Flexible and powerful software suite

For Digital Signage applications

The Adtraxion Manager is a user-friendly software package to generate play out sequences, scheduling and distribution to the players. The modular architecture makes Adtraxion Manager future proof.

Operational flexibility
- 10 Player License
- Content Push to Player and/or Pull from Player
- Store and Play concept
- Unicast and Multicast data distribution
- Distribution through any kind of TCP/IP network

User friendly and secure
- Easy installation procedure
- Network secure opration
- Userfriendly Graphic User Interface
- Low cost of ownership by optimized bandwidth usage
- Handles all kinds of content

PHILIPS

sense **and** simplicity

Adtraxion manager
V1.32

Specifications

Multimedia Applications

- Digital Content Management: Digital Media Manager

Dimensions

- Box dimensions (W x H x D): 540 x 80 x 360 mm

Product highlights

10 Player License
Maximum 10 Adtraxion players can be addressed

Content push and/or pull
Content and play-out sequences can be pushed over a network to the Adtraxion Players or the Players can pull the content and scheduling data from the Adtraxion Manager at pre-defined times

Store and Play Concept
The Adtraxion system is based on a store and play concept. Content is sent from the Adtraxion Manager to the Adtraxion Player where it is stored on a harddrive and played out from this drive. Once the content is stored the network connection can be closed in order to save on connection costs.

Unicast and Multicast
Data can be distributed via unicast which means that a connection is made with individual players in the network or via multicast where all players in the network are adressed simultaneously.

TCP/IP compatible
The Adtraxion system can use any kind of TCP/IP network for distribution of content and scheduling data. LAN, WAN, internet or even Satellite.

Easy installation procedure
Installation of the Adtraxion software modules is made easy through the installation wizard

Network secure opration
To prevent unauthorized network activites different levels of security are implemented. All components of the Adtraxion software suite are based on proprietary protocols. Also a proprietary encryption is implemented as well as dedicated firewall settings.

Userfriendly GUI
Navigation through the software is made easy by implementing a clear userfriendly Graphic User Interface

Optimized bandwidth usage
When a new schedule is sent to the players it automatically checks which content is already stored at the player and which will be new. Only the new content from a schedule will be downloaded to the player saving bandwidth and time resulting in cost effective operation.

Handles all kinds of content
The Adtraxion solution is compatible with the most standard content formats like Flash, Powerpoint and webpages (XML). Also still formats like jpeg, BMP and GIF as well as the video formats MPEG 1-2, WMV and the audio formats MP3, WAV and WMA