

Visually Addictive Software



30 Compelling reasons why you should use DC Media

Layout designer

DC Media does not restrict layout design to a list of pre-configured templates. A playlist can be configured to include as many layers in as many size and shape variations as you wish. The sky is the limit with the layer designer.

Shaped Content Layers

Aside from playing content in a square or rectangle, layers can be shaped from a predefined list of shapes or masked out using a bitmap supplied by the user. With a masked layer content is only played out in the shape defined by the mask. Using this technique, logo's can overlay video or video/flash can be played out in irregular shapes in order to create more engaging displays.

Layer Movement

With layer movement content layers can be moved or resized during playback, this allows for squeeze backs to reveal underlying content, picture-in-picture and other dynamic windowing techniques. Squeeze backs are particularly useful for short advertising reveals during live TV broadcasts.

Content Authoring

The Digital Sign Creator can be used to create digital signs that include images, text and shapes. Visual effects can be applied to each element in the sign, and dynamic data links to XML data, SQL database and CSV data can be used for text content and image filenames

Display Sizes

Display layouts are not restricted to 1024 x 768; Variable resolutions are supported including 768 x 1024 portrait displays for rotated screens.

Dual screen support

The DC Media Player can be configured to display on any of the available desktops available on the device, allowing you to take advantage of a dual screen configuration. With dual screen, playback occurs on the second display, hiding any other management and device activity on the primary display. This configuration also allows for local user data entry on the primary display.

Multiple Player Instances

You can run as many instances of the Player on a device as you require, the only requirement being sufficient processing power. For example, you can display content on two separate screens using two independent players running on a single device.

RSS feed (local disk, cached or online)

DC Media can display scrolling ticker messages that contain live data read

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'The art of communication is
the language of leadership'
– James Humes

from RSS feeds stored locally on the device, or cached by the DC Media RSS Relay server or downloaded over the Internet.

Wide Range Content Support

DC Media supports a wide range of multimedia formats through its abstracted rendering layer architecture. This means that DC Media not only supports current formats that are popular today but can also support future formats as and when they are released, without requiring a major upgrade. DC Media is HD Ready and supports both 720i and 1080i HD content.

DC Media currently supports:

- Macromedia Flash content
- MPEG1 video
- MPEG2 video
- MPEG3 audio
- MPEG4 video (including Interactive)
- WMV Video
- WMA Audio
- ASF Advanced Streaming Format
- MOV Quicktime Movies
- WAVE Audio
- AVI Video
- JPEG Images
- PNG Images
- BMP Images
- TIFF Images
- TGA Images
- Microsoft PowerPoint
- Microsoft Excel
- Microsoft Word
- HTML (Static and Dynamic, online or offline)
- Live Streaming (Microsoft Media Services)
- Live Video
- Realtime Clocks
- Carousels
- DVD's
- VOB Video

Plug-ins

Numerous plug-ins have already been developed and an API is available for any custom plug-in development that may be required. With Plug-ins the Player can be extended to provide a variety of tasks including integration with hardware (for example an external video switcher), set top boxes and more.

Interactive Displays

Using Adobe Flash content with action script, interactive content can be played on as part of a digital signage display, viewers can interact with the flash content using a touch screen or a keyboard.

Microsoft Office Support

By supporting existing Microsoft Office Document formats, DC Media allows users to create content without having to learn how to use new content authoring tools.

Video Streaming

The DC Media Player can display live video streams published on Microsoft Media Services available on the Internet, your own Intranet or a Video Conferencing device.

Live Video Capture

Live Video feeds can be displayed full screen or as part of a composite display. More than one video capture device is supported on a Player device and each video capture device input can be selected in the playlist. This allows for more than one Video feed to be displayed as live video content. Live video is stable and includes support for Closed Captioning where available.

Layout Scheduling

Once you have defined a display layout you won't be restricted to only play content in that layout. Playlists themselves can be scheduled for playback in a master playlist. This allows for a wide variety of display screen designs to be played out during the day.

Content cataloguing and meta-tagging

The DC Media Scheduler includes a content manager that provides Meta tagging for registered multimedia items. The Meta tags can be customized to suit your needs and are designed to assist with content scheduling and searching.

Digital Courier Delivery

DC Media uses the Digital Courier platform for digital content delivery. This allows you to deliver your content over satellite using reliable multicast, as well as over wireless networks, DSL, WAN's, 3G and all at the same time or one after the other. Digital Courier is a proven content delivery platform that has reliably delivered over 5 Terabytes of content for our South African customers. Digital Courier provides delivery reports in real-time and content integrity is maintained throughout the delivery process

Reliable Multicast Option

The reliable multicast technology provided by Digital Courier is well suited for satellite broadcast networks. Using a combination of Forward Error Correction and automated packet requests, data can be efficiently delivered to any number of sites using a single broadcast, this leads to a bandwidth saving of 99.9% over other network mediums.

Reliable Playback

DC Media technology has played for over 2 million hours on more than 1000 players and is based on robust software technology developed over a period of more than 8 years.

alwaysOn™ crash protect

They are everywhere, blank screens, burnt screens and crashed players. Player software can crash for many reasons including software defects, out-of-standard content and hardware errors. A crashed player leads to a loss in exposure and revenue and in many cases results in permanent damage to display hardware.

In order to run a robust world class digital platform you need the world class Digital Signage platform DC Media with built-in alwaysOn™ technology that ensures a player is never down.

In the event of a player crash, the alwaysOn™ component ensures that the player is immediately restarted without any on-screen error message display, error messages are suppressed and handled by the alwaysOn™ component. Crash alerts are immediately sent to a central server where they can be brought to the attention of qualified support engineers. The immediate restart of the player application ensures that downtime is reduced to an absolute minimum.

Bring your screens to life with DC Media's

alwaysOn™
technology



Event Monitor agent

Each player is monitored by an agent installed on the same device as the player. This agent monitors the status of the player software and other hardware and software components that have been selected for monitoring including hard disk space, UPS status, Plasma/LCD screen status, network monitoring and virtual memory monitoring. When an event occurs such as low hard disk space, the agent communicates back to a server and logs the event. This event is then tracked by the server until the problem has been resolved. Event reports can be extracted from the Event Monitor server.

Management Instructions

The management software included in DC Media allows you to send or more management instructions to a player to perform maintenance, instructions include device rebooting, display resolution configuration, registry updates, remote task management, remote file explorer, file copying, file deleting, catalogue retrieval, application execution and more.

Management Screenshots

The DC Media Network Manager can poll each Player for detailed status information including a screenshot of what is being displayed on the screen. Screenshots can be requested in any size ranging from thumbnail to actual screen.

Can be controlled remotely

Each DC Media Player can be controlled remotely across a network. The Administrator can connect to a player, select a playlist, stop playback, start playback or skip items in the playlist. Volume can also be controlled by the user.

Playlist Integrity Reports

The network manager can retrieve playlist integrity reports that provide an immediate view of scheduled content versus actual content on disk.

Proof-of-play

The DC Media Player logs all playback to disk in proof-of-play log files. These files can be retrieved on a regular basis and imported into the DC Media Management system for reporting and billing purposes.

Global Date Format

DC Media uses a global date format system that allows users to create and exchange playlists without adhering to a standardized date format. Each user can have a different international date format and DC Media will ensure that the correct date and time are used throughout the system.

Microsoft® Certified

Central Point Communications (Pty) Ltd is a certified Microsoft ISV Partner and DC Media has undergone and passed the Microsoft XP Platform test. Our ISV partnership provides access to the latest Microsoft technology and ensures that compatibility and reliability are maintained.

Easy to use

Ease of use has always been a primary design objective and CPC has continuously achieved its goals in ensuring that our software is easy to use requiring little user training.

Vista Compatible

DC Media is Microsoft® Vista® compatible.