

SOFTWARE TECHNOLOGY »PlayEverywhere«



The sophisticated software technology »PlayEverywhere« allows digital signage solutions to be operated simply, quickly, individually. This is because all communication media that are connected to »PlayEverywhere« can be managed, updated and monitored centrally. The award-winning software is responsible for ensuring that all component parts work together harmoniously. It is also exceptionally user-friendly, compatible with existing IT infrastructures and can be configured to meet project-specific requirements. The wide range of available media formats, from static images to animations and videos, makes the system a very contemporary marketing tool. The sky is the limit as far as content is concerned: entertainment offers, commercials, image videos, and even external content such as news feeds or weather forecasts, are just some of the examples of the almost inexhaustible visual content.

ADVANTAGES AT A GLANCE:

»PlayEverywhere« is ...

- » a completely web-based solution, allowing administration and control functions to be carried out from any location
- » a central management system for performing global and local tasks

»PlayEverywhere« guarantees ...

- » an optimized value-added chain and increased profitability of business models through swift integration in existing business processes
- » time and resource savings in operations and administration by mapping, pooling and automating business processes
- » a considerable decrease in the lead time of a whole variety of marketing and advertising measures

»PlayEverywhere« offers ...

- » the control and administration of large networks, as well as automated processes and procedures
- » compatibility with a whole variety of digital broadcasting media
- » ultimate user-friendliness and competitive prices
- » centralized and decentralized administration through user and group management

»PlayEverywhere« is attractive for ...

- » individual location operators as well as network operators
- » launching cross-media marketing strategies through various channels focused on specific target groups

FUNTIONALITY

The »PlayEverywhere« network can be administered via an internet browser from any computer that has internet access. The necessary server infrastructure is provided by netvico GmbH.

The broadcast media are controlled by a standard computer on which »PlayEverywhere« has been installed. The player, on the other hand, communicates with the »PlayEverywhere« server via an internet connection.

Whether 1, 100 or 1000+ digital media are to operated and administered centrally, »PlayEverywhere« by netvico GmbH is a pioneering software technology that simplifies operating and administrative processes and supports marketing measures.

»PlayEverywhere« supports digital signage network users in the following areas:

- » Distribution
- » Location operations and administration
- » Automated media generation
- » Management and control
- » Reporting and statistics
- » After-sales

PROCESS SUPPORTS IN DETAIL:

Software as a Service (SaaS)

- » no additional IT resources or IT infrastructure required for operating display locations
- » guarantees the streamlined operation of display media through support and remote administration services provided by netvico
- » guarantees economically justifiable costs by way of licensed software over a specified period of time

LiveMedia components for content generation

- » semi-automatic commercial generation: manual data entry via mask
- » fully automatic commercial generation: link to databases of content providers and automatic content retrieval
- » content generated by netvico
- » integrated process management and administration
- » central and software-based management of all operating processes
- » administration modules for customer data, offers, orders and commercials, cost centers, locations, statistics
- » simple data entry and configuration of required content

Support of cross-media marketing processes

- » PDF generation
- » integration of campaigns/commercials in operator's homepage

Convenient play-list generation

- » timely play-list generation process runs fully automatically in the background
- » ongoing and automatic updating of play-lists at all locations via the system
- » commercial double-ups reliably avoided by way of an algorithm

Process control and optimization

- » high level of automation:
 - » automatic monitoring of all operating processes
 - » generation of system status logs
 - » issuance of escalation reports and troubleshooting instructions
 - » generation of error reports via a ticket center with pre-defined problem scenarios and automatic e-mail generation to support officer
 - » automatic billing using customer master data stored in the customer or cost center administration system (bank details, payment method, etc.) as well as stored tariff models (time period, prices/second, discounts, etc.)
- » comprehensive location evaluations regarding sales revenues, orders and capacity utilization

Straightforward data transfer

- » interfaces enable data for all operating processes to be imported and exported (order generation, commercial bookings, content updates)
- » project-specific formats can be implemented promptly (open interfaces)
- » media cache prevents frequently used large-scale commercial media from having to be repeatedly downloaded
- » large-scale media can also be displayed at locations with a low bit rate (e.g. ISDN connection)

SYSTEM ARCHITECTURE OF THE PLAYEVERYWHERE MANAGEMENT SYSTEM

- » multi-tier architecture guarantees stability and scalability
- » modular structure enables requirement-oriented configuration

