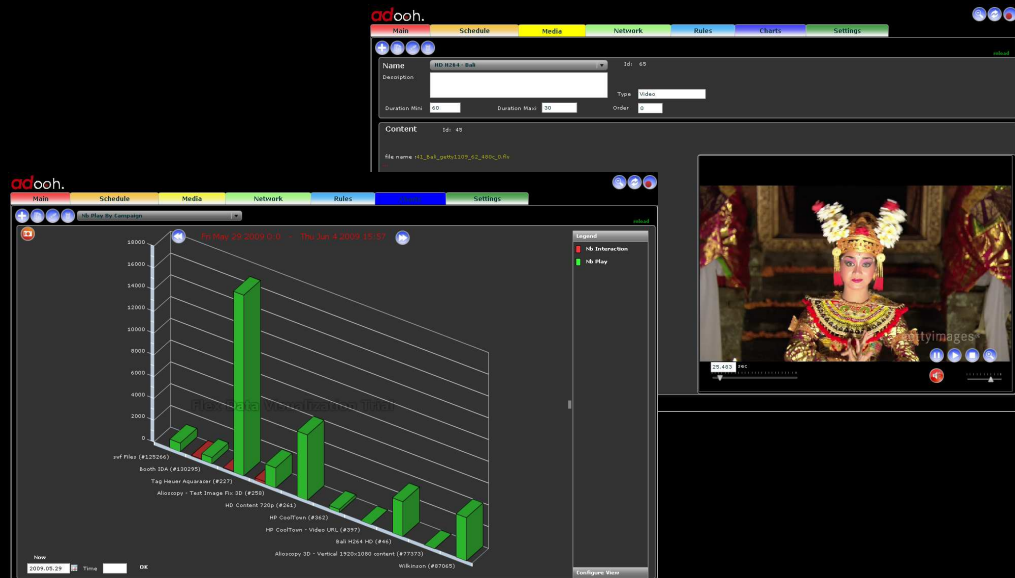


# ADOOH

Adooh, is an open Digital Signage solution for Digital Out Of Home targeted content.



- **adooh** is **AD**vertising **2.0** **Out Of Home** solution
- **adooh** is a richmedia and video based software system that selects and triggers interactive contents based on audience profiles
- **adooh** is a platform aimed at providing a content delivery platform for Out-Of-Home by maximising the multiplicity of communication channel and facilitating the delivery of local targeted richmedia & interactive content
- **adooh** provides an innovative solution of a centralised display management system for a distributed interactive scheduling applying the 'think globally, act locally" rule:
  - Screen decides locally of what need to be played based on rules and event/interaction arising on the locations.
  - Integrated with reporting and audience measurement, provides proof of play, proof of viewership.
  - Allow unlimited combination based on time, location and targets
- Schedule your media playback by:
  - Start and end date
  - Locations, sites and group of screens and players
  - Day Parts
  - Local interaction events (real-time)
- Audience Measurement and Interactive Face detection system
  - Real-time count of viewership
  - Real-time categorization of viewership
  - Real-time detection of attention level
- Touch and touch-less interaction & scheduling



## General

### Open campaign based Digital Signage solution:

- . time based : describe campaign by start and end date
- . day-parts and time slot : define different time period in days and time
- . rule/trigger based mechanisms for targeted content triggering
- . campaigns can include multiple and ordered content list

### Integrated solution:

- allows different display modes combination:
  - . Dedicated player : window/fullscreen
  - . POS: window & always on top
  - . Integrated async download : hidden mode

## Enterprise Digital Signage Service

Web based interface  
Multi-user

## Operation and Maintenance

Centralised automatic software update  
Real Time supervision and monitoring  
Location Based Asset management and supervision  
Operation workflow for player activation, production and maintenance mode  
Fully centralised remote configuration mechanism ( no local config files required)

## Supported content

<b>Video</b>	Native : H264
<b>Live video</b>	Rtmp based video streaming (live and vod)
<b>Rich Media</b>	HTML (live URL and downloaded), Adobe Flash swf files (online & offline)
<b>Image</b>	Jpeg, PNG , GIF
<b>Local Video Input</b>	Webcam,...

### Storage Management

Quota based management and optimised content download

## Content Distribution

Content distribution	Anticipated Asynchronous download : http, FTP Streaming : rtmp (live and vod) Broadcast : DVB-x (*) P2P (*)
Player/ Server	<b>aSTP</b> ™ (adooh Scheduling Transport protocol - Open protocol)

## Supported Operating Systems

Microsoft : S Windows XP, MS Vista,  
Apple : Mac OS  
Linux : ubuntu, fedora,...

## Options

Integrated audience measurement : measure the effectiveness of your media (\*)  
Touch screen interaction  
Location Based Scheduling (LBS) : define different geographical zone target – soon  
Audience based targeting  
Mobile interaction – soon  
Movement detection - soon

(\*) third party integration