Amazon Signage

Amazon Signage Remote Management API – Communication Guide

This communication guide outlines how to position the Remote Management API, the value it unlocks for both CMS partners and end users, and how to communicate those benefits clearly and consistently as customers adopt and optimize remote management capabilities through your platform. Please use the provided content as a starting point in creating messaging for highlighting key features available for managing Amazon Signage devices, including the Amazon Signage Stick and Amazon Signage Display. This includes any landing page, planned email or in-app communications, and other related content like blogs (optional) or press releases (optional).

Each CMS partner will adopt these API features at their own pace, integrating them into their CMS applications in a manner that best supports their end customers. We recommend highlighting the overall value proposition of inclusion of these in your solution, focusing messaging on the specific features that will be enabled with your implementations.

DESCRIPTIONS

End user: Long description	Amazon Signage continues to get better with the new Remote Management API. Through a CMS provider that leverages the API, you can control your Amazon Signage devices directly within the CMS. Depending on enabled features, you can turn displays on/off*, capture screen content and video, rotate screen orientation**, and restart or factory reset your Amazon Signage devices. You also get real-time monitoring of HDMI status, memory and storage, and Wi-Fi to maximize uptime and keep your signage running smoothly. Amazon Signage—always getting smarter with new updates.
End user: Short description (~50 words)	Amazon Signage continues to get better with the new Remote Management API. When enabled by a CMS partner, you can control displays**, capture screen content and video, rotate screens**, and monitor system health in real time to keep your signage running smoothly. Amazon Signage—always getting smarter with new updates.

CMS specific description (~60 words)	Amazon Signage CMS partners can give customers greater control over their Amazon Signage devices. The Remote Management API lets you integrate key features directly into your application, providing insights and control to reduce downtime and improve operations. Customers can remotely turn displays on/off*, capture screen content and video, set screen orientation** and monitor HDMI status, available memory and storage, and Wi-Fi status in real-time directly from your CMS app.

CATEGORIES & FEATURE MESSAGING

Category 1 Device Control	Help your customers manage their Amazon Signage devices with ease. Enable customers to remotely turn displays on/off*, take screen captures and screen recording. They can also restart or factory reset Amazon Signage devices, check for new versions of the OS and CMS app and trigger updates if available to maximize uptime and keep their signage network running smoothly.
Category 2 Device Information	Keep your customers' Amazon Signage devices performing at their best. Real-time monitoring of CPU, memory, storage, screen content, and Wi-Fi prevents slowdowns and ensures seamless performance. Customers can also view Device Serial Number, MAC, and IP address for easier management and faster troubleshooting of their Amazon Signage devices.
Feature 1 Displays on/off	**Turn displays on or off** Easily turn displays on/off* to reduce energy consumption and preserve the life of your display.

FEATURE 2: **Restart or Reset**	**Restart or Reset Signage Sticks** Remotely restart or factory reset Amazon Signage devices to minimize downtime and maintain reliable performance.
FEATURE 3: **Screen Capture**	**Capture screens remotely** Verify content, troubleshoot issues, and maintain reliable performance across your signage network.
FEATURE 4: **CPU utilization and temperature**	**Monitor CPU & temperature** Monitor CPU real-time usage and temperature to keep Amazon Signage devices performing seamlessly without slowdowns.
FEATURE 5: **Storage**	**Track storage capacity** View available storage to ensure each Amazon Signage devices have enough space for seamless playback.
FEATURE 6: **Memory**	**Monitor memory usage** Keep memory levels in check for uninterrupted performance across all Amazon Signage devices.
FEATURE 7: **Wi-Fi signal strength**	**Check Wi-Fi status & signal strength** Ensure strong connectivity so Amazon Signage Sticks stay online and reliable at all times.
FEATURE 8: **Device identifiers**	**Identify your device** View Device Serial Number, MAC, and IP address to easily track and manage your Amazon Signage devices.
FEATURE 9: **Clear cache**	**Clear Signage Stick cache** Remotely clear application cache to boost performance and prevent slowdowns, keeping Amazon Signage devices running smoothly.
FEATURE 10: **OTA update control**	**OTA update control** Check for and trigger OS and CMS app updates, without waiting for the scheduled windows, for the most up-to-date capabilities.
FEATURE 11: **Screen rotation**	**Set screen orientation** Set screen to display in portrait or landscape mode** to match your content to every use case.
FEATURE 12: **Screen recording**	**Record screens** Record up to 20 seconds of a screens content being displayed to ensure consistent, high-quality performance.

FOOTNOTE

TV power	* Compatibility with TV manufacturers and models may vary depending on HDMI-CEC 2.0 implementation. (Amazon Signage Stick only)
Screen rotation	** Only available on the Amazon Signage Stick