

RVA-3900



Dynamic Digital Signage Solution

The signs are difficult to miss these days – interactive screens, increasingly referred to as digital signage, are appearing everywhere; in retail outlets, fitness clubs, airports, hotels, sports stadia and entertainment complexes across the globe.

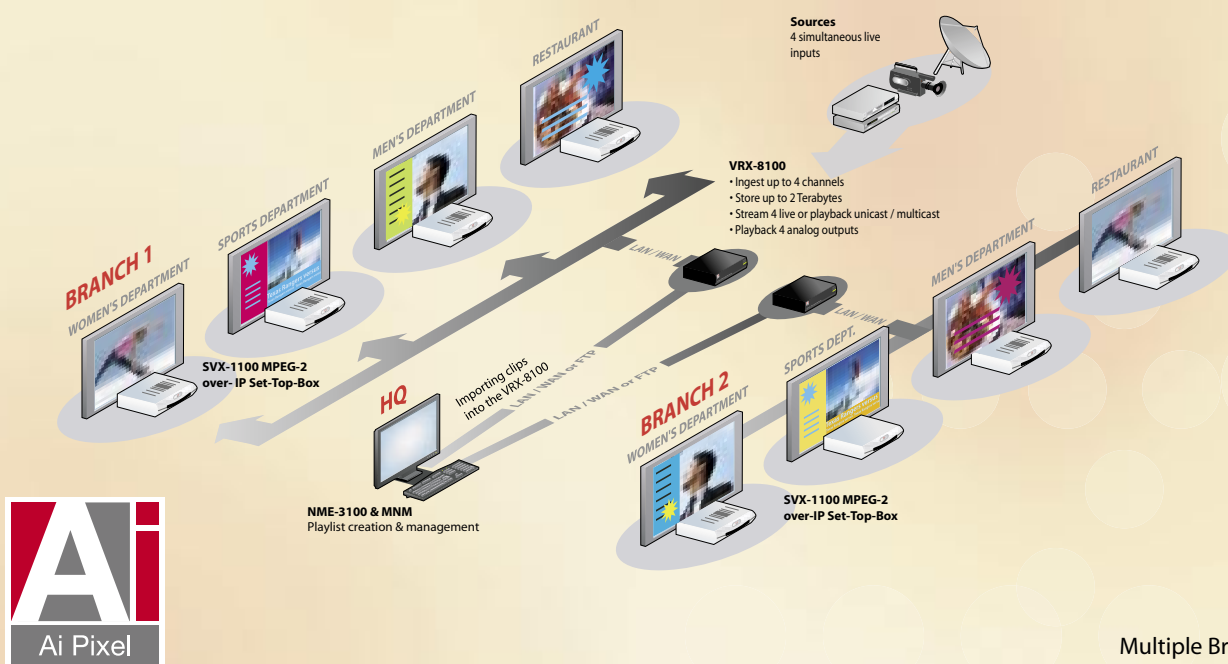
The attractions for both companies and advertisers are clear to see:

- A far greater impact on consumers than traditional static advertising allows.
- Increased flexibility to adapt the message based on the target audience or results they generate.
- Last minute changes can be accommodated - regardless of the time of day or day of the week.
- The ability to centrally produce messages and distribute to many different outlets generates considerable logistical savings.
- Centralized monitoring and management of each message ensures that company and product brand integrity is safeguarded.

The RVA-3900 is the foundation for all Ai-Pixel's dynamic digital signage solutions and enables companies to control, and therefore profit from, the process of delivering multiple channels of DVD-quality video and multimedia assets over-IP to one or hundreds of displays. A centrally (or locally) located management suite enables users to program each channel using a Playlist which allows for easy drag and drop of video clips to be played.

With the RVA-3900, Ai-Pixel can deliver a complete dynamic digital signage solution across the following environments:

- Retail: dynamic digital signage ensures the broadcasting of the right messages adjusted to location, time and target audience.
- Hospitality: bars, restaurants, and other eating establishments; casinos, movie theaters and other entertainment sites; hotels, motels, resorts, and other types of accommodation.
- Public spaces: include airports, bus and train stations, pedestrian and highway billboards and public transport.
- Services sites: for example banking, laundry, and laundromats, grooming, and healthcare.



Multiple Branches Solution

RVA-3900

Dynamic Digital Signage Solution



System Highlights

GENERIC

- Multiple channel MPEG-2 DVD-quality content creation and distribution
- Simple and intuitive operation for quick content creation without the need for external resources
- Play DVD-quality content
- Supports NTSC and PAL
- Unicast or multicast streaming
- Ingest 4 simultaneous channels while streaming 4 streams, while playing out 4 streams, while editing, while exporting, while managing contents
- Full network operation – remote or local

CONTENT CREATION

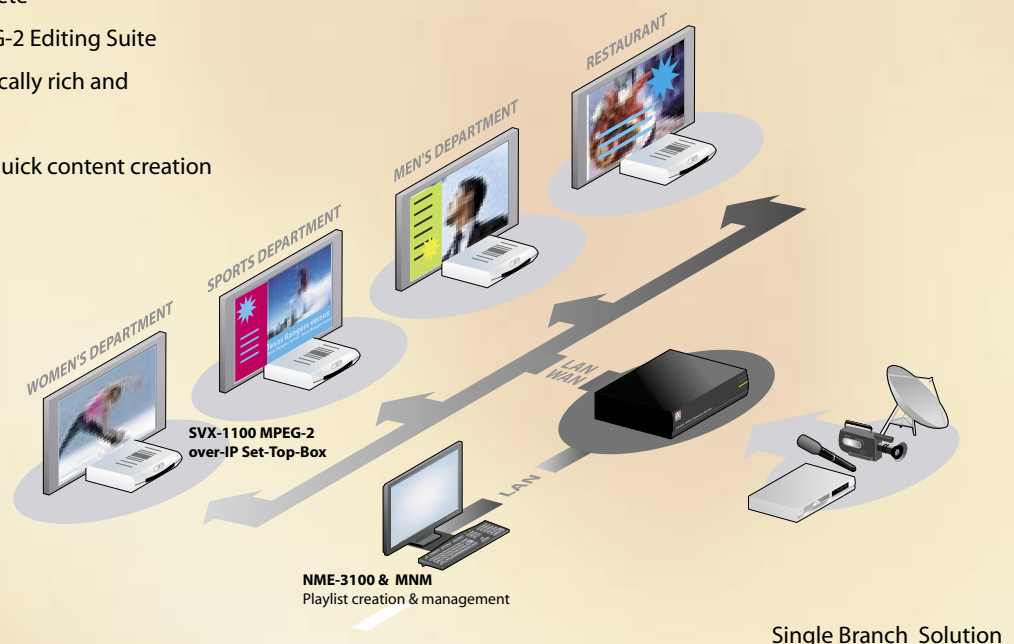
- Ingest any analog media – Camera, VCR in 4 channels simultaneously
- Ingest any digital media – DVD, computer media files (avi, divx, xvid, MPEG-1, MPEG-2, Quick Time, real)
- Ingest any images – Jpeg, Gif
- Overlay images, text, graphical shapes
- Change text easily, Save, Load, Delete
- Edit content with the Native MPEG-2 Editing Suite
- Drag and drop interfaces – graphically rich and easy-to-use
- Simple operation allows for very quick content creation

MANAGEMENT

- Manage the RVA-3900 remotely over the LAN or the Internet
- Schedule playout of clips and media with the RVA-3900 Playlist software
- Manage 4 simultaneous streaming channels with a drag and drop interface
- Manage 4 simultaneous playout channels with a drag and drop interface
- Schedule automatic backup of contents onto an external network-attached server

DELIVERY

- Distribute content over the LAN or the Internet
- Stream and playback up to 8 simultaneous channels
- Playback locally or remotely over a network
- Display content on a normal or plasma TV using the SVX-1100 MPEG-2 over-IP Set-Top-Box



Industrial Digital Video Solutions

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