



TV-TOOLS Digital Signage

for dynamic distribution of information



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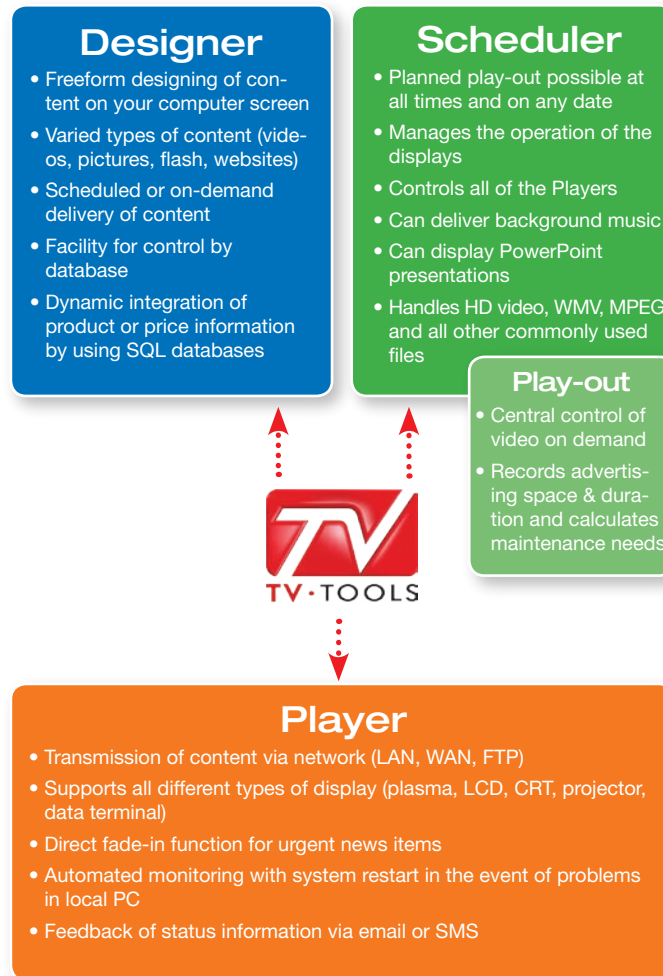
for dynamic distribution of information

Any time, any location!

Turn the distribution of information into a perfect experience – the right content, at the right time and in the right place. Different messages for different audiences in different places. Make the perfect start into the world of differentiated communication by using TV-Tools. Deliver added value to all your target groups, whether customers, visitors or employees.

- Optimise the loyalty of even your smallest customer
- Focus attention on your product or service and put over important new corporate information
- Bring added value into your reception area and public spaces: communicate according to the requirements of the moment: welcome greetings, practical information, directions, messages and meeting room allocations can all be accommodated
- Active internal communication by means of special information columns only seen by specific employees, selected by you

Create and distribute audiovisual information in real time to different locations and different types of display – you can now adopt a flexible strategy when deciding on your content, locations and times of transmissions. This is the way to get really close to your audience.



Communicate content intelligently

Give your content the touch of real quality. TV-Tools outputs the highest of display resolutions and is therefore compatible with the most up-to-date of high definition screens, operating at 4-times the resolution of standard video.

This and other state-of-the-art technology deployed by TV-Tools make it possible to present your communications in new and highly effective ways. Bring your customers' attention to the latest news items which are relevant to them, e.g. stock market changes, sports results or weather & traffic reports. At the same time and on the same displays you can also be promoting your company with repeat reminders about your products or services. It is a proven fact that the brain is more likely to remember the content of a sentence if it has been read at least three times.



Flexible utilisation of your displays as information panels and advertising space.

Increased added value by getting closer to your customers

Give your audience an exciting and customised mix of valuable product information and latest news from around the world. Achieve success through finely targeted and adaptable messages.



Built-in flexibility

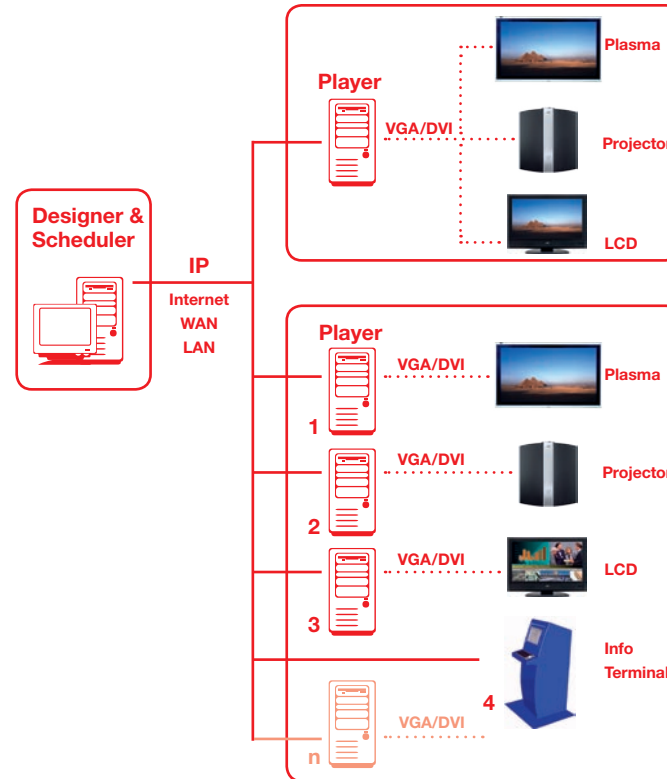
You make the decisions about what gets shown. You have the flexibility to combine different sources, to resize and reformat and even to edit the video content... and there it is, you have your customised mix of AV communication, prepared at the touch of a button!

Simple and cost-effective distribution of information

The distribution of your information takes place via an IP connection (LAN, Internet, FTP). So all of your communications, training modules, sales campaigns and promotions, whether they are local or worldwide, can be distributed with minimal distribution and administration costs.

Control is everything

TV-Tools gives you the means to provide multimedia solutions of a highly professional quality. There are no limits on your creative powers for putting over your business requirements. The components of your AV presentation can be centrally planned, controlled and supervised. You have a complete system overview at all times – whether it comprises a single display or more than a thousand displays. The screens themselves can be made up of plasma & LCD screens, TVs, projectors and monitor display walls, which are all easily installed within the system.



The distribution and planning of your content is achieved simply and cost-effectively via an IP connection. The Player is able to control several displays with its one signal.



Intuitive operation derives from user-friendly control interface



Control as many displays as you like – from a central point with a complete system overview

Overview of TV-TOOLS

full range of functionality and easy to operate

TV-TOOLS highlights

- Real time multimedia system with optimised synchronisation to give smooth movement to videos, transition effects and animations
- Integrated Designer module for simple and flexible composition using varied sources
- Control point of the system can be located anywhere on a network because of the independent nature of the Designer, Scheduler and Player modules.
- Management and control of multiple transmissions
- The system can include and support several Designer stations working simultaneously
- Management of structured downloads – changes to content are transmitted invisibly at the same time as the regular transmission to the player. Bandwidth is optimised by sending only the elements which are new or changed.
- Communication via a single selectable TCP port for increased security
- Unlimited possibilities for advanced scheduling
- Management of the programme groups
- Control monitor available at the Player PC
- Display of real time messaging
- Live incorporation of data, in real time
- Several players can receive data at the same time when using FTP servers
- Scripts can be changed locally by granting, from central control, individual authorisation rights for local changes
- Possibility of changing pre-programmed programs on the clients
- Control of payout screens for plasma & LCD displays and video projectors equipped with RS232 control interface

Functions

- Display with 16 million colours, support of all Windows DirectX compatible resolutions, 256 transparency levels for all graphics
- Fully compatible with 16:9 and 4:3 formats
- Landscape mode is supported
- Dynamic update of transmissions
- Defining of different independent areas on each screen
- Transfer effects in 2D and 3D in real time
- Anti-aliasing of texts and pictures
- Handling of pictures without background (TGA and PNG), of shading of objects (transparency of pictures and texts) and of the allocation of shadings
- Handling in the video window of sequences in MPEG-1, MPEG-2, MPEG-4, DivX, WMV WM9 Windows Media Video and AVI formats.
- Handling of cuts between the video files
- Support of videos at HD resolution
- Handling of animations such as GIF, AVI, FLASH, QuickTime and TGA and importation of graphic files like BMP, TGA, JPEG, WMF, SWF, TIFF
- Possibility to play out simultaneously time display, animations, texts, logos and pictures with alpha channels within the videos
- Administration of Wave, MIDI and MP3 files
- Integration of a voice-over with background music for infographical transmissions
- Display of multiple messages in real time
- Possibility of mapping on the text
- Administration of several layers, parallel 2D or 3D animations at high speed, even when the objects (pictures, text, animations) are moving around the screen
- Rotation of objects about the 3 axes (text and pictures)

- Handling of multiple animation windows incl. integration of Web browsers or streaming videos, with the added possibility of fading-in additional objects, all at the same time
- Unlimited Undo / Redo
- Allows the starting up of external applications (e.g. PowerPoint, Flash, EXE, Browser)
- Supports the administration of automated variables like date, time, business hours, bank holidays or even emergency doctors
- Option of automatically updating information via simple text entry
- Generation of texts and graphics via macros and automatic functions
- Generation of reports for the calculation of advertising space and maintenance
- Automatic updating according to modifications required
- Creation and administration of interactive scenarios for columns
- Integration of tables with area updates based on Access and SQL databases and Excel files
- Central monitoring of local and remote Players by the Designer and Scheduler modules
- The Designer can also retrieve any data which may have been created, under appropriate permissions, at the remote PC Player
- Automatic extraction of text content, such as planned visits, meetings and allocation of rooms.
- User interface with visualisation in the form of a configurable time line or copies of transparent multiple layers on the objects in question, such as texts, animations and pictures on each infography page.
- Administrative interface for shadings and extrusion effects for texts and live visualisation of configurations, including directional axes.
- Possible automation of changes to the text frames
- Sophisticated control of the margins and tabs by means of specially designed interface

Comparison with alternative methods of presentation

	DVD	PowerPoint	Flashplayer	Video	TV-TOOLS
Diversity of content	■■■	■	■■■	■■■	■■■
Quality of illustration	■■■	■	■■■	■■■	■■■
Simple implementation	■	■■■	■■■	■■■	■■■
Speed of implementation	■■■	■■■	■■■	■	■■■
Distribution protocol (logs)	■	■■■	■■■	■	■■■
Remote maintenance	■	■■■	■■■	■	■■■

System Requirements

- Pentium® D / Core 2 DUO
- 512 MB RAM minimum
- Windows XP
- Direct X® 9 or higher
- SVGA video card with minimum 256 MB video RAM and DirectX
- Supports all WHQL®* approved drivers
- Direct Sound® card or any other WHQL* approved audio card

Compatibility

- Graphics: BMP, GIF, IFF, JPEG, PCX, PNG, Targa, TIFF, WMF
- Animation: TGA, Flash, AVI, Quicktime, GIF
- Audio: WAV, MP3, MIDI, CD Audio
- Video: MPEG-1, MPEG-2, MPEG-4, DivX, WMV WM9 Windows Media Video and AVI
- Fonts: TrueType®

*WHQL is a registered trademark of Windows Hardware Quality Labs.

Subject to change. Errors & omissions excepted. All illustrations of monitors and displays in this catalogue are simulated.