

DIGITAL SIGNAGE Module



Publish media and interact to your customer anytime, anywhere.

What's it?

Using Nucleo Media Digital Signage, it's very easy to **publish marketing campaigns**, digital and visual messages, videos, questions, or any kind of interactive content over a network of LCD monitors, computers and multimedia totems. It was originally conceived to solve the most common issues of publishing content to a large group of terminals.

Nucleo Media Digital Signage module allows total control over digital feeding and delivery of media content through a network of displays centrally managed and controlled. You can easily upload media to the system using a web component that allows you to manage the content in a **simple interface**. You can create your own layout, **schedule the content to be downloaded** by any site, choose between sites in a group, to **segment campaigns**, and use the most common media types, Slide-Show, Flash, etc. Also, the system is capable of **report every access realtime**, and brings a videoconference add-in which allows you to interact with your customer realtime.

APPLICATIONS

- Marketing Campaigns
- Videoconference
- Technical Support
- Promotions

BENEFITS

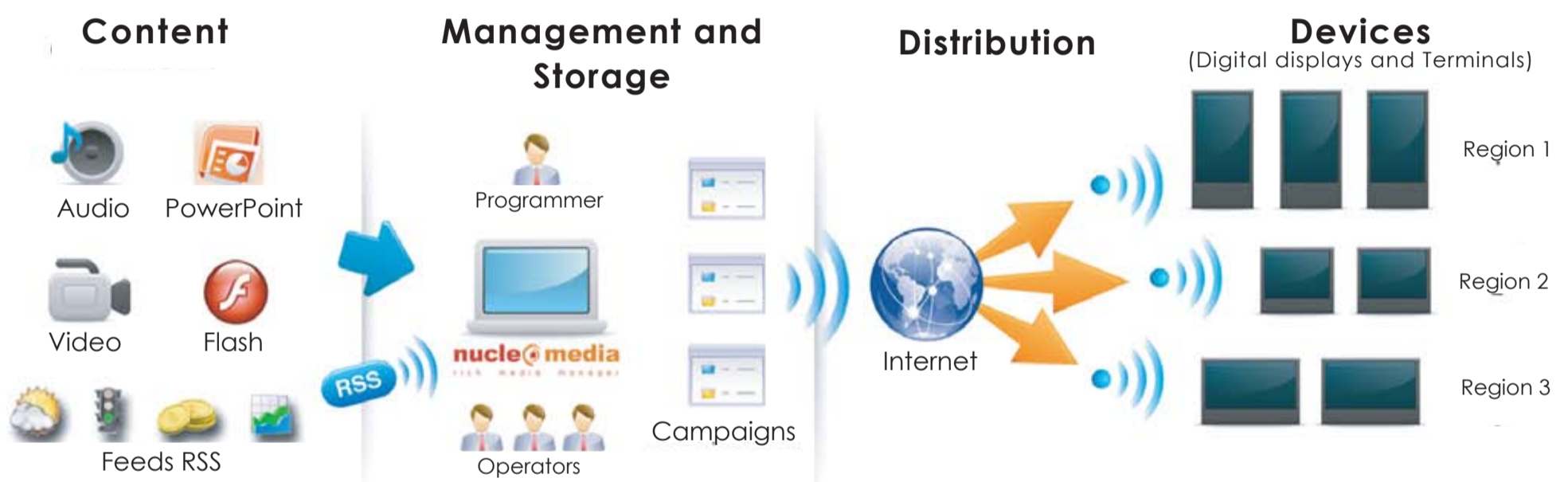
- Centralized management
- Interaction with your customer
- Flexible business model
- Save costs with paper and banners
- Fast digital content publish

JUST LIKE YOU.

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HIGHLIGHTS

- Web based and centralized administration
- Segmentation and regionalization
- Videoconference with queue system
- You can use layouts with your own trademark
- Internal or external RSS integration
- Data acquisition can be schedule – save network resources
- Multimedia - video, flash, audio, powerpoint, forms, etc.



TECHNICAL SPECIFICATIONS

Tools	Web management, Campaign programs, centralized uploader, distribution of content under schedule, etc.
Layout	Customizable by profiles, can be segmented to different devices
Monitoring	Monitor online each terminal
Reporting	You can access online and statistical reports
Protocol	Each terminal gets content by HTTP in PULL technology
Security	Access restricted using authenticated webservice
Content	Audio, video, flash, RSS (news, traffic, weather, etc), internal news, quizzes, forms
Streaming	Audio and video, from dial-up to high quality video
Videoconference	Point-to-point with queue system

Client compatible with 

BN BroadNeeds

BroadNeeds is the leading company in Brazil for streaming development and services. Founded in 2002, the company has been developing a complete video platform for all applications, such as webconferencing, web-attending, interactive content authoring, content management, hosting and distribution.

CONTACT US

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Other Nucleo Media modules you must know :

Webcast
Content Delivery Network
E-Commerce
Channels
Podcast

powered by 
 rich media manager