



VISUAL publisher

Version 2.1

Product Overview



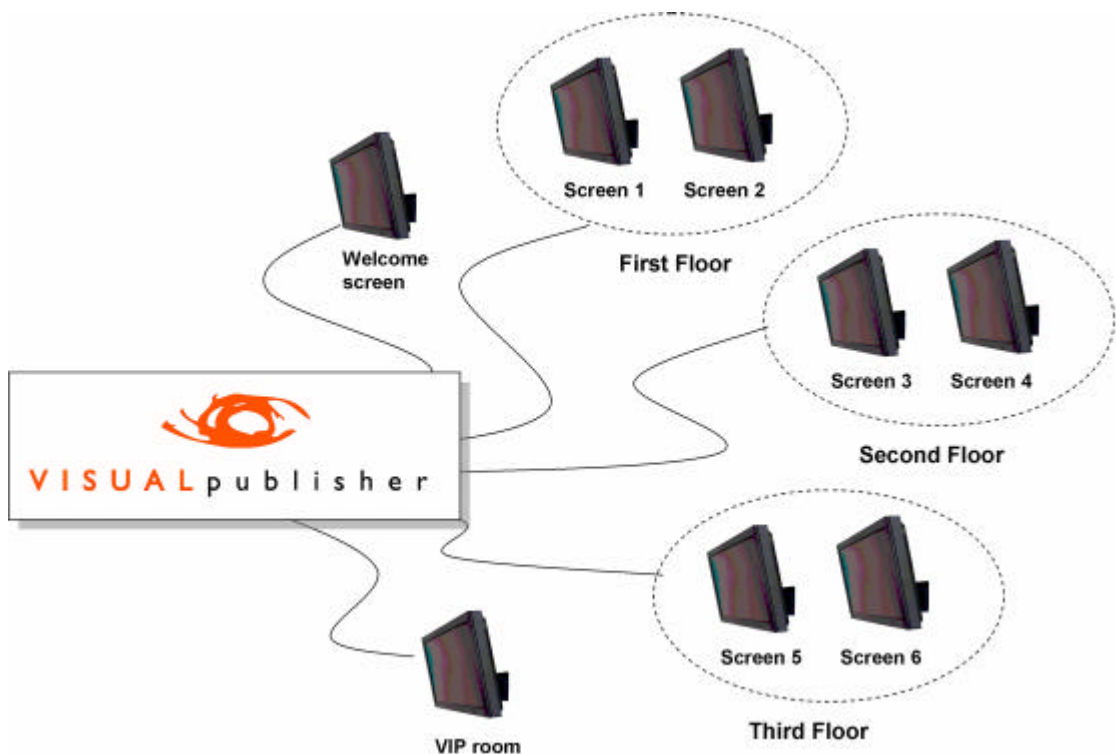
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Introduction

Video is an excellent media to use in digital signage supports for advertising and information purposes as it is dynamic, attractive and direct. The right video content shown in plasma screens across a number of places, ranging from clubs and shops to banks and airports, can easily raise the public's attention, create brand awareness, increase sales and generate valuable business from advertising and sponsorship opportunities.

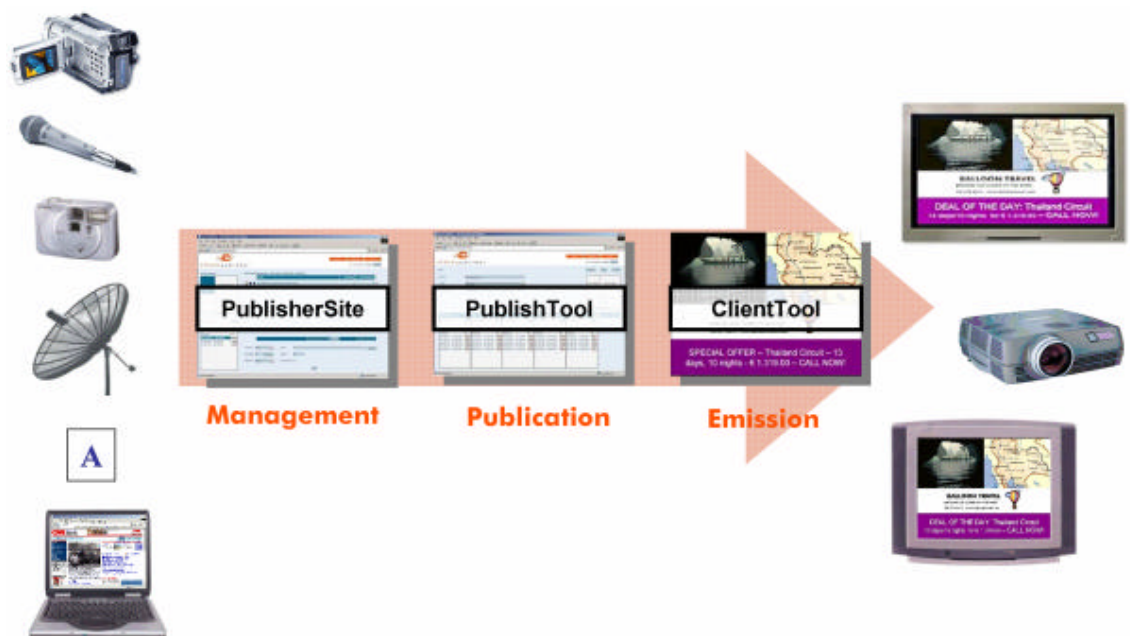
VisualPublisher is a multimedia digital signage solution designed to maximize the impact of advertising messages shown in closed networks, such as private broadcasting channels and in-store TV stations. It has a modular architecture that provides the means to organize advertising and informative content and publish it in repeat stations connected to plasma screens or projectors. The result is an innovative, dynamic and effective way to communicate with potential customers.



With VisualPublisher, content for each of the screens can be individually tailored to target specific video audiences, allowing the customization of adverts to desired market segments and the optimization of advertising space. In fact, VisualPublisher includes a log generation tool aimed at the calculation of on-air time of advertising content. The log generation tool takes into account the time and place of the emission to invoice for advertising space, expanding the possibilities of multimedia digital signage as a standard advertising support.

VisualPublisher uses the rich media asset management technology of ViA2 Platform by Visual Century to provide a simple way to organize and locate all types of multimedia content, such as video, audio and images. XML-based ViA2 Platform, which works over Tamino XML Server of Software AG, has a modular and highly flexible architecture, as well as a user-friendly interface and Web-based query modules that allow intuitive content searches. VisualPublisher also includes ViA2 Platform administration tools to provide secure access features by supporting user profiles with different access rights.

The VisualPublisher process includes three applications, which together provide a complete three-step digital signage solution as shown in the figure below: PublisherSite for content management and organization, Publish Tool for content publication and ClientTool for content emission.



The VisualPublisher Process: Management

The first step of the VisualPublisher process uses PublisherSite, a Web-based application that enables users to create publication templates, search and select the stored contents, and add them to publication grids. Publication templates, or different screen areas and content combinations, act as a true screen canvas. They are easily created by splitting, joining or moving the screen areas vertically or horizontally until the desired distribution is achieved. Each screen area is assigned a type of content, which can be video, text, still or moving images, URLs, etc. Templates take into account different on-screen ratios and support vertical and horizontal screens.

Once the user has decided on a publication template it is time to choose the content that will be shown on-screen. VisualPublisher allows the user to choose between different content sources, such as system files, external devices, live signal or the rich media asset manager ViA2 Platform. For content stored in ViA2 Platform, VisualPublisher provides interactive and highly visual searches of rich media assets that are sensitive to mouse movements, support video and audio playback from any point and save time and bandwidth by showing video content and associated metadata in the form of static images.

Finally, chosen contents and information on their times of emission are added to the programming grid, synchronized as desired.

VisualPublisher management features include:

- Configurable template aspect ratio.
- Grid-reproduction times based on 24 hour clock or on customized parameters.
- Support of video, Flash movies, text, live signal, still images, animated GIFs, URLs, audio and Multicast video.

The VisualPublisher Process: Publication

The second step of the VisualPublisher is as easy as clicking on the “publish” button once the grid has been filled with content. Contents are then remotely distributed to the different client machines, which may be PCs or set-top boxes, through LAN, WAN or the Internet. Before sending contents to the client machines, authorized users can preview the grid at any time of reproduction and check the size of the grid contents to make sure they do not exceed the volume supported by the network.

VisualPublisher publication features include:

- Flexible and adaptable client management features.
- Transfer to multiple clients or client groups.
- Free configuration of client log file duration.

The VisualPublisher Process: Emission

In the third and last step of the VisualPublisher process, contents on the different grids are reproduced by the client machines and shown on the plasma screens, television monitors, projectors and other publication devices attached to them. With VisualPublisher it is possible to suit the emission to every client or client group depending on the time of day, the location of the viewing device and the expected audience, ensuring the maximum impact of broadcasted content.

VisualPublisher emission features include:

- User defined texts, enabling the customization of text regions from the point of emission.
- For PC clients, disk space management.
- Web-based management of set-top boxes clients.
- Free selection of the live video device installed on the PC.

Benefits

VisualPublisher provides the tools to create, schedule and publish audiovisual information channels. Some of the benefits of the solution are the following:

- Increase of brand awareness and customer loyalty.
- Effective target of specific market segments.
- Attractive, high-impact communication with potential customers.
- Optimization of advertising and information space.
- Simple, flexible and effective content management and publication.
- Reduced costs by serving multiple channels from a single media source.
- Possibility to generate additional revenue from advertising, sponsoring and promotions.

VisualPublisher offers unprecedented flexibility to deliver entertainment, information, sponsoring and advertising content tailored to the customers' needs, location and time of day. The result is a dynamic, high impact way to communicate with each audience, offering added value and enhancing the in-premises experience of the customer.

Applications

VisualPublisher informs, entertains and advertises through the content shown on-screen. Dynamic displays attract the attention of passers-by in all situations, and the possibility of simultaneously showing different content in each of the screens makes it possible to target specific audiences.

Besides of the incorporation of highly attractive advertising spaces that can be used to generate additional revenue, multimedia digital signage solutions incorporating customizable on-screen areas are easily adapted to suit different needs of different industries. Some examples:

- In **retail**, multimedia digital signage is perfect to keep shoppers informed about product launches, new arrivals and in-store promotional activities. It can also demonstrate a new product and how to assemble it.
- In the **financial sector**, multimedia digital signage keeps customers entertained while waiting, as well as informing them on new products and services.
- In the **hospitality industry** VisualPublisher keeps customers informed and updated, as well as promoting pay services and acting as an in-house broadcasting channel for TV, movies and more.
- In the **culture and entertainment** sector, VisualPublisher screens entertain, educate and inform customers, doubling up as instruction and direction signs when necessary.
- In **public transport**, VisualPublisher enhances the traveling experience of the growing numbers of commuters with advertising and informative content.
- In the **corporate** world, VisualPublisher is the perfect brand-reinforcement tool for in-company communications, reception and hospitality areas, as well as external events, such as tradeshows, congresses or presentations.



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