



## CASE HISTORY

### HITACHI RAIL STS S.p.A.

**Enterprise Communication for internal content dissemination and sharing**

From Australia to the United States via Europe: Aitek's TVIP platform manages the distribution of multimedia content on displays installed at the headquarters of the Italian leading rail transport technology company.

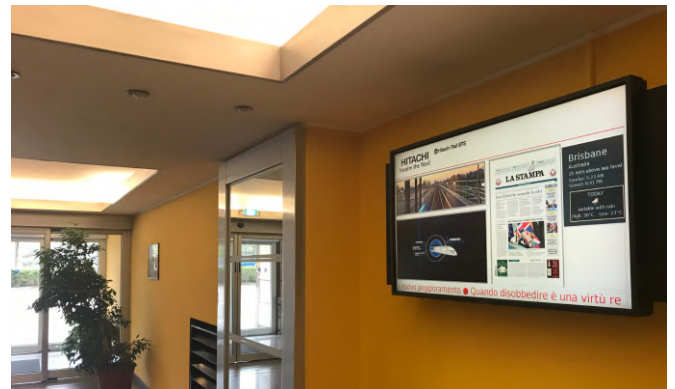
## TVIP for Hitachi Rail STS, the top of Made in Italy

The spread of Digital Signage, the communication tool based on the distribution of multimedia content on displays installed in public spaces, has transformed the way to disseminate information to users, whether they are customers, travellers, visitors or employees of a company.

However, Digital Signage can be exploited not only to broadcast promotional content, but also to create new Enterprise Communication channels within complex, global business organisations. Thanks to Digital Signage, communication can become an element of dissemination of corporate values and internal sharing.

Hitachi Rail STS, a global player in the design and development of large projects for rail and metro transport, has equipped its headquarters with an internal Enterprise Communication network, choosing Aitek's TVIP platform to manage the entire infrastructure. The headquarters have been set up with large monitors, located at receptions, halls and corridors, on which institutional communications, company clips, news tickers, press reviews and weather info are broadcast.

To receive multimedia content, each display integrates an Intel NUC player, one of the most powerful and reliable mini PCs available on the market. TVIP-Director, Aitek's solution for managing Digital Signage networks, ensures the upload of content and the scheduling of its distribution to displays. This application, installed on a virtual server, allows the system administrators to independently manage the entire network, modify player configurations and add new players directly from the centre, without the need for on-site intervention.



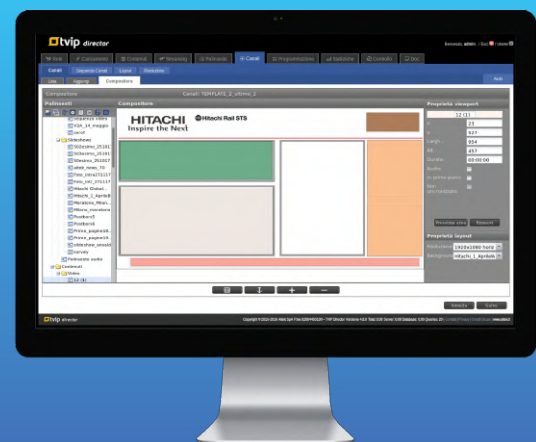
TVIP-Director is a content manager equipped with all the editing and programming tools needed in a Digital Signage circuit, from ingestion of multimedia content (audio/video clips, images, slides, web content, text content, RSS) to the creation of layouts, playlists and customized channels. A reliable and easy-to-use tool that enables quickly and safe dissemination of up-to-date real-time information and scheduled content according to location and time of broadcast.

Currently, the Hitachi Rail STS network manages 14 displays, located at the headquarters in Genoa, Naples, Piossasco, Tito Scalo, Pittsburgh, Paris, Beijing and Brisbane. The integrated players receive real-time content sent from a single remote workstation, which disseminates content customised according to location.

The TVIP platform made it possible to develop a reliable, state-of-the-art technological solution. A high-impact 'digital business card' that welcomes visitors and keeps company staff constantly informed about the company's activities and achievements. A true 'virtual' bridge linking the headquarters of Hitachi Rail STS, the Italian industrial excellence in the world.

### Main features

- Centralised management of 14 monitors located at 8 company headquarters
- Sending channels and playlists of content to NUC players integrated in the monitors
- TVIP-Director application for content ingestion, channel creation and scheduling
- Scheduling of content broadcast according to the geographical location of the monitors
- Remote management of the player network, configuration tasks without the need for on-site intervention



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