adooh. Digital signage platform

adooh is an intelligent **media video-based scheduling and management framework**. adooh provides an innovative solution in a centralized display management system for distribution and scheduling applying the **'think globally, act locally" rule**:
– Player decides locally of what need to be played based on rules and event/interaction arising on the location
– Integrated with reporting and audience measurement, provides proof of play and proof of viewership.

• adooh enables **viewership and engagement statistics** for each individual media displayed, therefore offering a level of accountability unrivalled by any other advertising medium

• adooh can display content and **trigger targeted media** based on rules you can define with different criteria:

	Gender	Age	Attention time	Emotion	Distance	Presence time	Time	Media audience	GPS	Gate Crossing
Log	✓	✓	✓	🕒	✓	✓	✓	✓		✓
Integration	✓	✓	✓	🕒	✓	✓	✓		✓	

• adooh embed a **distributed scheduling** algorithms:
  - Start and end date
  - Locations, sites and group of screens and players
  - Day Parts
  - Local interaction events (touchscreen, viewer detection,...)

• adooh support **widget based layout** (rss-ticker, image, log and text overlays, clock)

• adooh 3D: first CMS system playing back 3D without glasses content

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General

Open campaign based Digital Signage solution:
- time based: describe campaign by start and end date
- day-part and time slot: define different time period in days and time
- rule/trigger based mechanisms for targeted content
- campaigns can include multiple and ordered content list

A content integration and scheduling framework
allows different display modes combination:
- Dedicated player: window/full screen
- POS: window and always on top
- Integrated async download: hidden mode

Operation and Maintenance

- Centralized automatic software update
- Real time supervision and miniforing
- Location based asset management and supervision
- Operation workflow for player activation, production and maintenance mode
- Centralized remote configuration mechanism

Supported content

Video	Native: H264, FLV
Live/Streaming video	Rtmp based video straming (live and VOD), Axis MJPEG IP Camera, YouTube hosted and live content
Rich Media	HTML (live URL and downloaded), Adobe Flash swf files (online & offline)
Image	JPEG, PNG, GIF
Local Video Input	Webcam, Axis MJPEG/HTTP cctv camera,…

Storage Management

Quota based management and optimized content download

Content Distribution

Content distribution	Anticipated Asynchronous download : http,FTP
	Streaming: rtmp (live and VOD)
	Broadcast: DVB-X*
	P2P*
Player/Server	aSTP™ (adooh Scheduling Transport Protocol - Open protocol)

Supported Operating Systems

Microsoft: Windows XP, Windows 7, Windows 8
Apple: Mac OS
Mobile: Android

Player special features

Embedded http server: mobile interaction / remote control / third part integration / emergency
Centralized software update
Touch screen interaction
Localised Based Scheduling (LBS): triggering of content based on real-time device location
Audience based targeting
Movement detection
Screen Management : monitoring of IP based display (status, switch-off/on)

*Third party integration with our partners Quividi and Alioscopy