

VBrick Digital Signage

Live and On-Demand Video Dynamically Integrated with Digital Signage

Organizations can now leverage VBrick's world-class video appliances and video-on-demand servers with Digital Signage players to easily configure and display dynamic video content. Digital signage displayed on LCDs or plasma screens captures your audience's attention wherever they are: lobbies, reception areas, foyers, break rooms, classrooms, hallways, transportation hubs or manufacturing floors. Now with the new VBrick Digital Signage offering, content can also be extended over an Intranet, WAN, the Internet, or even wireless networks to reach employees, students and target audiences simply and affordably.

The VBrick technology distributes digital signage across the enterprise in two unique ways: It delivers media to a wide range of devices – For the first time, content can be distributed over one video stream to PCs, Macs, set top boxes, and mobile devices. This greatly increases the reach of the content.

The VBrick Digital Signage solution also integrates live- and on-demand IP video - Using traditional digital signage displays, Video content can be delivered in a reliable, scalable, and cost-effective manner using a highly intuitive interface, background libraries, or graphics and rich media from other sources.

The Digital Signage solution is a key part of the VBrick Enterprise Video Architecture (VEVA), integrating with VEMS Mystro and VEMS media management solutions for the scheduling, distribution and search of video content.

Applications **Multinational Organizations** Create, manage and deliver important, time-sensitive information to employees on a global or regional basis

Educational Institutions Communicate deadlines, schedule announcements, sporting updates, to students and faculty across multiple floors, buildings and campuses

Healthcare Facilities Inform patients, staff and families of hospital-wide announcements and room guides

Military Entities Keep all military and civilian personnel informed time critical deadlines and updates

- Benefits**
- Use the Freeform tool to design bulletins from scratch
 - Leverage the Template Editor to create fast attractive templates to be re-purposed on a regular basis
 - Design unique screen configurations with the Layout Editor
 - Manage the overall digital signage network with easy-to-use content management tools



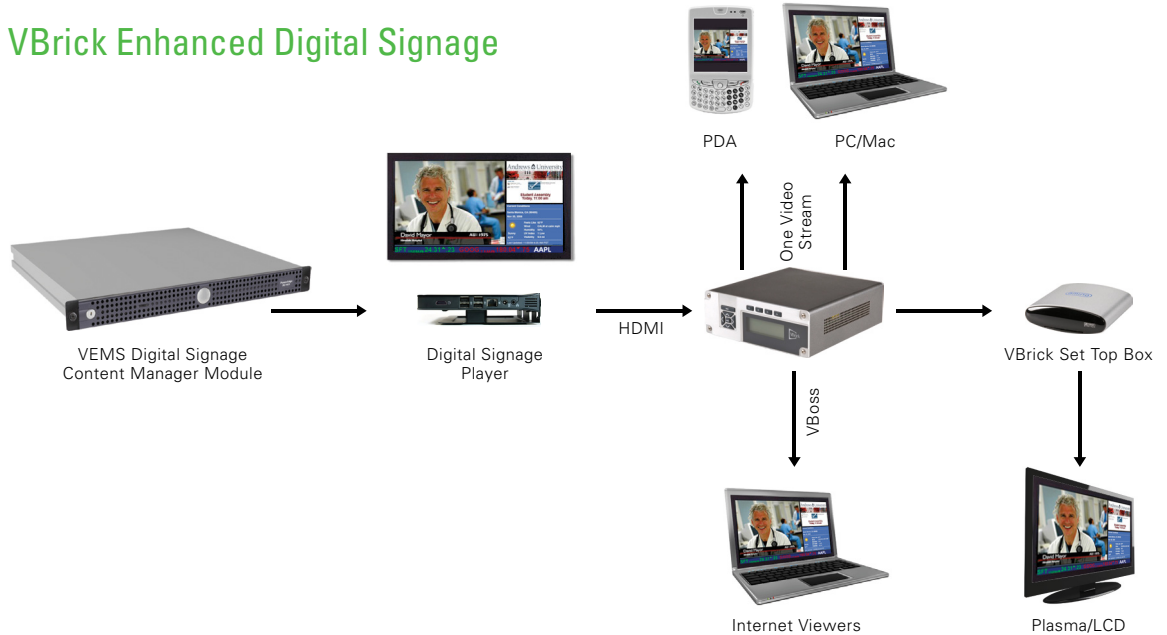
Product at a Glance

- Create, manage and deliver key, time-sensitive messages across a multinational organization, healthcare conglomerate, multi-site campus, or within a single building
- Manage message scheduling, content, users, players and displays all from a single, easy-to-use management system
- Deliver messages over a single video stream to a range of devices including LCD s and plasma displays, PCs, Macs, set top boxes, mobile phones, and tablets



Solution

VBrick Enhanced Digital Signage



In order to integrate video into a Digital Signage display, the content creators simply add the URL of the live video from a VBrick appliance, or the video on-demand URL from a VBrick Video on-Demand Server. The VBrick Digital Signage Player receives the video and displays it on a plasma or LCD screen. Due to VBrick's world-renowned reliability and 24x7 operation, organizations can be confident that the video will always be available.

Output from the VBrick Digital Signage Player can also be input into a VBrick appliance. The VBrick appliance then delivers the video as one video stream over the network, allowing it to work with VBrick's complete enterprise and Internet distribution capabilities including VBrick's Enterprise Media System, VBrick Reflectors, and VBrick's Online Streaming Services (VBoss) managed Internet video service offering. Additionally, this allows the video to be delivered to many more endpoints such as PCs, Macs, Set Top Boxes, and mobile devices. With VBrick's high-definition offerings, high resolution graphics can be retained in the video stream.

Specifications

- Stream video to Digital Signage players
- Take the output of Digital Signage player and encode as one video stream to deliver to PCs, Macs, Set Top Boxes, and mobile devices
- Display multiple content formats – Video, Audio, Flash, Web, RSS feeds
- Use easy creation and scheduling tools with an extensive background library
- Import custom graphics, backgrounds and wallpapers
- Directly import PowerPoint® with transitions
- Point to dynamic graphics on the web (weather, traffic, etc.)
- Include live video feeds or streams in overlay windows
- Include Flash interactivity and charting for data visualization
- Display data feeds (RSS, etc.) as tickers or bulletins
- Create informative tickers
- Add audio to visual messages
- Set and use templates for controlled formatting
- Schedule a variety of multi-window layouts
- Customize and save layout templates
- Manage user roles and security settings
- Access sophisticated management tools for system oversight
- Use Alert Mode to override current messages and deliver emergency communications

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