



# DigitalSignage ManagementServer



Product Brief



# DSplay

## Digital Signage

## Content Management Software

Make your message count!

*DSplay is an elaborate, flexible and friendly software platform empowering organizations to design and run advertising campaigns on digital signage displays smoothly and efficiently. DSplay lets you manage all your content, devices and applications under a common, unified environment.*

*Take a look at the primary characteristics of the platform and contact us for a hands on experience with one of the leading software solutions for interactive digital signage!*

### Flexible Platform

#### Combination of equipment

DSplay delivers the software environment for bringing together any type of display and media player as required by an application, while maintaining a consistent and intuitive management interface. Vendor lock-in is no longer a concern as you can combine older and emerging technological products from many manufacturers.

#### All deployment options

DSplay fits easily in smaller deployments with minimal impact on existing IT infrastructure but also scales readily to large numbers of displays, channels, schedules and content items. Its small footprint makes it a safe choice for on premises deployment while a private or public cloud installation is also possible. Hybrid installations, making use of the platform's modular architecture, are also feasible for larger scale networks.

#### Unlimited content sources

Extensions to standard functionality are available through widgets or applications. These are handled just like any other content item and can be inserted in typical playlists. They are a convenient mechanism to render content from any source, such as the Internet (RSS feeds, weather, news, currency exchange rates, etc.) or IT systems with APIs (calendars, websites, document repositories, etc.).

### Powerful Technology

#### Cost effective Hardware

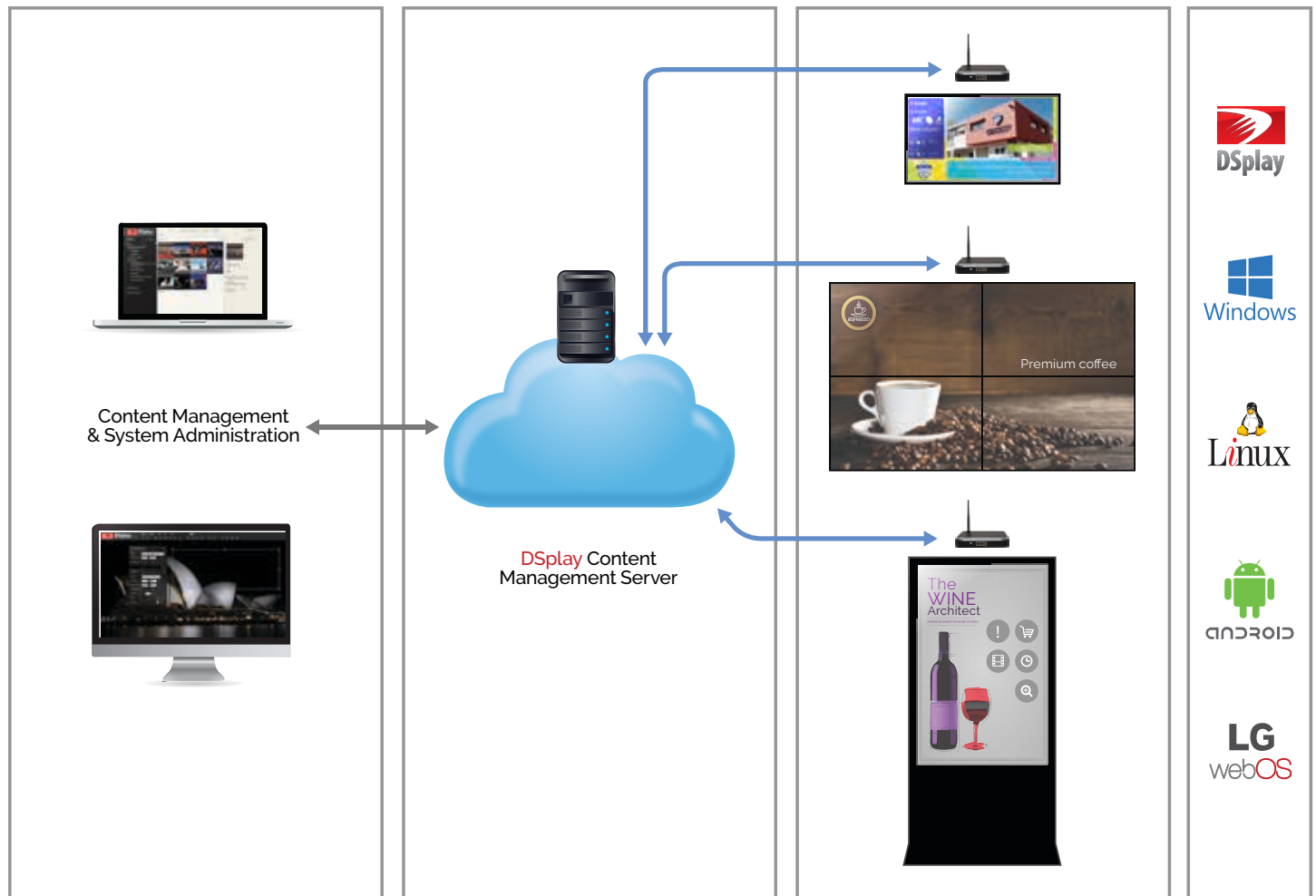
DSplay is built on top of a very secure and reliable stack of technologies that achieve remarkable stability and enable us to boast an astonishing performance over very affordable hardware options (details of minimum hardware characteristics follow). With an embedded advanced graphics engine DSplay delivers true hardware optimization and 1080p or 4K content playback on even entry level media players.

#### Freedom of choice

Work with your preferred operating system and even database technology instead of adapting to a rigid set of tools dictated by the digital signage software vendor. With DSplay, Windows and Linux are equally efficient choices for running the CMS server components.

As for the media players an even greater degree of freedom is afforded with Windows, Linux, Android and LG WebOS being valid options.

DSplay comes with its own embedded relational database technology. But if you already have a preferred vendor and would like to make use of your existing infrastructure to secure your content and data, DSplay can make use of most established commercial databases such as MS SQL server and Oracle.



## Minimum requirements

Server	Media player	End user client
Linux (kernel 2.6 or later) Windows Server 2003 or later 4 GB RAM CPU: 2 cores 10 GB free storage space	Linux (Ubuntu 14.04 or later, Fedora 22 or later) Windows 7, Windows 10, Android 4.1 or later, WebOS 2 GB RAM CPU: 2 cores 5 GB free storage space	PC running any version of Windows, Mac or Linux Web browsers supported: IE 10, IE11, Edge, Chrome 49, Firefox 47



## Wide range of media formats

The following image formats are supported: JPG, JPEG, PNG, BMP, GIF, PPM, PBM

DSplay also supports transparently all video formats supported by the platform hosting the player software:

- Windows (Microsoft Media Foundation or DirectShow backend),
- Linux (GStreamer backend),
- Android (depending on manufacturer format support), or
- WebOS (all supported formats),

H264 video format is supported by all platforms. In addition, the DSplay player renders Web, RSS, Date/Time, Text, PDF, PPT, XLS, Widgets and Media streaming.

## Applications

DSplay is an ideal tool to support development of a Digital Signage network in sectors such as:

- Shopping & Retail
- Banking / Insurance / Finance
- Travel and Tourism
- Government
- Hospitality & Entertainment
- Telecommunications
- Healthcare

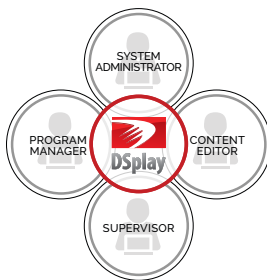
Call us to find out about our latest case studies. databases such as MS SQL server and Oracle.

## Cost effective

DSplay is licensed in an affordable and flexible pricing model that requires moderate capex investment and lets you expand in subsequent growth cycles. Licenses are available in either perpetual or hosted options and there is even a third hybrid type where a perpetual license is delivered on public cloud infrastructure. While our pricing alone places DSplay among the most competitive solutions offered in the market today, there are several other reasons that boost up its value. Here is why:

- The platform comes packed with full functionality from its initial installation.  
There are no additional fees to activate advanced modules.
- There are no fixed hardware models (e.g. one entry level and one high-end) for the media players.  
We always propose hardware that fits the requirements of a given project.
- Training and one year of technical support are already included in the license fee. There are no hidden project costs.
- DSplay can cope with poor network connections and optimize content distribution in low bandwidth conditions.  
There is no need to upgrade to an expensive network infrastructure for your digital signage application.
- With video hardware acceleration technology DSplay achieves top performance from very low cost media players.

### Streamlined process



Multi user capabilities with sophisticated role and rights management.

### Fully web based



No need to install, manage or update client applications. All functionality, including template editor is accessed via web browser on any device.

### Outstanding graphics performance



Video hardware acceleration technology allows the use of low cost hardware as media players, including embedded devices.

## Features

In a nutshell DSplay functionality highlights include:

### Content Library

Content is stored in an organized repository with several accompanying tools (e.g. search, preview, thumbnail creation, tagging and metadata management, etc.).

### Smart Playlists

Sequences of content items are defined in an intuitive way and can include:

- Conditional items that are displayed only when certain conditions are met (date/time, weather, etc.)
- Dynamic content resulting from plug-in applications (e.g. social media, RSS, etc)
- Applications handling interactive events and viewer triggered content

Playlist creation and workflow management is facilitated through embedded controls, while transition effects between content items are broadcast quality.

### Layout & Presentation management

A web based editor can create sophisticated layouts with multiple zones, transparent and overlapping areas, content cropping and synchronization. Templates are stored and reused, and can match any screen type, including 4K, video walls and stretched displays.

### Multiple channels and schedules

Content is organized in channels with stackable schedules that may overlap. Program creation is intuitive and can be applied to individual media players or entire, hierarchically layered groups.

### Media player monitoring

Media player management and monitoring information is easily available through the platform along with health status information and administrator alerts.

Smart grouping and flexible content distribution policies such as "push" or "pull" can be defined.

### Proof-of-play reporting

Real time views of media player playback are available through the management interface.

In addition, a simple and effective content projection reporting mechanism is included.

Content can be assigned to distinct owners, to facilitate third party advertising and billing.







## User & Role management

Multiple user roles and access rights are managed by the platform allowing for implementation of a realistic and strict publishing process. Integration with LDAP server for user authentication is also possible. A multi-tenant version is available offering complete isolation between content and displays managed by different groups.

## Application integration & data feeds

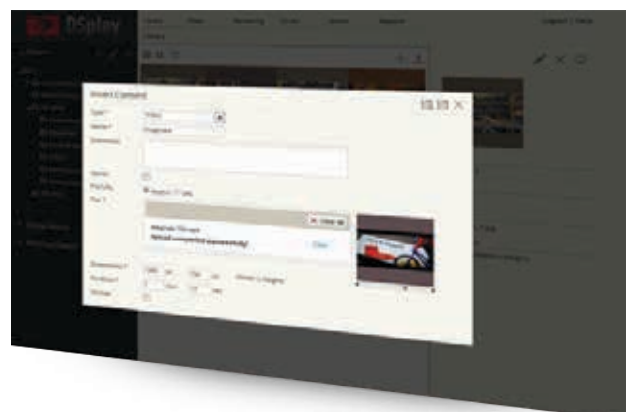
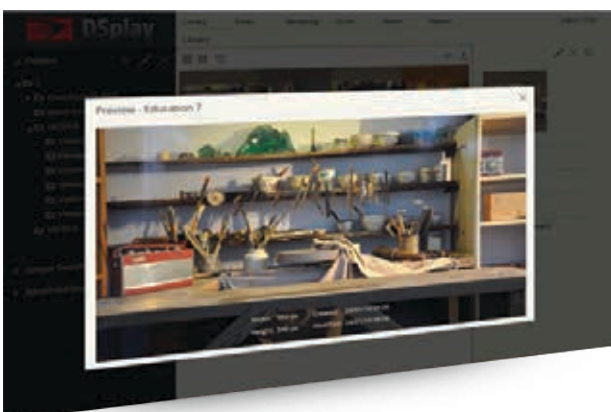
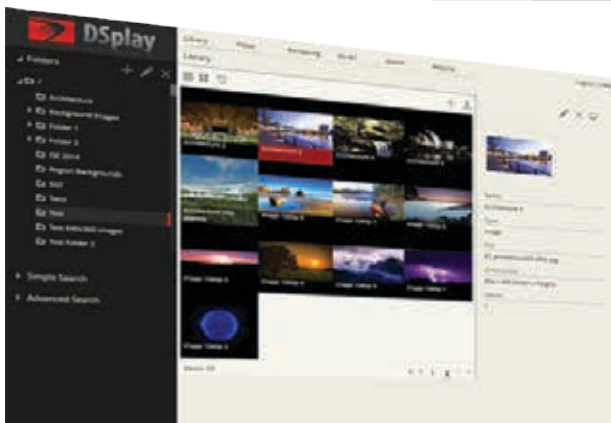
Inserting new content applications or data feeds is a simple process requiring minimal IT skills. A templating mechanism enables users to apply their presentation preferences through a simple scripting language.

## Interactive content wizard

Launching interactive content on touch screen displays while starting from scratch can be achieved without programming through a series of simple steps that associate active display areas with content items. Applications published this way can be combined with typical playlists which are overridden whenever a viewer triggers interactive content.

## Any interaction channel

Touchscreens can accommodate many interaction scenarios, however, viewer input and preferences can also be captured in many other ways. Smartphone devices and a wide range of sensors can also be used in combination with barcodes, RFID tags, NFC, voice commands and beacons. The possibilities for hosting interactive applications within DSplay are limitless, including wayfinding, opinion polling, quizzes, product directories and many more.





# DSplay



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