

ADTRAXION DATA - Insert Live Data from Database or Web

V1.32

BS03210



## Real-time data insertion

from any kind of data source

The optional Adtraxion Data module is applied for real-time data insertion in an existing schedule. The Data Module can fetch pre-defined data from any local or external (e.g. www) database and display this data real time on a screen.

### Operational flexibility

- Compatible with Adtraxion Digital Signage Solution
- Datafiltering to optimize bandwidth usage
- Multiple data source interfacing
- Flexible data refresh timing
- Network secure operation
- Unicast and Multicast data distribution

### No experience required

- Easy installation procedure
- Userfriendly Graphic User Interface

# Specifications

## Dimensions

- Box dimensions (W x H x D): 235 x 50 x 145 mm

# Highlights

## Adtraxion compatible

This optional software module can easily be integrated in the Adtraxion software suite and enhances the system functionality

## Datafiltering

The datafilter scans the addressed database on the specific data that is required for the application. Only the specified data will be distracted from the database and travel over the network. This avoids unnessecary network traffic.

## Multiple data source

The multiple data source interfaces allow the system to communicate with different kinds of data sources like databases (e.g.ODBC) and web environments (e.g.XML)

## Flexible refresh

The data that needs to be displayed is retrieved from a database. As the change interval of the data is not always similar the Adtraxion Data module allows you to pre define the timing interval in which nmew data is retrieved. This ranges from every second to every day or week

## 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.

## 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 addressed simultaneously.

## Easy installation procedure

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

## Userfriendly GUI

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



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