

# Info-Point Statement of Conformance to Common Requirements

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**This document explains the way in which Info-Point satisfies common organisational or funder requirements.**

## Branding

The Content Management System (CMS) uses 'Theming Engine' to determine the way that content will look. Thus pages are not designed by the person creating them. Instead the chosen Theme is automatically applied to pages as they are created.

As an Owner, you can create and control themes. It requires some expertise in web design, but is standard technology that any web designer should be competent to manage.

An Info-Point can be programmed to apply more than one Theme, so content that is different - for example interpretation and advertising - can have a different look and feel.

Info-Point is shipped with some default Themes, and we or our Partners can create bespoke Themes for customers as part of a support package. Some major customer branding, such as National Trust, is already available on Info-Point at no cost.

It is important to understand that specifying and controlling the visual appearance of web pages is very different to the processes used for printed materials. For instance, the way that colours are identified is different, and the ability to specify fonts and control kerning is a lot less, as the instructions are interpreted by each user's browser according to what it can and cannot do, often with fall-back options. The appearance of web pages will thus change slightly across devices. Branding guidelines designed for printed materials rather than digital media have to be interpreted to a best match.

## Mobile optimisation

Info-Point uses 'Adaptive' technology that senses the user device and changes the design and layout of a page to look good on the specific device, taking into account the screen size and orientation.

A page viewed on a laptop may for example have a menu row at the top with text below on the left and an image on the right. The same page seen on a smartphone may have the menu as a list followed by the image, followed by the text.

An important consideration here is that you cannot control precisely how a page will appear as it is dynamically adaptive to the user device. This is especially important to understand when creating, for example, 'Panel page' layouts. It would be a mistake to put an image in one panel and its caption in another lined up at the side on your laptop, as the panels may appear in a different order when 'stacked' on the small screen of a smartphone.

## Accessibility

The Info-Point CMS produces high-quality HTML code and has built-in accessibility features, such as 'Alternate Tags' that enable screen readers to interpret images for sight-impaired users. By default it enables you to comply as far as is practical with recommended standards and practices for accessibility.

It is important to understand though, that the content author has an important role in maintaining accessibility. For example, failing to populate the 'Alt Tags' with text when uploading an image will mean that the screen reader has nothing to read. Those who are going to create and manage content need to be aware of good practice and follow it.

Owners and intermediaries who are building their own system or app within an Info-Point, but outside the default CMS, should think about accessibility issues as part of the technology design.

## Physical Security

The Info-Point unit can be positioned out of reach and out of sight of the user as no-one, even the Owner, needs physical access to operate it. It can be kept inside a secure enclosure, providing the cupboard material is radio-transparent, or the antenna is mounted outside the enclosure.

Info-Point units appear to be, and are, unusual. They do not have the same attractiveness or value to a thief as consumer electronics.

## Cyber Security

Info-Point does not connect to the Internet, so hacking via the Internet is not possible.

The Wi-Fi is unencrypted, but as the user is not connected to the Internet, the user is never presented with a remote page asking for logon credentials. The risk of 'sniffing' a user's logon credentials for any service is therefore minimal.

End users only have access via browser protocols, which limits what they are able to do to specific safe processes. This makes the units robust against misuse.

All access is via Wi-Fi and there are no physical ports available on the unit. Owners and content managers have to enter the CMS via a hidden page and their access is controlled by username

and password. FTP / SFTP / SSH access is possible, on request, via a more technical password-protected login process.

All user accounts and passwords are under the control of the Owner and we strongly recommend changing them from the default ones.

## Languages

The Info-Point CMS has a sophisticated multi-lingual capability. It is not on by default, but can easily be activated before shipping, or at a later date by the Owner.

Content can then be uploaded in any number of language versions and each individual user can experience the content in their preferred language at the touch of an on-screen language button.