



## Multimedia Digital Signage Platform

VisualPublisher is an innovative multimedia publishing platform designed to manage and broadcast advertising and informative content in private broadcasting channels and in-store TV stations.

VisualPublisher consists of a central repository, a central

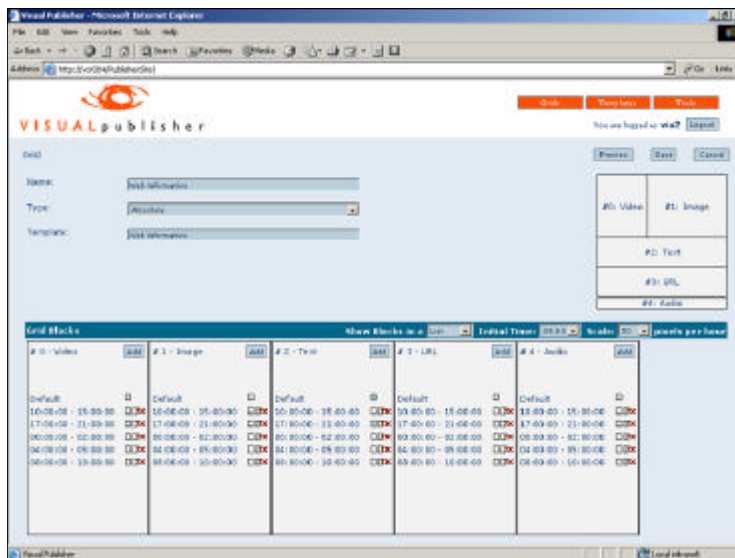
control unit and a number of repeat stations containing a PC or set-top box connected to a high-resolution plasma screen or projector.

The system uses the rich media asset management technology of ViA2 Platform to provide a simple way to

organize all types of multimedia content, such as video, audio, images, texts and URLs. The architecture of ViA2 Platform is modular and highly flexible, and the application has a user-friendly, Web-based interface.

With ViA2 Platform content is digitized, automatically analyzed, annotated and stored in a central repository. Once there, it is selected from the VisualPublisher central control unit and sent to a programming grid, from which it is remotely distributed though the network to each of the client machines so it can be reproduced on their associated screens.

VisualPublisher results in a high-impact information system guaranteed to grab the attention of the audience at the other side of the screens.



## The Benefits

- Dynamic, attractive communication with existing and potential customers.
- Optimization of advertising and informative space.
- Simple, flexible and effective content management and publication.
- Reduced costs by serving multiple channels from a single media source.
- Generation of content emission logs for invoicing purposes.
- Some applications: banks, bars and nightclubs, museums, airports, health clubs, department stores, shops, estate agents, travel agencies, car dealerships...

# The VisualPublisher Process

VisualPublisher works over the Via2 Platform rich media asset management technology and comprises three steps:

## 1. Management

All contents appearing on-screen are centrally managed from the VisualPublisher control unit. Contents are selected directly from file or alternatively through Via2 Platform, as long as they have been previously acquired and stored into the

system. Chosen contents and information on their times of emission are sent to a programming grid. The grid creation process is based on customized publication templates. Authorised users can freely create the templates by specifying different content combinations for them. The

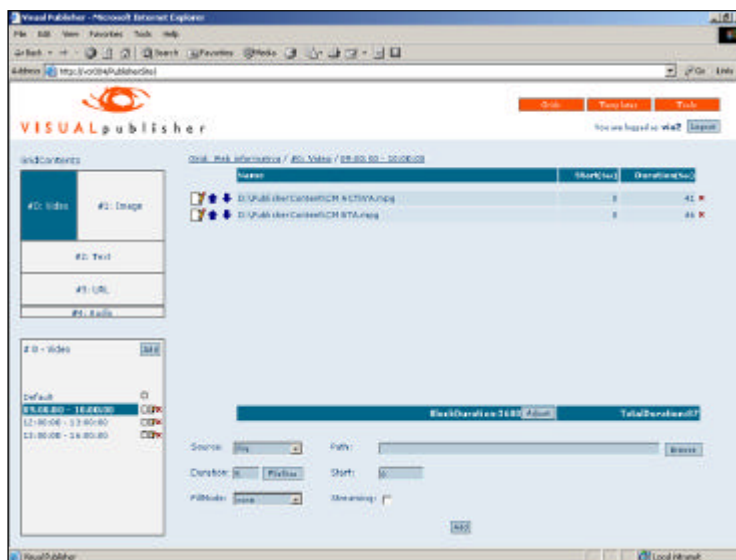
types of content supported by VisualPublisher are video, text, live signal, images, URLs and audio.

## 2. Publication

Once the grid is ready, contents are remotely distributed to the different client machines through LAN, WAN or the Internet. With VisualPublisher it is possible to customize the content for every client or client group. This ensures its suitability to the different audiences, depending on the time of day and the location of the viewing device, maximizing the impact of broadcasted content.

## 3. Emission

The contents on the different grids are reproduced by the clients and shown on the plasma screens, projectors and other publication devices.



## Features Include:

- Clients on PC (Linux or Windows) or set-top boxes (Fresco platform).
- Content broadcast in streaming (RTSP, MMS and other protocols).
- Contents sent to client machines via FTP, WebDAV or LAN copy.
- Creation of logs in the server (sent) and in the client (broadcast).
- Accepts content in URL format (Internet, videoconferences, flash, live signal, etc).

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Ronda de la Luna 4  
E-28760 Madrid  
www.softwareag.com