailing helpdesk@seenbydashing.com.au creates a support ticket immediately, which our support team can view and action. Quality information reduces down time, so where possible, please provide photos, a full description of the issue and any troubleshooting already attempted, and the best site contact and contact number (ideally a mobile number).

LOG FAULTS 24/7**Call 1300 523 349**

Contact our support team to log faults. Requests will be handled based on severity and the order they are received. When team members are attending to other calls, or outside normal business hours, leave a detailed message for the team. A ticket will be raised on your behalf and actioned within agreed SLAs.

Why reboots work

Media players and screen controllers are small computers. Just as restarting a phone or laptop clears most everyday glitches, a reset is the single most effective first step, and often avoids a callout entirely.

- Clears memory leaks and stalled processes after weeks of continuous running
- Can re-establish dropped network, HDMI and license connections

SUPPORT TERMS & CONDITIONS

The agreement, in plain terms

These conditions apply to every SeenCMP subscription and hardware support package. Software, spare parts and support hours are covered here; onsite attendance, commercial terms and exclusions continue overleaf.

SOFTWARE & SUBSCRIPTION

ACCESS & PAYMENT

A SeenCMP subscription grants access to Seen by Dashing's proprietary content management software. Access is authorised only while a current agreement is in place and subscription fees are paid. Fees are payable annually in advance unless otherwise agreed between the parties. Invoices are issued on the first day of the month with 30-day payment terms.

MAINTENANCE & IMPROVEMENT

Seen maintains the SeenCMP platform, resolves identified bugs, and continuously improves and evolves the software at no additional cost to subscribers. SeenCMP uptime is maintained at greater than or equal to 99.5%.

CONTENT & TRAINING

SeenCMP is provided so clients can upload and manage their own content. Training is included at the commencement of the initial subscription. Any request for Seen to create, edit or distribute content, is chargeable at \$140 per hour, billed in 30-minute blocks, with a one-hour minimum per request. An annual training refresher is available on request.

CANCELLATION

Cancellation of any subscription requires one month's notice in writing to accounts@seenbydashing.com.au. No refund will be provided for any unused time, however, subscription can be transferred to a new site.

SUPPORT HOURS

BUSINESS HOURS

Business hours are 8am to 6pm (EST), Monday to Friday, and our support desk is manned throughout. Support outside these hours is available by agreement only, additional charges apply.

SPARE PARTS & STORAGE

OWNERSHIP & REPLACEMENT

Spare parts purchased at the time of a screen purchase remain the client's property after warranty expiry. Replacement parts for out-of-warranty screens are quoted case by case, and are ordered only once existing spares have been exhausted.

STORAGE

New screens are held free of charge for up to one month. Storage of new or used screens will be charged at \$10 per crate/box per week or part thereof. Spare parts held by Seen after the warranty period and where no support agreement is in place, will be charged at \$5 per storage tub per week or part thereof.

SUPPORT TERMS & CONDITIONS, CONTINUED

ONSITE ATTENDANCE

PRE-APPROVED TO \$450

To allow Seen to expedite service requests, any requests requiring onsite attendance are considered pre-approved up to \$450 per instance. Charges apply only to repairs not covered by warranty, or where onsite staff are unable or unwilling to assist with remote troubleshooting. Where costs are likely to exceed \$450, written approval is required by email or through Seen's nominated ticketing system.

COMMERCIAL

SUSPENSION FOR NON-PAYMENT

Seen reserves the right to disable SeenCMP where subscription payment falls outside agreed terms and the client has not responded satisfactorily to remedy the account.

TAXES

All prices exclude GST (Australia) and VAT (New Zealand).

SUPPORT EXCLUSIONS & RESTRICTIONS

NETWORKING & ENVIRONMENT

Networking issues caused by equipment or conditions outside Seen's control are excluded. For example, disconnected cables, changed Wi-Fi credentials, or faulty third-party hardware.

CABLING

Cabling faults are excluded for all cabling not provided by Seen, including, but not limited to, HDMI, data, and electrical cables.

CONTENT DISTRIBUTION

Distributing content on a client's behalf is available on request, but is a chargeable service rather than part of the subscription.

SUPPORT GOVERNANCE

ACCOUNT MANAGEMENT

Seen by Dashing appoints an Account Manager as the client's primary point of contact for all operational and service delivery matters relating to Seen by Dashing services.

MEETINGS AND REPRESENTATIVES

The client may request a meeting to review the account and support at any time, held by phone, video call or in person as agreed between the parties. The client may also request a service history report.

Acceptance

CUSTOMER

PACKAGE(S) SELECTED

NAME

POSITION

SIGNATURE

DATE

APPENDIX A

Rate card

Rates are exclusive of GST (Australia) and VAT (New Zealand). After hours applies outside 8am to 6pm Monday to Friday.

ITEM	BUS. HOURS (1ST HOUR)	BUS. HOURS (SUBSEQUENT)	AFTER HOURS (1ST HOUR)	AFTER HOURS (SUBSEQUENT)
AUSTRALIA · AUD				
Metro (<30km from CBD)	\$260	\$160	\$320	\$190
Outer Metro (30–60km from CBD)	\$320	\$160	\$410	\$190
Regional (60–150km from CBD)	\$440	\$160	\$620	\$190
Remote (>150km from CBD)	POA	\$160	POA	\$190
NEW ZEALAND · NZD				
Metro (<30km from CBD)	\$290	\$180	\$365	\$215
Outer Metro (30–60km from CBD)	\$360	\$180	\$460	\$215
Regional (60–150km from CBD)	\$495	\$180	\$690	\$215
Remote (>150km from CBD)	POA	\$180	POA	\$215

First hour

The first hour includes travel and approximately 30 minutes on site.

After hours

After hours attracts a minimum of four hours.

Minimum charge

All call-outs incur the 'First Hour' minimum charge, regardless of whether the fault is resolved in less than 60 minutes.

CBD access & parking

Any parking fees, tolls, or specific site-induction costs incurred in major CBD areas will be passed onto the client at cost plus a 10% administration fee.

Parts & materials

Rates listed are for labour and travel only. Replacement parts, screens, brackets, and specialised lifting equipment (e.g., scissor lifts for high screens) are not included. Customers to provide access equipment.

Classification

Geographic descriptors are indicative only. Travel time is the ultimate determinant for pricing. Indicative return travel times included are 40 mins, 70 mins, 130 mins respectively.