

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

The screenshot displays the adooh management interface. The top section shows details for a content item with ID 204936, titled 'cat_picture'. The description is 'picture of resolution 2880*1800 for testing the macbook's screen resolution'. The content type is 'Image', and the content ID is 205191. The file name is 'cat-wash-paw-2880x1800.jpg', with a file size of 841,911 bytes and dimensions of 2880x1800 pixels. A preview image shows a white cat being washed under a faucet. Below this, the 'adooh.' dashboard is visible, featuring a timeline view of content schedules and a table of player status. The table includes columns for AppName, Name, ID, IP Address, Player Version, AIR Version, Last Update, Startup Time, Max. Up Time, Longitude, and Latitude. A map at the bottom shows the global distribution of players, with numerous yellow markers indicating active locations across Asia, Europe, and North America.

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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 monitoring	
- 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