

TRIPLEPLAY

TRIPLESIGN



HD DIGITAL
SIGNAGE

DIGITAL SIGNAGE SOLUTION

CHALLENGE

Digital signage provides the ability to combine multi-media assets and present them on public displays as electronic notice boards to inform, communicate, advertise or entertain. LCD and Plasma technology is widely deployed for signage solutions typically using customised personal computers 'PC' to deliver the content to screens and control their functionality. Reliability of a public signage system is crucial and must be considered when using a PC platform that is required to perform on a 24 by 7 basis without failing or producing errors. In addition power usage requirements, remote control of the PC, security from theft and rapid evolution of hardware and software must also be factored in from

an on going support perspective. Some screen manufactures have adopted an integrated PC client within their screen but the problems of power usage, PC reliability and support for different video formats still exist and the user is tied into a specific screen and signage system. The other alternative is to use traditional video distribution architecture but this lacks the ability to zone content and control the screen state in a way that is flexible enough to meet the demands of today's operators

Management of a digital signage network must be quick and easy if it is to be kept up to date. Existing solutions often use dedicated PC's and require extensive user training. This restricts the range of users

who can interface with the system and involves dedicated resources to manage the day to day operation.

Whilst graphics, animation and text are used as the primary sources to communicate within a public display system it is the use of video either live or streamed that ensures that the public engage with an electronic notice board. Video and broadcast television standards and formats are changing rapidly and the ability to support these changes cost effectively and distribute video content will remain as one of the main challenges of many electronic signage systems. With the TripleSign digital signage solution all these issues can be overcome.

SOLUTION DESCRIPTION

TripleSign is an end to end thin client server solution for providing digital signage content to electronic notice boards. A telecom grade, industry standard IP set top box 'STB' is used at the main client device which can be fully remotely managed, easily mounted and has a low power consumption needs with Power over Ethernet options available. Hardware reliability, due to heat and dirt ingress is addressed as there are no moving parts to fail such as hard disks or fans. The STB's are screen agnostic allowing customers to choose the most price competitive or functional screen to meet their specific requirements. Upgrading screens as new technology becomes available is also possible without the need to change either the main server or the media player devices.

A multi-purpose central server is used to manage and distribute the content and play lists to the end devices which may be zoned to allow different messages to be communicated to different screen locations. Content can be displayed in a wide range of layouts using either

standard or user defined templates. TripleSign supports a comprehensive list of content types including text, images, PowerPoint, RSS, HTML, video streaming and live television. Access to the system is provided through an easy to use web interface with user access rights to allow different end user groups to use or administer the system.



Using a centralised digital signage control server simplifies content management as any changes are administered in a single location without the need to distribute content to each of the individual end devices. This enables fast deployment of content changes and provides confidence

that all screens will have implemented the latest updates immediately without the need to check that downloads to each end device have been successful. Live TV and video feeds can be distributed centrally to all client devices and external systems can be interfaced to the control server for passing messages to the end client device such as emergency announcements. As the server is multi-functional it is able to support a range of video formats which can be converted and displayed on the end client devices in both standard and high definition. This removes any issues with the client device having to support new video codec formats.

All Tripleplay products use standards based components throughout the design with the server hardware being sourced from HP and IBM to ensure ongoing support and longevity of the platform no matter where the system is deployed. Management, configuration and monitoring of the head end is via a simple to use web interface with in-built Simple Network Management Protocol 'SNMP' support.

BENEFITS

THIN CLIENT APPROACH

- Ensures full management control of the end device with minimal risk of issues associated with a PC based design
- Screen agnostic with power and space saving advantages
- Highly cost effective to add new end points

INTEGRATED

- Ability to run additional services and applications on same centralised digital signage unit e.g. video conversion and IP television
- Minimal integration issues through standard software architecture

WEB BASED MANAGEMENT

- Ease of use for system configuration and user management through WYSIWYG web interface
- User role access architecture supports different business functions in an organisation interacting and using the system

CONTENT MANAGEMENT

- Ability to display full range of multi-media content types from centralised content repository
- Video content conversion engine to manage wide range of video codecs
- Content and play list zoning to different end client devices

STANDARD HARDWARE AND SUPPORT

- Guaranteed local engineering support for hardware related issues
- On-going hardware support assured
- SNMP support for integration into centralised network management system

TRIPLESIGN FEATURE SET

HARDWARE

- Dedicated range of digital signage server options available
- Multiple application systems with 1 slot, 3 slot and 5 slot support
- RAID 1 hard disk redundancy as standard
- 3 year server hardware warranty as standard
- Standard and High Definition video formats
- High definition STB provided as standard with 2 year warranty
- Thin PC client option available

SOFTWARE CAPABILITIES

- Support for full range of media formats including text, images, animated gif, PowerPoint, HTML, RSS feeds, scrolling text, video and live television
- Support for user defined templates and predefined templates
- Support for different screen geometries
- Full screen management control
- Default and scheduled based play list support
- Full web based system and user management
- User role security
- Ability to zone content, clients and play list

EVOLUTION OF THE SOLUTION

User requirements for digital signage solutions are constantly evolving as customers appreciate the advantages of using electronic notice boards. Back office integration into meeting room booking systems, data warehousing systems, EPOS systems, alarm systems and mobile devices link ups are under development. As digital signage is increasingly being used by a wider range of individuals within an organisation, greater access control for content, play lists and templates is paramount. Development is already underway to provide a complete user content access control system for TripleSign.

EVERYTHING YOU NEED FROM AN IPTV SOLUTION


 TripleTV
 Innovative IPTV Solution


 TripleVOD
 Digital Video on Demand


 TripleSign
 HD Digital Signage

ENHANCE


 TripleTV+
 Network Based Video Recorder


 TriplePlayer
 Browser Based Media Player


 TripleChoice
 Seamless User Portal


 TripleLive
 Live Camera Feeds


 TripleGuide
 Fully Enhanced Programme Guide

MANAGE


 TripleCare
 Subscriber Management System


 TripleCode
 Video Conversion Tool


 TripleEdit
 User Friendly Video Editor


 TripleCast
 Content Distribution


 TripleCMS
 Content Management


 TripleMux
 Video and Audio Mixer