

HUGHES MEDIASIGNAGE

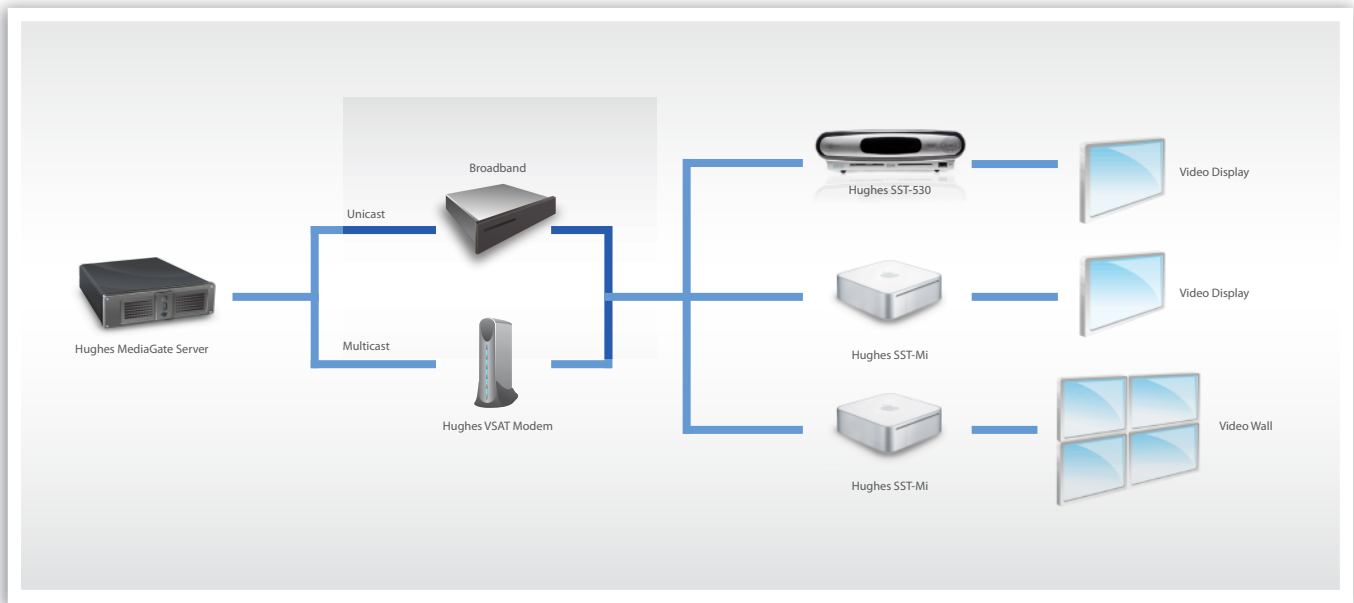
Deploy and Manage Integrated Digital Signage Solutions



Overview

- Newly designed user interface
- Role-based administration
- Simplified content publishing
- Improved serial monitor control
- Robust report generation and export
- Enhanced device management
- Emergency notifications

MediaSignage 4.1 ships with a new user interface design which provides a more robust platform for digital signage management. The new design greatly improves ease of use while creating a powerful, efficient and scalable tool for scheduling and managing digital signage networks. It also delivers enhanced role-based administration adding an additional layer of security by ensuring that access is only available to individuals with the appropriate credentials. Another key feature deals with device management. Users now see a detailed map of each device in the digital signage network that provides key information including location, software code level, and a color-coded status showing the current state of each device, making device administration simple and intuitive.



Features and Benefits

- Role-based administration
- Detailed device management
- Play-list creation and management
- Scheduler administration system
- Unicast and multicast support
- Browser-based centralized management
- Emergency notifications
- Serial monitor control
- Simplified User Interface
- RSS 2.0 support for dynamic ticker
- Local content insertion
- SST media player integration
- Multiple panel display support
- Simple content publishing
- Custom database integration services available
- Robust report generation and export

Customer Requirement

Customers wanting to move into the digital signage area are looking for a robust yet flexible solution to manage multiple screens at multiple locations. They need a solution that will operate over any broadband IP network infrastructure. In order to control what is being displayed at multiple locations, solution administration must be centralized and powerful, with the flexibility of assigning rights based on a user's role in the company. The ability to display unique digital signage content at each point of display is critical for catering to target markets with local ad insertion, notifications and site-specific product data.

Hughes Solution

Hughes MediaSignage 4.1 software provides the ability to deploy a powerful digital signage solution into any IP-based network, eliminating costly infrastructure upgrades. Playlists can be created for a group of stores, a specific store or even for a specific display within a store. With a centralized, browser-based administration tool, the digital displays can be managed and configured from a single location or configured locally at each point of display, and with role-based administration, different levels of control can be assigned to users based on your determination. Powerful device management capabilities provide detailed device status. Additionally, Hughes MediaSignage allows customized multi-panel displays that incorporate dynamic ticker content and feeds tailored to a specific market.