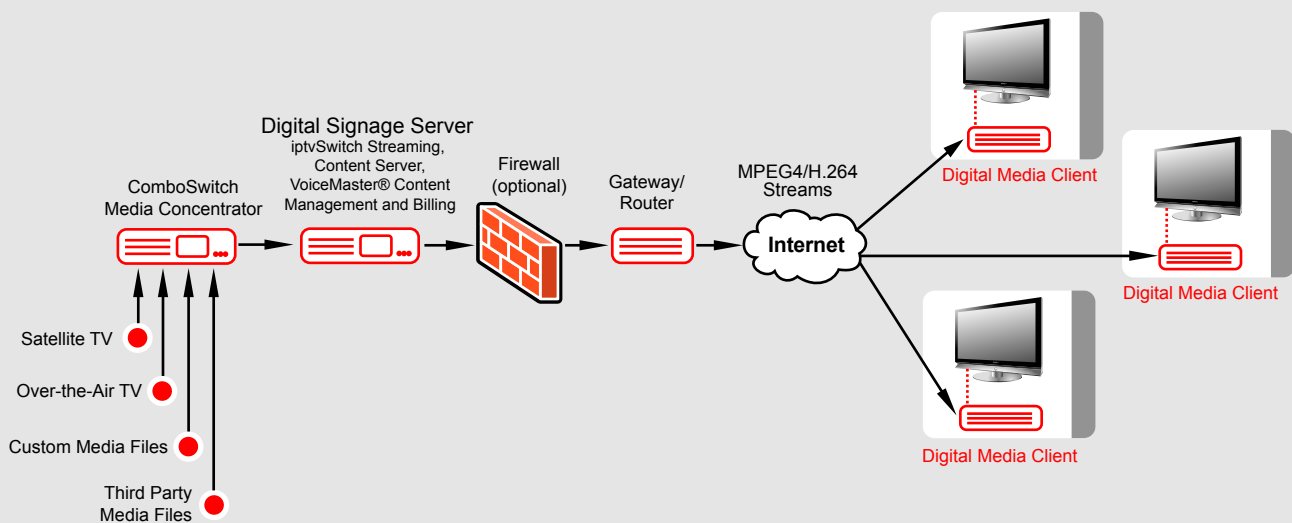# SysMaster Digital Signage System

FEATURES

- Real-time audio and video streaming
- Serving of multiple media object types
- Customizable adverting space layouts
- Integrated Billing for advertisers and players
- Local caching of media content
- Customizable software features
- Advanced advertising targeting
- Usage of advanced M60 digital media center
- Advanced Content Management Server control

System Overview

Media provider requires real-time digital signage and advertising services that are integrated with media billing and serving system. In addition, the system should be able to display both static and streaming video and audio contents and allow local caching. SysMaster Digital Signage system offers real-time video and audio streaming, integrated advertising object billing, and local media player caching.

SYSMASTER DIGITAL SIGNAGE SYSTEM ARCHITECTURE

ComboSwitch
Media Concentrator

Digital Signage Server
iptvSwitch Streaming,
Content Server,
VoiceMaster® Content
Management and Billing

Firewall
(optional)

Gateway/
Router

MPEG4/H.264
Streams

Internet

Digital Media Client

Digital Media Client

Digital Media Client

Satellite TV

Over-the-Air TV

Custom Media Files

Third Party
Media Files

SysMaster Digital Signage System

Real-time audio and video streaming

SysMaster Digital Signage system offers real-time audio and video streaming using the most popular TS, ASF, UDP, and TCP distribution methods and common codec types. The system offers great variety of streaming types from static, pre-recorded files and dynamic video streams such as online TV channels.

Serving of multiple media object types

SysMaster Digital Signage system supports multiple object types such as the most popular digital picture, audio, and video file types. All these various object types can be mixed within a layout to match any specific custom requirement. The rotation of all media types is also fully automated and and centrally controlled.

Customizable adverting space layouts

SysMaster Digital Signage system allows the customers to define their own custom layout to display digital signage content. The layout can have up to 5 space segments and 255 image display layouts. The layout is based on HTML page definition and can be controlled and changed in real-time.

Integrated Billing for advertisers and players

SysMaster Digital Signage system includes Content Management Server to allows advertising content billing and control. Every server or client targeted adverting can be separately billed for. IN addition, multiple types of billing plans are supported such as CPM, CPC, and period based billing.

Local caching of media content

SysMaster Digital Signage system allows local caching of media content to reduce network bandwidth utilization and facilitate stand-alone digital signage content display. The system can also be centrally forced to refresh cached content in real-time if necessary.

Customizable software features

SysMaster Digital Signage system includes a M60 digital media center that is an advanced PC computer that runs Linux. This device can be easily programmed by the customers to include customized software or change the behavior of the existing software. The device has a built-in hard drive that allows virtually unlimited storage for third-party software.

Advanced advertising targeting

SysMaster Digital Signage system offers targeted advertising for M60 digital media centers, whereas every M60 can receive custom layout and custom content. This allows targeted media advertising that are based on specific customer requirements.

Usage of advanced M60 digital media center

SysMaster Digital Signage system includes an advanced Intel-based PC computer that runs Linux. The computer includes specialized software that is called Digital Medial Center. The software supports advanced functions and is fully integrated with the SysMaster Content Management System to allow easy product deployment and centralized management. If the customers require they may change the digital media software with their own, or simply install additional software that runs on Linux and uses standard x86 architecture. The M60 computer has a large built-in hard drive, a PCI slot and multiple USB ports to allow universal application deployment. Included are also S-Video and VGA video ports as well as stereo audio output. The device can display Standard and High-Definition video and stereo audio. If HDMI port is required, the device can include a specialized HDMI PCI video card.

Advanced Content Management Server control

SysMaster Digital Signage system includes Content Management Server that allows centralized management for all digital media features. The customers can easily and intuitively manage layouts, media objects, channel scheduling, advertising targeting, object access and management. The same system is also used to manage static and dynamic video and audio streams and allow IPTV,VOD, PPV, PVR and other functions.

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