

Live and On-Demand Video Dynamically Integrated with Digital Signage

Organizations can now utilize VBrick's world class video appliances and Video-on-Demand servers with Digital Signage players to easily configure and display dynamic video content on digital signage displays. Digital signage displayed on LCDs or plasma screens captures your audience's attention wherever they gather: lobbies, reception areas, foyers, breakrooms, 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:

Delivers media to a wide range of end devices – An industry first, content distribution is significantly expanded by delivering content over one video stream to LCD or plasma displays, PCs, Macs, Set Top Boxes, and mobile devices.

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.



Components

- **Enterprise-Wide Video Delivery** – VBrick's Enterprise Media System (VEMS)
- **VEMS Digital Signage Software**
- **VBrick Digital Signage Players**
- **Live Video Delivery** – VBrick Network Video Appliances (H.264, Windows Media, MPEG-2 and MPEG-4)
- **On-Demand Video Delivery** – VBrick VOD-W (H.264, MPEG-2, and MPEG-4) and VOD-WM (Windows Media) video on-demand servers

Applications

- Employee Communications
- Information Kiosks
- Television Distribution
- Emergency Communications

Ease of Content Creation - VBrick offers the industry's easiest to use interface, including a comprehensive help section to guide you through user screens and options.

Minimal training required - Content generators with minimal design or technology experience can create engaging messages using VBrick tools and templates or easily import graphics and media from other sources. They then select the playlist and location to display the message and schedule the time, date and duration of playback.

Multiple content contributors – Browser-based access and granular user access control enables more people to generate content, reducing administrative burden, and allowing management control from anywhere in the world.

Flexible delivery - Multiple delivery options increase the reach of where digital signage can be delivered.

CREATE

- Design bulletins from scratch in just seconds with the FreeForm tool
- Create templates for fast, attractive message creation using Template Editor
- Import still graphics, Power-Point, Flash and videos using easy importing tools

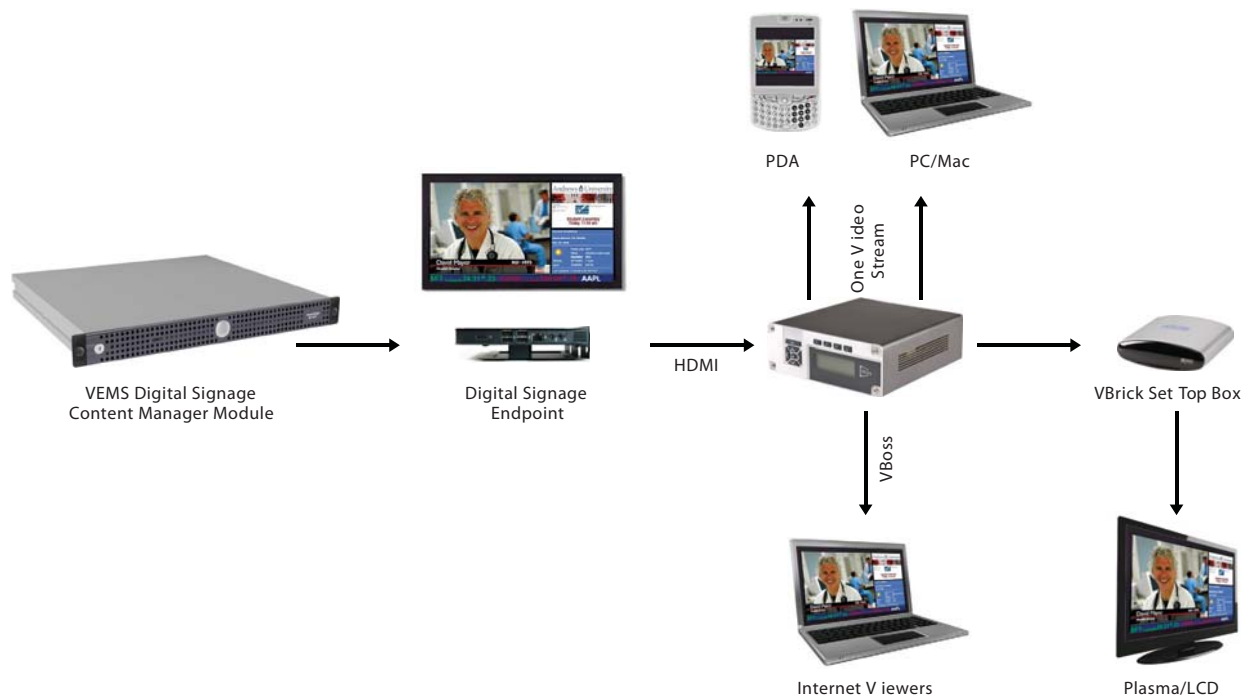
MANAGE

- Scheduling is simple with our intuitive calendar tool
- Layout Editor lets you design unique screen configurations
- Tools for management of content, users, players and displays, and overall system management.

DELIVER

- Delivers media to a wide range of end devices
- Content distribution is significantly expanded by delivering content over one video stream to LCD or plasma displays, PCs, Macs, Set Top Boxes, and mobile devices.

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 new High Definition offerings, high resolution graphics can be retained in the video stream.

Features and 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