

→ Network Management Services

The power of dynamic digital signage lies in the ability to attract viewers and keep them looking at the screen. Informative, up-to-the-minute content that delivers a message relevant to the viewer's surroundings needs to be planned, scheduled, monitored and constantly refreshed.

X20 Media provides a unique solution for next-generation digital signage networks that combines proven technology with world-class production and content management services. With X20 providing reliable network monitoring, testing, reporting, and management services, you can completely focus on the business aspects of your digital signage network and leave the rest to us.

Services include:

- Monitoring the network and screen status remotely over a virtually unlimited number of locations
- Distributing content to multiple locations at once, or only to specific locations
- Monitoring screen output via live thumbnails
- Monitoring live data feeds
- Processing remote software or system commands
- Broadcasting email alerts in the event of a system anomaly
- Monitoring audio at any location

Network Hosting & Connectivity

Large digital signage projects can involve many gigabytes of data, images, video, and other forms of content. Signage networks are quickly growing from a few local players to national, or even worldwide deployments, making the delivery of content on physical medium costly and impractical. The best alternative for content distribution is automated, digital distribution.

X20 Media will work with you to provide both internet connectivity for your signage network, as well as servers to store, manage, and distribute your content. With Xpresenter, remote players typically communicate with one or more central servers in an FTP-like environment, but the network can also be configured to work in a multi-cast, multi-server, peer-to-peer, or multi-client scenario, depending on the content load required by your signage deployment.

Content Distribution

X20 Media not only provides the tools, but the people to produce, manage and distribute content over a digital signage network.

The Xpresenter Server is responsible for distributing content to all remote players in the system. Content delivery can be scheduled for specific times, or set to happen immediately whenever new content is added. The system can be configured to use either push or pull technologies, depending on the network topology and bandwidth considerations. This flexibility allows the server to be configured for a wide range of applications.

To facilitate delivery of content, remote players can be configured into groups, simplifying the process of moving targeted content to specific screens.

Content Scheduling & Logging

Scheduling content for a signage network could inadvertently turn you into a programming director. If you don't have staff dedicated to this function, X20 can provide services to create content playlists, with schedule times assigned to each presentation, as well as control events, such as starting a crawling ticker on the display screen.

Critical to an advertisement royalty-based signage application is an as-run logging backend tracking system. X20 can provide comprehensive reports such as "proof-of-playout" required by advertisers on your network.

From initial design and implementation, to ongoing monitoring, operations, management, and maintenance, X20 Media's dedicated team of network managers and administrators provide the expertise needed to implement a digital signage network.



For information on X20 Media's products and services, contact us at : info@x20media.com or visit www.x20media.com
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