

## Cloud Based Digital Signage Platform



### Highlights

- ✓ Content Management Platform based on Web, easy to use, drag&drop.
- ✓ Supports: SMIL, HTML5, Media RSS.
- ✓ Flexible programming: Playlists embedded in other playlists.
- ✓ Synchronization and Remote Screens Control instantaneously.
- ✓ Multiformat: Videos, images, web pages, audio & video streaming, Media RSS, TV overlay, PiP, RSS Ticker, Playlists..etc.
- ✓ Different Access Levels for Users and Administrators
- ✓ Affordable solution with the minimum investment..
- ✓ Compatible with most of the SMIL\* Players in the market.  
**[www.a-smil.org](http://www.a-smil.org)**  
Synchronized Multimedia Integration Language (SMIL) enables simple authoring of interactive audiovisual presentations. SMIL is typically used for "rich media"/multimedia presentations which integrate streaming audio and video with images, text or any other media type. SMIL is an easy-to-learn HTML-like language, and many SMIL presentations are written using a simple text-editor.

## SMIL Open Standard Digital Signage Players

So far, the market has been using Mini-PCs as players, but the bet for the future are the SMIL players with HTML5, an open standard architecture that enables high performance and scalability, while preserving the future development of digital signage.

And are the only ones approved by POPAI, The Global Association for Marketing at Retail, based in the United States, and who are defining the standards for digital signage at the point of sale.

These players are compatible with W3C SMIL 3.0 and POPAI screen media standard. [www.popai.com](http://www.popai.com)

The family of SMIL players, stand alone or built-in AD Display from 10 to 24", offers a wide range of products and prices, each designed to meet the needs of the digital signage market. Instead of offering closed products with more features that are not necessary in all applications.

Each one of these players have included the hardware and software features specific for each Digital Signage application. Pay only what you really need, and save costs.



All models allow loop execution, images and videos, also reproduction areas and moving text (ticker).

More sophisticated models allow you to add, simple or complex interactive controls: from keyboards and keypads to touchscreens. Many of the players also provide network connectivity RJ-45 or WiFi to facilitate that any change in the content can be deployed remotely without having to access physically to the computer.

Other Digital Signage solutions, including PC-based solutions are more expensive, more complicate to implement, and no such reliable as our SMIL robust players solutions. They are designed exclusively for digital signage applications and kiosks. If you opt for a digital signage solution, this is the best option to increase sales, to launch a new brand or simply to impact on any audience.

Ideal for installation in museums, these players work in HD, are reliable, metal, no moving parts and are quality tested heat and can be installed directly on the display screen. Support buttons, touch screens and other controls to provide guidance or compelling presentations, so, this is the ideal technology for exhibitions and museums.

Player   Playlists   Media pool
logged as: Carlos Rupérez

### PLAYER

Activity	Player name	UUID	Owner	Reseller	Firmware version
All				-	

Country	State	Region	Zip Code	City	(*) placeholder is possible
-					filter

1 Player • 10 per page 1 > >

	Player name !	Owner !	Player model !	Player status !	Used playlist !
<input type="checkbox"/>	Columna Barajas	Sergio	HD-video	✓	Crystal_Test

Select all / Remove selection   marked : -- assign playlists --

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