



Pioneering Digital Signage

Ryarc Media System Overview

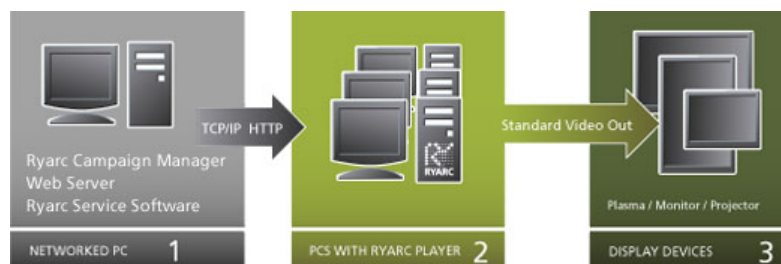
Ryarc CampaignManager® is a powerful and easy to use software platform for managing information displays. Using Ryarc CampaignManager®, you can create unlimited 'play lists', Movies, Web Pages, Images, and Animation etc. and distribute them to display devices, locally or over the internet. The process is extremely simple: Select your media, create a schedule, choose target locations and click **publish**.

Ryarc has been designed from the ground up to be instantly familiar to users of office-like applications. No specialist training or knowledge is required. There are no proprietary media formats to learn and you can use all of your existing media; everything from Television Commercials to live web pages.

CampaignManager® can work on many different levels. You can keep it clean and simple for informal networks, or opt for a team based workflow environment as you need it.

SYSTEM ARCHITECTURE

Ryarc system architecture allows for an extremely flexible approach, whether you wish to run the entire system on a single PC, or to power a network of thousands of screens. The system is made up of three distinct components.



CampaignManager® is where you manage your displays, organise, schedule and publish content.

Ryarc Service is the component that takes the work done in CampaignManager® and makes it available to the remote (or local) players.

Ryarc Client Player communicates with the Ryarc Service to display the content as published with the CampaignManager®.

Ryarc Features

Playback

- Perfect Playback quality to beyond Broadcast / DVD standards
- Seamlessly mix High Definition video, web content, images and flash
- 24/7/365 operation
- Split screen to include ultra-smooth TV style tickers, driven by live web data in real time or by static text
- Ticker is fully customisable, allowing corporate colour schemes, clock styles etc.
- Campaign Priority allows multiple campaigns to be targeted at the same device
- Player maintains media library to reduce network traffic
- Ability to "Pull" campaigns so that live campaigns can be interrupted and removed within seconds

Formats

- All Standard Images
- Shockwave / Flash
- RSS Feeds
- Live Analogue Television
- DVB Format Digital TV
- Live Video Capture (DVD, Web Cams, CCTV etc.)
- XML
- Web Pages
- Windows Media Formats
- Advanced Systems Format
- DivX - *With 3rd Party Codec*
- Windows Media Audio
- Windows Media Video
- Windows Media Video High Definition
- Microsoft Digital Video Recording
- Audio Visual Interleave (AVI)
- MPEG-1 (.mpeg, .mpg, .m1v)
- MPEG Audio Layer III (.mp3)
- MPEG Audio Layer II (.mp2, .mpa)
- M3U (.m3u)
- MP4 (.mp4) - *With 3rd Party Codec*
- QuickTime Content (.avi, .mov, .qt) - *With 3rd Party Codec*



Campaign Management

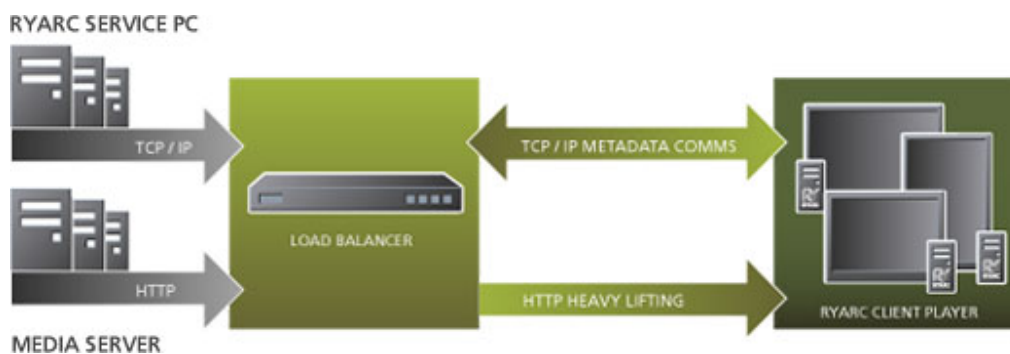
- Unique project based campaign management including task management, audit trails and security levels
- Rich, intuitive Office-like UI ensuring shallow learning curve
- Filter Campaign View for quick overview of player activity
- The most powerful scheduling engine available. Create complex asymmetric recurring patterns in just a few clicks
- Know exactly how long a campaign will play for, before publishing
- Duplicate Campaigns with a single click
- Flexible categorisation structure, facilitating quick and accurate campaign targeting

Network Management

- Issue remote command to a remote display device by drag and drop
- Get play back reports, error reports, system metrics at regular intervals
- Email alerts within a minute of a client becoming unresponsive
- Remotely restart a client player, or a client machine and have Ryarc auto logon and restart
- See network status in a single screen.

Scalability

- Extremely scalable architecture allowing the separation of metadata communications from media file distribution



Security

- Project protection via password and username/password combinations
- Prevent unauthorised publishing or approval
- Industry strength encryption with all communications
- Unique double file integrity check to eliminate 'insertion attacks'

Ryarc References

- EYE Corp use Campaign Manager to power hundreds of remote signs across Australia, New Zealand and Singapore all from a single box in Sydney
- The digital advertising in Sydney, Changi (Singapore), Auckland, Brisbane, Melbourne, Manchester, Coventry and East Midlands airports are powered by Ryarc Campaign Manager
- Campaign Manager is also used by:
 - EYE Corp
 - Microsoft
 - The US Army National Guard
 - Santos Corporation
 - Advantech Corporation
 - McDonalds Corporation
 - Optus / Singtel (Australia's #2 telecoms company and Singapore's national telecoms company)
 - Barnes & Noble
 - Mirada Media (Canada)
 - Arel Corporation
 - Zimmer Corporation
- Ryarc are also currently conducting a trial for Commonwealth Bank of Australia, Australia's largest retail bank with over 1000 branches.
- Ryarc are in the process of installing a 100 screen network in Brisbane, Australia. Ryarc will fully integrate with the Passenger Information System delivering content and information to Brisbane's traveling public at the major city terminus
- Ryarc are doing a trial with Pantaloon in India, one of India's largest department store chains

Ryarc Software is distributed in the UK and Ireland by Radiant Europe (a new division of Radiant Ireland).

To Find out more about Ryarc Software Please contact us:

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