



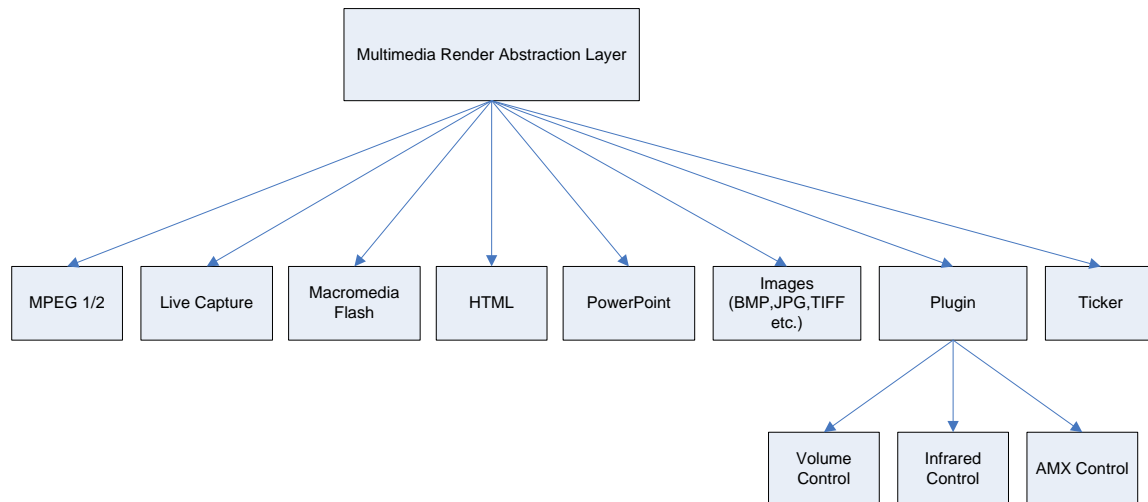
DC Media Product Differentiation

Overview

What differentiates DC Media from other Digital Signage products? Most products available today list their capabilities as being able to play Video, Flash animations, HTML and a scrolling ticker, some of the products use a fixed layout system and a few provide flexible layout management. The following document describes features of DC Media that sets it apart from other digital signage products:

Multimedia formats are addressed through an abstraction layer

The architecture of DC Media makes use of an abstraction layer to address each format of multimedia content. Multimedia Format specific coding is therefore isolated into a render object, this allows for greater support of the varying multimedia formats within a standardized API. Additional formats can be added continually to the product without affecting the bulk of the product and the inner workings of each component.



Managed Audio Priorities

Each layer can be assigned an audio priority, this allows DC Media to allocate audio access to each multimedia clip without creating any audible clash. If a higher priority clip is playing, all other clips are muted.

Flexible screen layout engine

Each playlist includes screen layout coordinates and there is no restriction on the number of layers or content areas within a display. Each layer can be assigned to pixel coordinates either on screen or off screen. These coordinates can be changed

during playback allowing for dynamic layout changes such as content squeeze-backs and picture in picture. There is no restriction on the number of scrolling text crawls, a display can have any number of text crawls at one time.

The image below illustrates how content can be squeezed back to reveal underlying content for brief periods of time.



Easy to use

The DC Media Scheduling and Content Management application is easy to use, a new user can design a playlist and distribute its content within a few minutes. Scheduling content is done using drag and drop operations, and playlists can be distributed to players simply by dropping a playlist onto a group of players or onto each player icon.

Plug-ins can be developed to extend the product

Aside from supporting a variety of multimedia formats, DC Media also supports a plug-in API where each plug-in can perform such as tasks as generating unique screen content or a hardware integration function such as controlling an AMX device or select a channel on a video switch. Currently DC Media includes plug-ins for AMX control, Kramer control, Volume control, Screen control, Infrared remote control and many more.

DC Media Player software has been compartmentalized

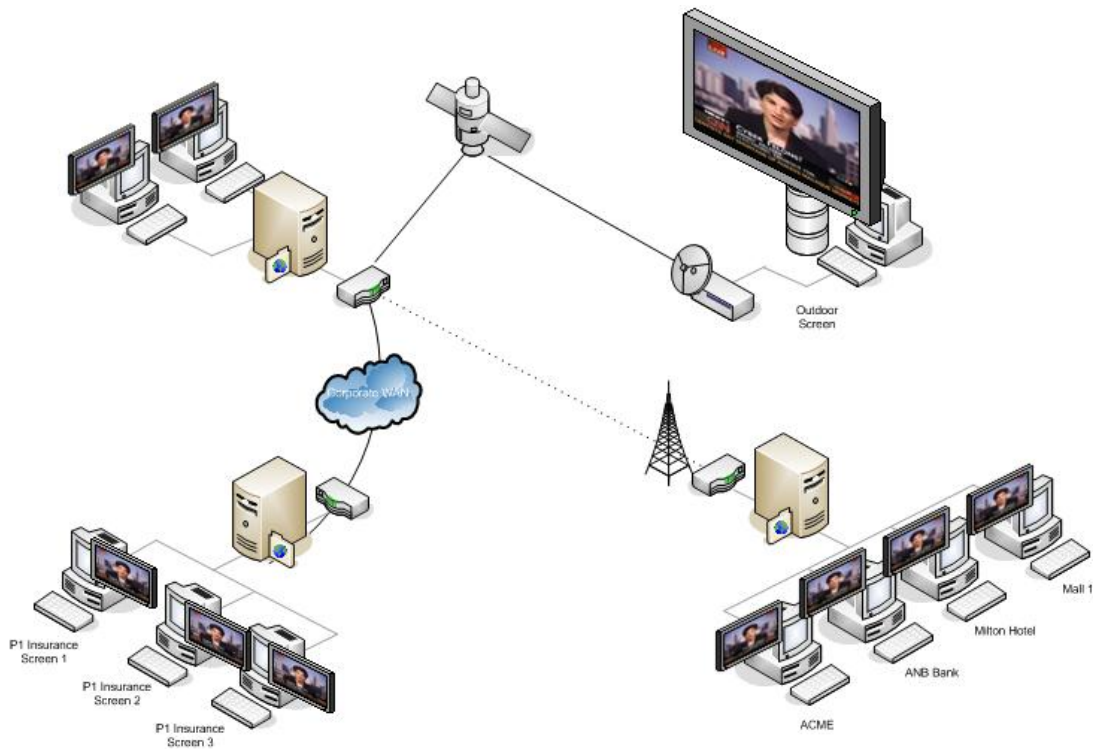
The DC Media Player software has been designed to run inside a folder and to have no dependencies or requirements within the system registry. This compartmentalized approach means that a high-end player device can support more than one player instance. A device with two or more virtual desktops can be used to present two or three unique displays from a single device.

Digital Courier Distribution

DC Media uses Digital Courier to distribute content and playlists as well as to retrieve status information, log files and to manage remote players. The Digital Courier distribution system is a powerful content distribution engine that supports satellite networks, wireless networks, local area networks and a combination of more than one network forming a hybrid network.

Complex distribution issues such as downstream content distribution or utilizing mixed media networks is easily achieved using Digital Courier.

The diagram below illustrates a typical hybrid network that can easily be addressed using Digital Courier:



Integrated Management

DC Media includes comprehensive site management capabilities such as player rebooting, file copying, file deleting, cataloging, application execution, registry updates, auditing etc.

The DC Media Management suite provides a management overview of the entire digital signage network. Each player can be polled for playlist and status information, and can also be configured to deliver event reports to a central server whenever an error occurs or whenever new content is selected. A management agent is provided for each player, this agent will monitor the Player application as well as any other components installed, such as a UPS, satellite signal, hard disk capacity, audio levels and more.