

The solution includes all the functionality of VIVA design digital signage solutions with a strong interactivity. The application allows the creation and management of multimedia content (images, videos, news, html etc.) and then displaying them on several displays that can be in the same location with the software or remote locations accessible. Thus, modifying the content displayed can be performed on hundreds of displays in seconds.

VIVA application design is based on two components of the software that runs on Windows platform: VIVA Design Composer and Player.

VIVA DESIGN COMPOSER allows the creation of projects / layouts interactive applications through a unique, user-friendly, which can be accessed from any PC with Windows platform.

COMPONENTA PLAYER the application will automatically run various projects / layouts received from a centralized server. The player is specially developed to transmit all transparent to the persons in front of the displays.

FEATURES

1. EASY OPERATION

- ✓ centralized management through a web interface;
- ✓ programming tools for creating and easy to use;
- ✓ intuitive menus and instructions with simple steps;
- ✓ ability to create and use templates;
- ✓ able to see a preview in real time projects in progress;
- ✓ ability to integrate new functionalities development;

2. CONFIDENTIALITY AND INTEGRITY

- ✓ authentication modules allow access based on username and password can be defined IPs have access, which is restricted for all other IPs.
- ✓ players authentication is based on unique hardware ID of each registered player.
- ✓ each player must be authorized before being introduced digital signage network;

3. DATA SECURITY

- ✓ access based multiuser secure user name and password;
- ✓ ability to manage roles, access rights and individual or groups of users;

4. TARGETING AND MARKETING REPORTS

- ✓ possibility of programming by creating playlists and generating a calendar;
- ✓ ERP marketing mode that allows viewing of scheduled projects, introducing new schedule providing load statistics and forecasting income.
- ✓ functionality reporting periods, to groups of players and the ability to filter items based on the reported user viewing rights.

