

UCView Digital Signage System White Papers

The Digital Signage System is a comprehensive platform of digital signage applications that allows companies to use digital media to increase sales, enhance customer experience, and facilitate learning.

UCView ecosystem of content creation and distribution helps ensure a successful digital signage implementation. The UCView Digital signage system is easy to install, manage, and use for scalable delivery of high quality live and on-demand digital content in any playable formats. UCview operates in any network environment using wire, Wifi or Cellular wireless communication. You can achieve additional scalability in large deployments by deploying the UCView View Edge Servers. Through these products UCView provides an end-to-end, scalable content management and distribution solution that can support environments of all sizes, no matter how large or small.

Summary

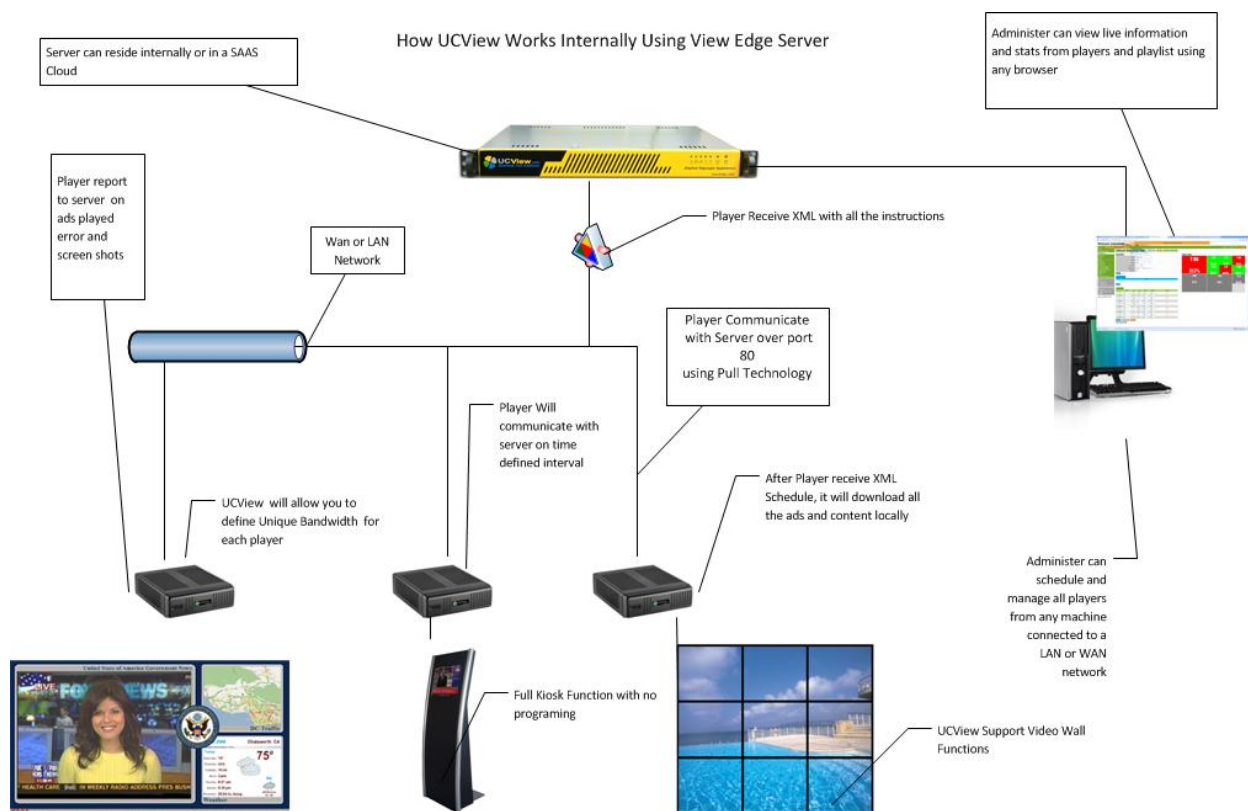
The architecture of UCView Software is intended to reduce WAN traffic by downloading all the content locally and caching all web content, serving them from the local cache or file system. This allows for delivery of rich multi media content without absorbing valuable WAN or LAN bandwidth. This document discusses these and many other features that make the UCView critical pieces to a digital signage solution.

Overview

Customers are looking to integrate the UCView Digital Signage to deliver rich multimedia content, including any video type, Flash, images, RSS Feed and HTML graphics to the UCView Player. This paper focuses on how you can deliver and distribute content through UCView system from any web browser at the remote location. After you access UCView portal you can upload content from various type to the portal and distribute the content to one or more locations. This content is then requested by the players through HTTP request over port 80 including the playlists. All content is delivered to the player by the server. The player is accessing the server using pull technology, so no need to open port in the firewall for communication between the server and players.

You can address the players individually or in groups, with unique content for each section either scheduled or immediate depending on the business needs.

The scenario shown in Figure 1 demonstrate the operation structure for UCView digital signage through Wan or Lan environment. all UCView configurations are based on UCView Software Version 2.0. small deployments or demonstrations, are also illustrated in this paper. For larger deployments, the UCView cloud is recommended and available to centrally control most configurations.



Customer Benefits

The UCView Digital Signage have been available for customers across many market segments including financial services, retail, and education have used this solution to deliver content to digital signage displays, analog video display devices such as standard television monitors and plasma screens.

The UCView system extends this capability and the scalability and, making it easier for customers to distribute multiple, simultaneous video channels to large displays through branded and customized screen layouts.

Using the UCView Digital Signage, you can now centrally manage, distribute, and provide rich multimedia digital signage using any IP network. You can take full advantage of UCView robust content distribution software, while leveraging the tasks related to media management and allows you to focus on content creation.

The UCView Digital Media Player

The UCView Digital signage player is a network device with a various operating system that can be deployed in a standalone or large group deployment. You can manage it through a UCView web-based interface. The player can support all type of standard video format, flash and Power Point presentation, images, rss feed live TV feed and more, while using rich customizable on-screen templates and zoning of digital signage content.

The UCView digital signage players can be connected directly to the Internet through a cable or DSL modem, customer's LAN, WiFi Cellular 3G, 4G using static or Dynamic Host Configuration .

The UCView digital signage supports several different multimedia format, including HD Video, Power point, Flash, Live Feed, RSS feed Images and more. For further information about support format, refer to the UCView Digital signage System player at: <http://www.ucview.com/digital-signage-players/>

Streaming-Media Support

Streaming-media protocols supported by UCView Software include Real-Time Streaming RTP/RTSP, Microsoft Windows Media Technologies over RTSP Microsoft Media Server Protocol, Apple QuickTime MPEG streaming; and HTTP streaming delivery of MPEG, Advanced Streaming Format (ASF), and QuickTime Movie (MOV) format files. The UCView Player currently are compatible with the ability to deliver MPEG content over their HTTP streaming system.

How do we deliver content to a location overnight or during nonbusiness hours?

With the UCView digital signage solution, network administrators can define time of day-based content distribution, allowing them to control how media is distributed across players. They can apply these configuration settings at the location level. Network administrators can strictly define the max bandwidth each player can use when download or stream the content. The value of this service is most evident with the large size content used in digital signage. When content managers create and distribute multiple gigabytes of signage content, the scheduled bandwidth settings allow the IT

to control the flow of this traffic to the players, and protect an organization's mission-critical applications during normal business hours.

How much content should I store at the player?

As a content distribution tool, UCView allows IT administrators who are managing digital signage solution to distribute content to the player level and sync content between players, which significantly improves the amount of media that can be played on the player, and reduces the amount of WAN traffic created when multiple players exist at a single location. The hard disk drive capacity needed for your player depends on the format, duration, and number of media files you have in your player play list.