

Visually Addictive Software



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‘The art of communication is
the language of leadership’
– James Humes

DC Media Digital Signage

DC Media Digital Signage Software powers dynamic and robust digital communications over a wide variety of successful digital signage projects in corporate, public and retail locations. DC Media promotes ease-of-use whilst retaining powerful signage building capability with support for a wide range of multimedia formats and unlimited layouts. Backed by the most advanced management platform available today DC Media provides a comprehensive digital signage platform geared towards customer satisfaction and empowerment.

With DC Media, customers can:

- Design and populate new display layouts with engaging content including video, images, scrolling text messages, live TV and more. Users are not restricted to a fixed number of layout templates, ticker messages or display sizes.
- Distribute playlists and content to remote players over local area networks, broadband, wireless or satellite networks and receive confirmation of scheduled content integrity from each player.
- Monitor each player and retrieve real-time statistics, proof-of-play data, event reports and detailed management reports.
- Manage players using a wide range of management functions including rebooting, file operations, registry updates, hardware control and more.
- Integrate with hardware through the plug-in architecture

DC Media is a state of the art Digital Signage solution designed to meet today’s communication requirements. The critical success factors of any messaging system are a robust player platform, easy-to-use scheduling and flexible display layouts. DC Media ensures that these success factors are met in addition to many other value add features.

DC Media ranks amongst the leading products in the world, with more than 2 million hours continuous playout time across well over 1,000 players.

DC Media Scheduler

DC Media Scheduler is a desktop based application for managing content, designing layouts and distributing both content and layouts to players located at remote locations. The Scheduler application includes a content manager, layer designer and playlist editor in one application.

Features include:

- Register video, image, flash and other multimedia files in the Scheduler asset database.
- Associate metadata with content assets to facilitate classification and content searching.
- Create additional content such as ticker messages, multimedia streams, live TV, date and time displays and more.
- Author content using images, text, shapes, visual effects and dynamic data links.
- Group content into categories.
- Create playlists and schedule content in the playlists using simple drag n drop techniques.
- Edit the layout of the display using the graphical layout editor. Layers can be added and removed, resized and overlaid.
- Manipulate playback options including layer masking and sizing.
- Distribute content and playlists to individual players using drag and drop.

The scheduler supports looped content playback for all day scheduling as well as time specific scheduling with the option for hourly, daily or monthly repeats.

DC Media uses a unique date and time specification to ensure that playlists distributed between devices with different date and time formats play out as scheduled.

Content and playlists can be distributed directly to each player or via a local or remote network operations centre.

DC Media Player

The DC Media Player is a robust and reliable digital signage player that plays out scheduled content with proof-of-play logging and crash recovery. The player is easy to install and requires little configuration. A utility is provided for advanced configuration options such as deinterlace filter selection and capture device defaults. All configuration data is stored in a .ini file allowing for multiple installed instances of a player.

About The Company

Central Point Communications is a Digital Signage solutions company that has been active in the South African market since 1997. Its customers include BMW, Ster- Kinekor, NuMetro, Popcorn, Panasonic, Prime Media, IDC, Global Access and Ernst & Young South Africa. Recently, Central Point

Communications implemented DC Media as the product of choice for the OnScreen Communications System in the Ernst & Young Australia offices.

Central Point Communications is owned by management and the Argil-IDC Venture Capital Fund, a technology fund whose investors include Ernst & Young Southern Africa. The Argil Fund has been an investor and partner to CPC for the past 5 years.

Central Point Communications is a certified Microsoft Partner and DC Media has passed the Windows XP Platform certification test.

Vertical Markets

Corporate Sector

- **Ernst & Young South Africa**
 - 35 Digital Signage screens in 5 cities nationwide.
 - Mix of Live Satellite TV and Corporate Communications.
 - Digital Welcoming.
 - Content creation, distribution and Infrastructure Support.
 - Remote Management via Wide Area Network.
 - Way Finding application (Training Rooms)
- **Ernst & Young Australia**
 - Internal Digital Signage Installation throughout EY offices in Australia
 - Integrated with existing AMX equipment.
- **SA Taxi-finance**
 - Internal Corporate Communications.
 - Digital Welcoming.
 - Live Satellite TV.
 - 4 Branches Nationwide.
 - Dashboarding with link to Sales Database.
 - Infrastructure management.
 - Content Assistance.
- **Faritech**
 - Internal Corporate Communications.
 - Digital Welcoming.
 - Live Satellite TV.
 - 9 Screens in a single branch.
 - Internally Managed.
 - Content Assistance.
- **ABSA Corporate Communications**
 - Internal Corporate Communications.
 - Digital Welcoming.
 - Live Satellite TV.
 - Internally Managed.
 - Content Assistance.
- **BCIT (Department of Correctional Services)**
 - Digital Signage Screens installed in 15 Prisons.

- Content Delivery via 3rd Party Wide Area Network
 - Content Assistance and Infrastructure Support.
- **Industrial Development Corporation**
 - Internal Corporate Communications.
 - Digital Welcoming.
 - Wayfinding application (Training Rooms).
 - **Royal Dutch Embassy**
 - Digital Welcoming.
 - **AFI Financial Services.**
 - Dashboarding with link to Sales Database.
 - **Inet-Bridge**
 - Digital Welcoming.
 - Content and Management Services.
 - Remote Wide Area Network Monitoring.

Retail Sector

- **BTMedia (Outdoor)**
 - Large Rear Projection Display.
 - Content Creation and Delivery Service.
 - Remote Management via Wide Area Network.
 - Projector Telemetry monitoring.
- **RankTV (Outdoor)**
 - Large LED Screens at Train Stations and Taxi Ranks.
 - Mixture of Advertising and Live Television.
 - Managed and supported by a Value Added Reseller.
- **Campus TV (Outdoor)**
 - Large LED Screens placed on University Campuses.
 - Mixture of Advertising, Community Messaging and Live Television.
 - Live Audience Interaction via IP Camera's
 - Managed and supported by a Value Added Reseller.
- **ABSA (Barclays Bank)**
 - Retail Bank Advertising.
 - Internal Staff training and Communication.
 - Business Television Broadcast.
 - Content Delivery via Satellite.
 - Management and Telemetry via Wide Area network.
- **Teba Bank**
 - Retail Bank Advertising.
 - Internal Staff training and Communication.
 - Business Television Broadcast.
 - Content Delivery via Satellite.
 - Management and Telemetry via Wide Area network.
- **Ster Kinekor Cinemas**
 - Retail Advertising in Cinema Foyers.
 - Digital Cinema Posters.

- Managed and supported by a Value Added Reseller.
- **NuMetro Cinemas**
 - Retail Advertising in Cinema Foyers.
 - Digital Cinema Posters.
 - Content Distribution via Satellite.
 - Management and Telemetry via Wide Area Network.
- **Health and Squash Club**
 - Retail Advertising in Gyms
 - Content Management Services.
- **House of Ribs**
 - Retail Advertising in Restaurant.
 - Completely self reliant client.
 - Own Content creation, own management.

Distribution and Value Added Reseller Network

- **Digicom**
 - Customer for 5 years.
 - Purchase Software and specialized plug-ins.
 - Provide own content distribution via Satellite.
 - Provide own management and support.
- **Panasonic South Africa**
 - Sell DC Media via their Dealer Network.
 - Central Point Communications Provide Management, Service and Support.
- **Sony South Africa**
 - Sell DC Media via their Dealer Network.
 - Central Point Communications Provide Management, Service and Support.
- **Global Access (TV Studio – Business TV)**
 - Sell DC Media to enhance their Business TV product.
 - Central Point Communications Provide Management, Service and Support.