tvip

PRODUCT

TVIP-DIRECTOR

A suite of integrated web-applications for the management of Digital Signage networks

TVIP-Director is a web-application for the distribution of multimedia contents that brings together easy-to-use planning tools and powerful framework control.

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DIGITAL SIGNAGE

DYNAMIC, EFFECTIVE, INTERACTIVE COMMUNICATION

Does your business require an innovative, dynamic and eye-catching solution for its Digital Signage network? TVIP is the software platform that will revolutionize your communication strategies and take your customer care to a new level.

TVIP pro distributes multimedia content and interactive applications via any display format, touch screen, video-wall and digital totem located at highly-attended locations, such as stores, shopping malls, rail or air terminals and museums.

TVIP brings together user-friendly scheduling tools and powerful framework control for secure and reliable real-time broadcasting of info and content that can be constantly updated and disseminated according to location and timing.

TVIP is the Digital Signage platform that will turn your customer communication into interactive, engaging experience.

- Full management of extended and distributed Digital Signage networks
- Makes for eye-catching, dynamic customer communication
- User-friendly content manager for the creation of infotainment and advertising
- Bespoke branding-focused layout
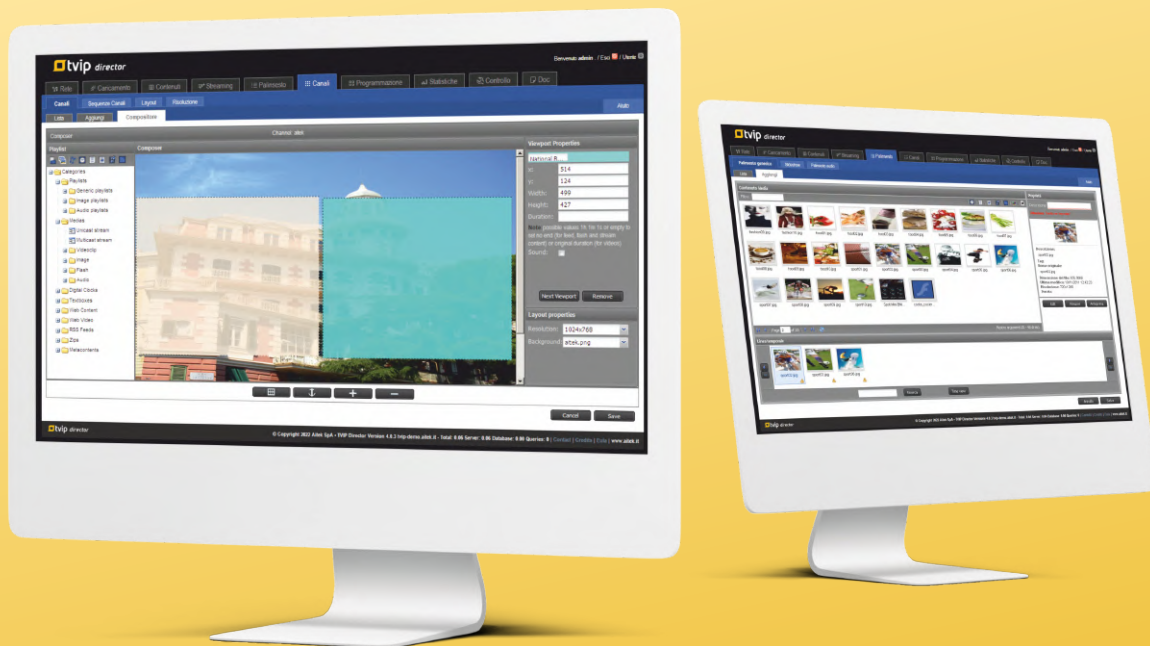- Constantly updated info and services
- Broadcasts selected content that may be scheduled according to location and timing
- Supports any display type
- Supports mainstream multimedia content formats: audio/video, news feeds, websites
- Supports touch-screen technology and interactive kiosks
- Develops business models that generate profits from ad. sales

TVIP-DIRECTOR

The powerful and easy-to-use Content Manager

TVIP-Director is a web-application for the creation and dissemination of multimedia contents organised into playlists and channels.

TVIP-Director is a full-optional CMS for player and display network management enabling real-time/scheduled contents forwarding and allowing for the updating of player sw and configuration from the Centre, thus avoiding site calls.

TVIP-Director brings together easy-to-use planning tools and powerful framework control.

Contents anywhere, anyplace, anytime

TVIP-Director allows time-based manage-ment to broadcast live and/or recorded contents (films, videoclips, flash) and other information (messages, slideshows, web contents) on Players: it is possible to define display format and schedule for each Player.

Playlist creation

Easy-to-use mouse *Drag&Drop* function allows to design schedules where to include multimedia features to be broadcast on the Players according to hourly synchronized schedules.

Scheduling

An intuitive and user-friendly graphic editor allows defining areas inside the layout in which multimedia content is displayed.

The duration of the display, sizes, fonts, and colors are completely customizable. The tool allows inserting playlists composed of audio/video multimedia content (slides, clips, flash, text boxes, texts, graphs, digital clock, links to external sites, etc.).

The player's software is designed for the more complex scenarios from the point of view of content management, networks, schedules and interactions with the display.

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Management of complex and distributed player networks

TVIP is designed for the management of networks featuring multiple remote players. Players can be grouped for content distribution according to logical and/or geographical criteria.

Content may be forwarded simultaneously to all players in a group, thereby facilitating the management of distributed networks. A VPN connection ensures server-player communication: the centre forwards controls and contents organised into channels/playlists to the player; vice-versa players forward information on diagnostics, accounting/statistics of content execution (e.g. contents, length, number of visualisations, etc.) to the centre.

TVIP-Player

TVIP-Player is a complete "media player" for advanced applications of Digital Signage and Interactive Kiosk. The application performs multi-zone and multi-content playlist fully programmable locally or from content manager and centralized scheduler.
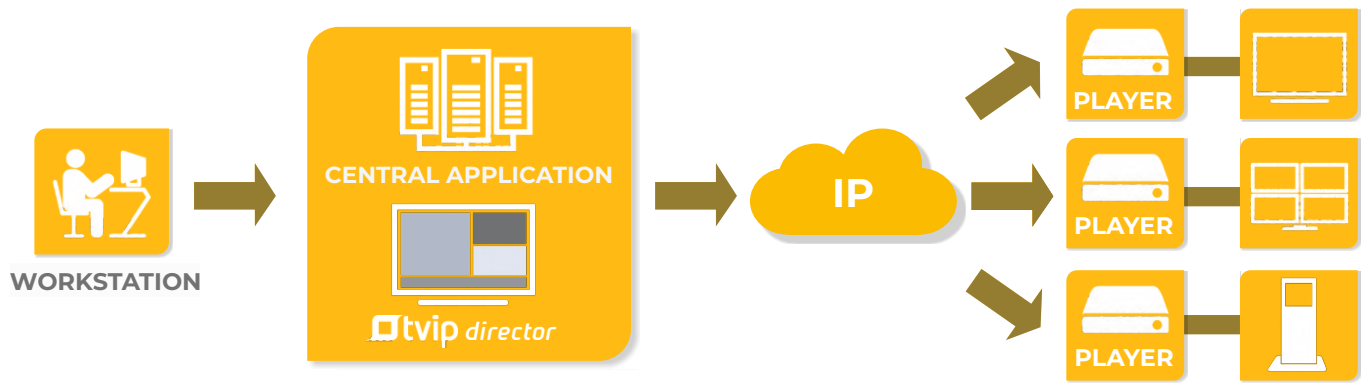
TVIP-Player is available as a software solution compatible with multiple hardware systems, and is provided as an pre-installed embedded system or as a live image on the storage media.

The player has its own configuration and programming interface and can be integrated with the suite of applications TVIP and in particular with the TVIP-Director content management application for a complete planning, management and control.

The software is designed for very complex scenarios in terms of programming, content management, networks, security, scheduling and adaptations to displays.

The various configurations of the player and the many functions of scheduling and control make it a highly versatile and adaptable to conditions more complex.

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TVIP ARCHITECTURE

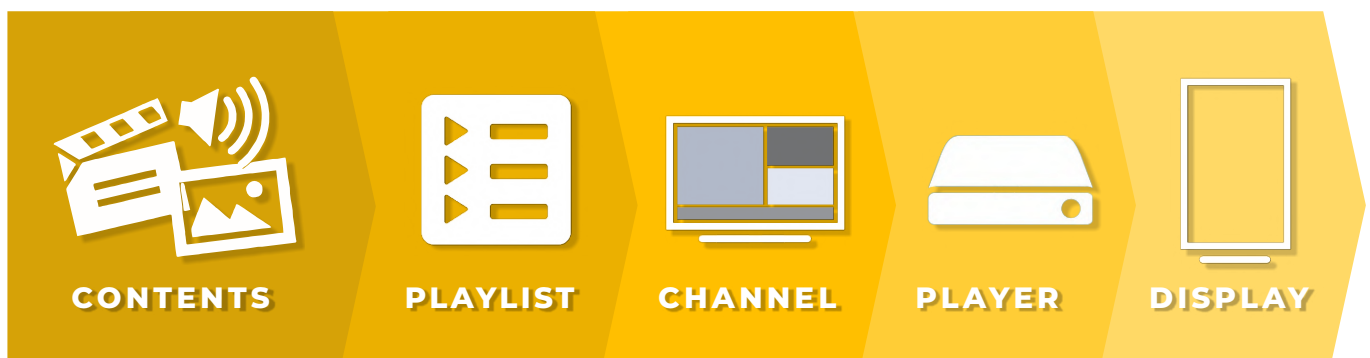

TVIP helps disseminate multimedia content and interactive applications best-suited for digital communication that relies on:

- central servers hosting the front-end of the content management applications;

- a central application (TVIP-Director) managing and distributing audio, video and textual contents;

- a framework of remote IP-connected multimedia players;

- a network of multi-format LCD/Plasma TVs, pro displays, video-walls, interactive totems and touch screens.

CONCEPT MODEL

TVIP-Director is an application for the creation and distribution of TV-like channels and schedules, based on typical all-news channels format.

- CONTENTS: audio/video clips, news feeds, in-streaming multicast / unicast applications, etc.

- PLAYLIST: length-customisable multimedia content playlist

- CHANNEL: includes a customised layout and one or more content areas within which contents/playlists are broadcast by timing schedule

- PLAYER: hw+sw appliance receiving channels from the Centre and forwarding same to connected display

- DISPLAY: HD LCD/LED monitors (portait and landscape), touchscreen

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FIELDS OF APPLICATION

RAILWAYS, SUBWAYS AND PASSENGER TERMINALS

In crowded areas such as rail stations, subways, cruise terminals and airports, Digital Signage is crucial to distributing infotainment and advertisement that is both dynamic and eye-catching. TVIP disseminates multimedia content via displays positioned at highly attended locations. We guide passengers into the station and engage with them through high-impact communication. TVIP solutions manage extended and distributed networks of Digital Signage and help develop business models that generate profits directly from ad. sales.

RETAIL

Digital Signage is your best option for trendy engaging store layouts. Interactive totem and touch-screen technology supplies advanced functionalities that will enrich your customers' in-store experience through proving information on stock availability, items, in-store location and special offers. Customer liaisons make for crucial business info that helps you identify target customers and their interests.

PUBLIC TRANSPORT

Aitek offers solutions that integrate video surveillance on board with an application of Passenger Information, to spread on displays installed on board public transport service information, routes, advertising, news and more. A powerful media-player, integrated into the on-board device, allows for remote programming and broadcasting of audio-video content playlists and news tickers. Our solutions will help you craft bespoke dynamic communication that has the potential to generate profit through the sale of advertising slots.

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TVIP TECHNICAL FEATURES

TVIP-DIRECTOR

▶ Contents-to-player forwarding

▶ Own framework - Cloud- or SAAS-based (software-as-a-service)

▶ HA cluster or single node installation

▶ Integration with multicast and unicast TV streaming

▶ Content ingestion via FTP or FORM, integration with third party CMSs

▶ Web-based + java application accessible by mainstream browsers

CHANNELS

▶ Automatic channel-to-monitor resolution adjustment

▶ Multiple player/group channel synchronisation for simultaneous display

▶ Creation of channel sequences by defining start/end of channel broadcasting times for each channel

▶ Content display can differ according to player geo-location

▶ Calendar-based scheduling of channel / sequence broadcasts

TVIP-PLAYER

▶ Self-operated channel forwarding, according to central scheduling

▶ Recording and forwarding of content accounting data

▶ Aitek-developed sw integrated into TVIP-Director central application

▶ Wide range of compatible hw, supported by all screen types

▶ Ready-configured players: plug in to the network to automatically connect the player to the centre

▶ Player-to-centre diagnostics messaging (temperature, disk space, etc.)

▶ Scheduled management of display on/off controls

▶ Players are easy to replace (plug-and-play procedure)

INFRASTRUCTURE MANAGEMENT

▶ Configuration of a central proxy on the centre application and/or on dedicated remote players

▶ Flexible planning of channel forwarding including when bandwidth is limited

▶ Tracing of players on map/dashboard

▶ Multimodality: DHCP, Static Address, pre-configured IP address, embedded VPN

▶ Hierarchical management of content by group or tag

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