



Digital Signage **VISCOM AV Manager**

Multimedia Display Content Management Software System

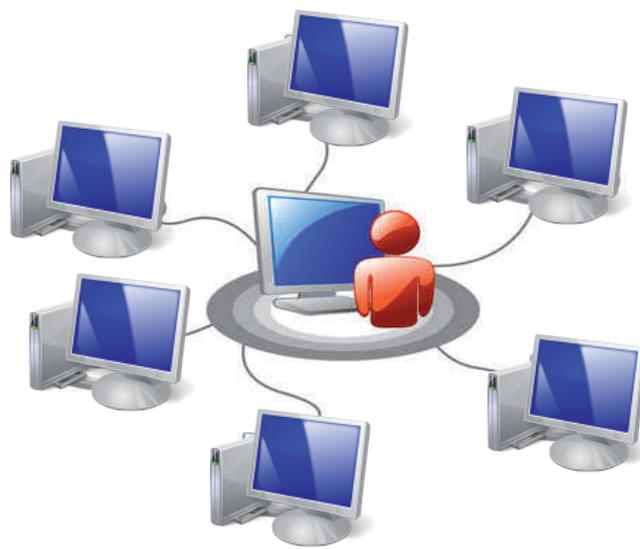
- ✓ Generate more revenue by selling more advertising space
- ✓ Manage the multimedia advertising contents efficiently and effectively
- ✓ Operate multiple display units remotely across a LAN, WAN or internet
- ✓ Manage thousands of displays units anywhere in the world remotely with minimum resources.

What is Digital Signage?

Digital signage is a network of customizable display units that can be controlled electronically using a computer, allowing content to be changed remotely for the most targeted messaging possible.

Digital signage is used for a different purposes like customer facing and employee facing applications such as advertising, enhancing customer or employee experiences, influencing audience behavior, brand building, entertainment, security, interactive kiosks, creating corporate communities, etc.

Deployments can be found in such diverse locations as retail outlets, transit hubs, offices, fast food restaurants, corporate campuses, sports venues and even gas service stations



Simple Signage Connection - Computer Connected Directly to Display Units

The benefits of digital signage over traditional static signs are that the content can be exchanged more easily, animations can be shown, and the signs can adapt to the context and audience, even interactively. Digital signage also offers superior return on investment compared to traditional printed signs

Introducing VISCOM AV Manager

What is VISCOM AV Manager?

VISCOM AV Manager is a Multimedia Digital Signage software system which can operate multiple display units (LED/LCD displays, VGA projectors and video walls) remotely across a LAN, WAN or internet. It can control multiple display units located in different parts of the building or across the city from your desktop PC. With AV Manager, VCR, VCD players and CD-ROM are no longer required to connect to each display unit to broadcast advertising contents.

Contents Support

AV Manager supports various types of contents, such as MPEG-1, MPEG-2, VOB, FLV, AVI, WMV, ASF, QuickTime, TV channel, cable TV, web cam, text, BMP, GIF, JPEG image, and RSS on-line information, etc. AV Manager supports all these contents running on plasma TVs, LCD displays, LED signs, video walls, VGA monitors and projectors.

AV Manager Application

It can be applied at shopping malls, departments, retail shops, club houses, transportations, bar & restaurants, banks, cinemas and showcases, schools & universities, airports and train stations, etc.

Why VISCOM AV Manager

Easy to Use - VISCOM AV Manager is user friendly interface, easy installation, guiding wizards

Multi-Zone - Usually, one display unit has only one single screen to display video or TV program or image at a time. VISCOM AV Manager allows you to split one single screen into multiple zones each of which can have its own event scheduler and can display different types of contents simultaneously.

Custom build layout template - VISCOM AV Manager provides a wide range of screen templates, supporting layouts with multiple screens, 4:3 or 16:9, horizontal or vertical display.

Multimedia content library - Various type of contents are supported, such as DIVX, WMV, MPEG 1 and MPEG 2 video, picture, website, text (i.e. banner adv), digital clock, ad-hoc text message, PowerPoint, Flash, and TV programs.

Cost-Effective - Instead of printing and distributing campaign material, your message or campaign can be done with VISCOM AV Manager saving the cost. Operation is easy and can be done in house or outsourced.

Manage - Control thousands of display units anywhere in the world remotely with minimum resources

VISCOM AV Manager

General Features

- Content library
- Content grouping & sequencing
- Graphics & text effects
- Screen layout design
- Display units registration
- Play-list sequencing & scheduling
- Current event tracking
- Event log
- Time synchronization for all PCs



Supporting Contents & Display Units

- 
- VCR
 - VCD, DVD
 - TV
 - Cable TV
 - Web browser
 - Web cam
 - CCTV
 - On-line info
 - Text
 - Image
 - Clock
 - Video walls
 - Plasma TVs
 - LED signs
 - LCD displays
 - VGA monitors
 - VGA projectors

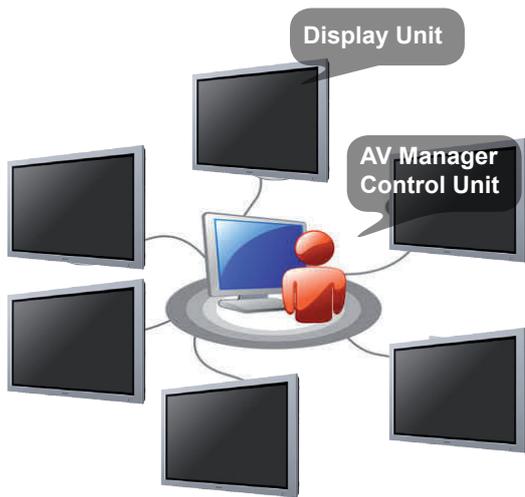
System Requirements

- Intel Pentium 4 or above
- Minimum 512MB RAM
- VGA Display card 32MB RAM on board
- Windows 2000/XP
- Internet Explorer 6.0
- DirectX
- PowerPoint Viewer (for View PowerPoint)
- TV capture card (for TV channel)
- 10/100 LAN card, Internet

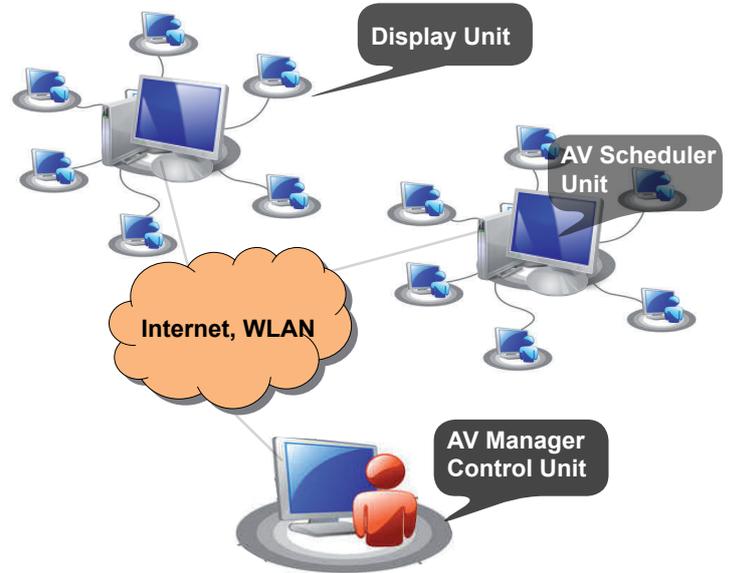


VISCOM AV Manager Overview

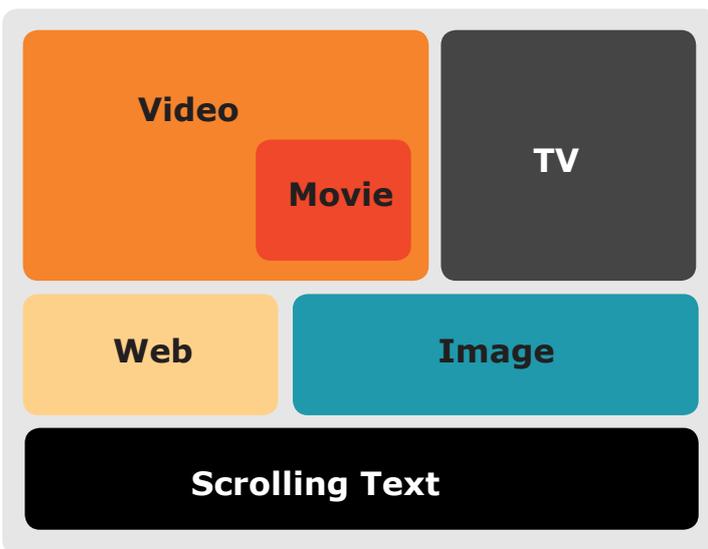
Simple Connection (For Single Version)



Expanded Network (For Network Version)



Content Management



- Define up to 12 zones
- Define screen size
- Support multiple language text display
- Define different content
- Define play- list sequence & schedule
- Graphic & image effects

“It’s simple, fun and easy to use!”

AV Manager Components

- Display unit
- Content
- Sequence
- Layout
- Schedule
- Upload schedule



Display Unit

Maintain a list of display units with name, location and IP address

Computer Name	Description	IP Address	FTP Address
 50" TV	ABC Shopping Mall - Basement Entra...	127.0.0.1	127.1.0.1
 60" Plasma display unit	ABC Shopping Mall - Main Entrance	127.0.0.1	127.1.0.1
 VGA Projector	ABC Shopping Mall - Centre Lobby	192.168.1.51	192.168.1.51
 Video Wall	ADC Shopping Mall - Food Court	127.0.0.2	127.0.0.2

List of display unit name and location

Display Computer

Computer Name:

Computer Description:

IP Address: IP Address

FTP Address:

OK
 Cancel
 Apply

AV Manager Components

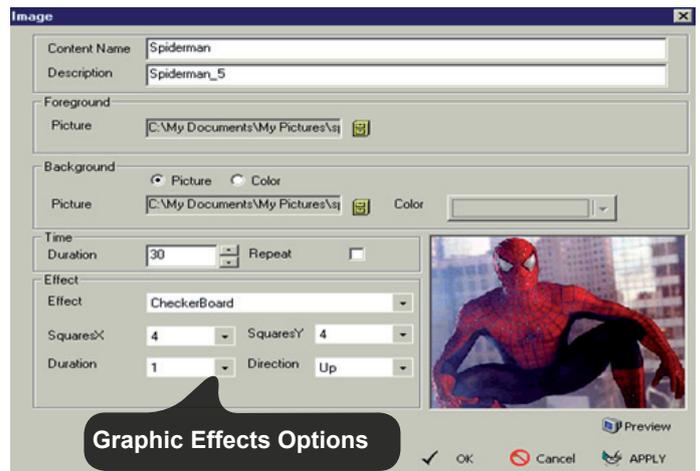
Contents - Video

Maintain a library of music videos, movies, advertisements, etc



Contents - Image

Maintain an image library of photos and pictures with various graphic effects



Contents - Web

Maintain a list of websites with name, URL and scrolling effects



Contents - Text

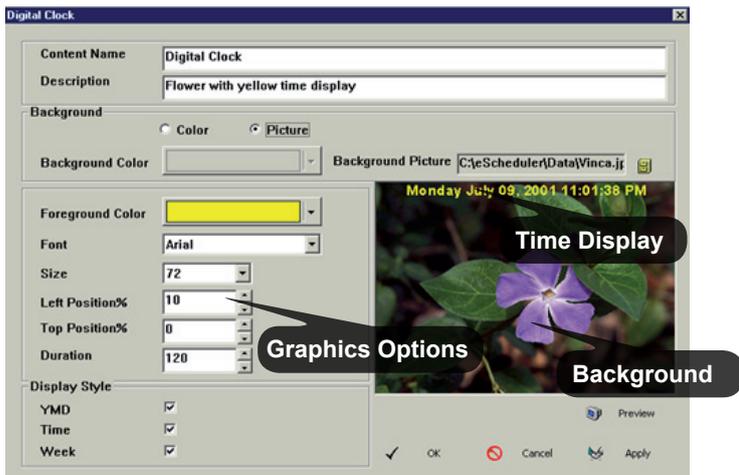
Create different text contents with graphic effect, background picture



AV Manager Components

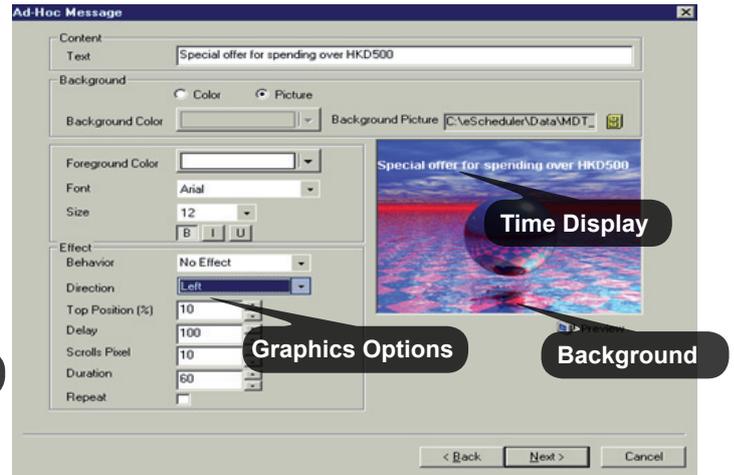
Contents - Clock

Create time display of different designs with background pictures



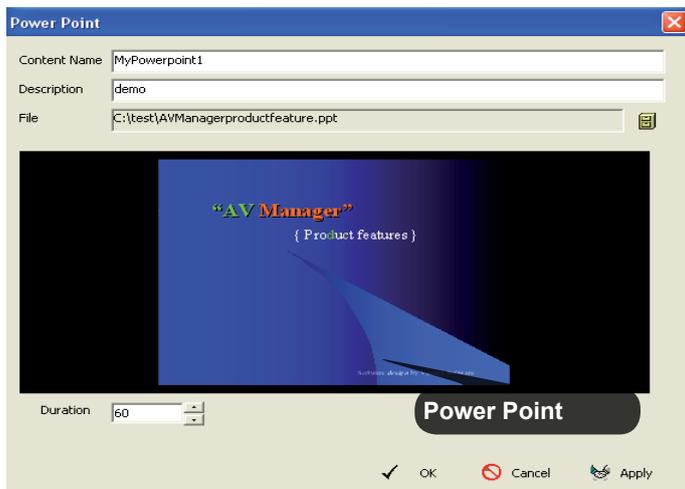
Contents - Message

Insert any ad-hoc message at anytime



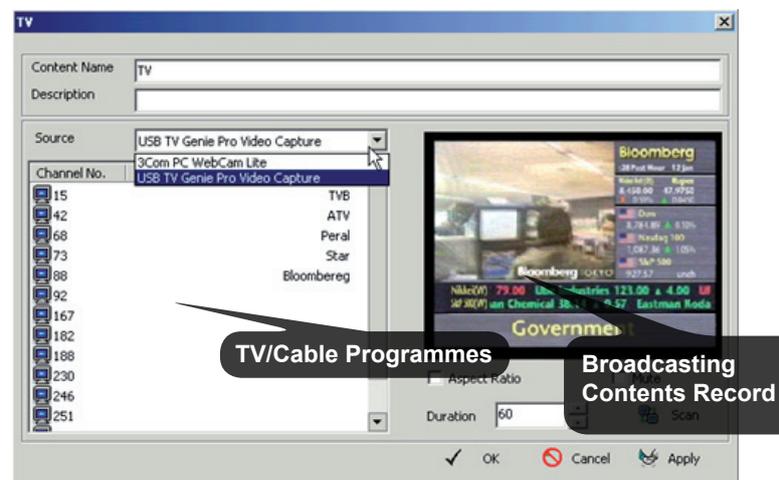
Contents - PowerPoint

Maintain a list of PowerPoint with name and location path



Contents - TV Capture

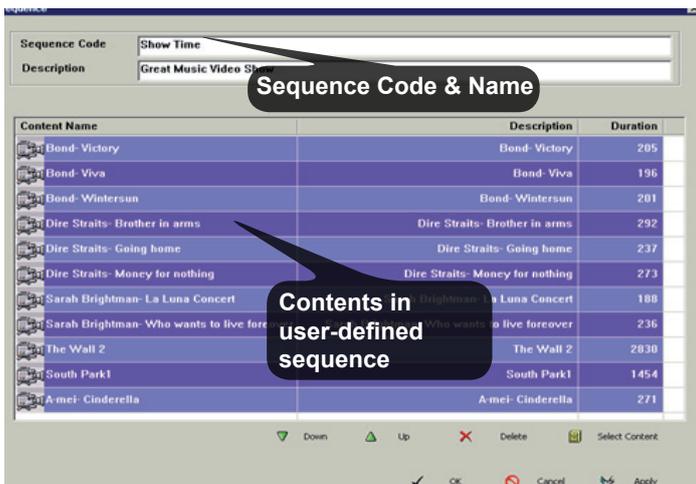
Capture one or more TV channels, cable TV programs and web cam video from various sources



AV Manager Components

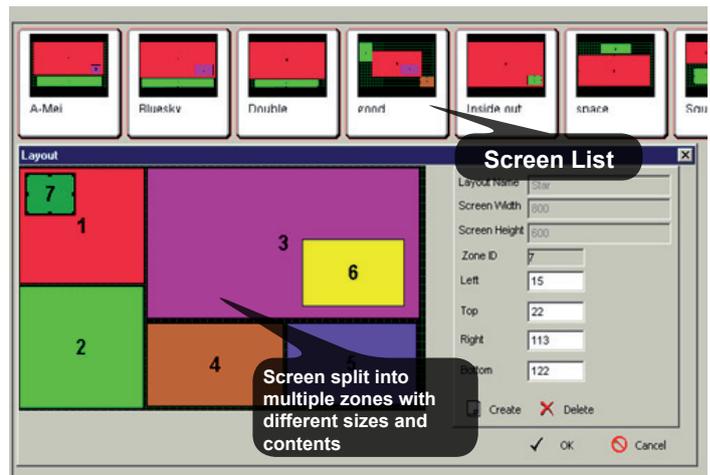
Sequence

Put different contents into groups and in sequence for easy scheduling



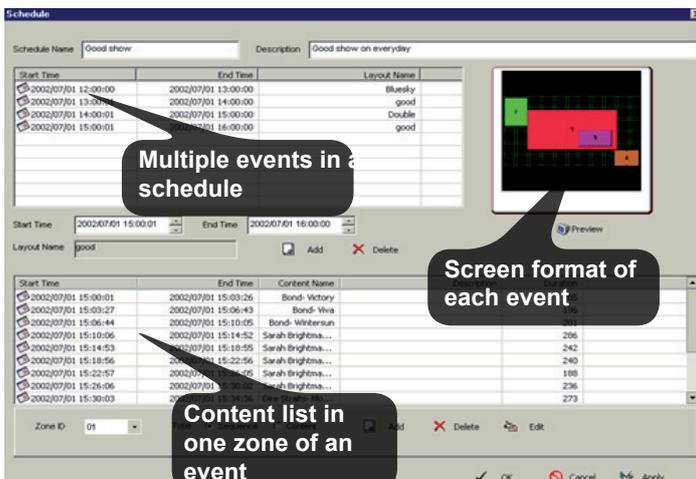
Layout

Create different screen layouts with multiple zones



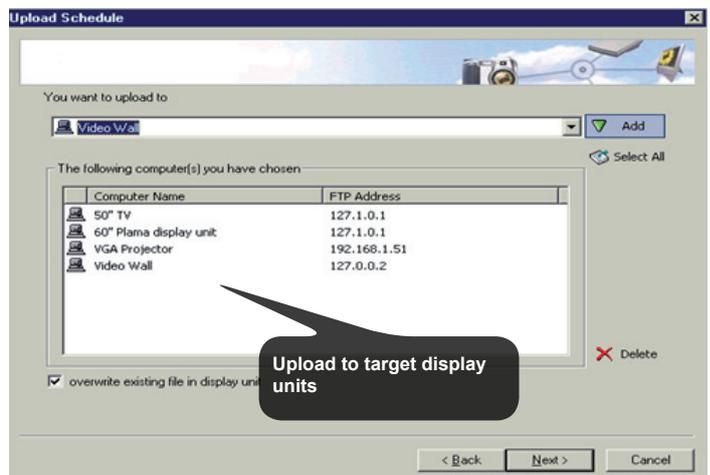
Schedule

Use 'schedule wizard' to select contents and set schedule for multiple events



Upload Schedule

Select events and upload to selected display units





If you have any questions, comments or suggestions, feel free to contact us anytime, before or after a purchase

For General Information

info@viscomsoft.com

For Sales Enquiry

sales@viscomsoft.com

For Support/Help

support@viscomsoft.com