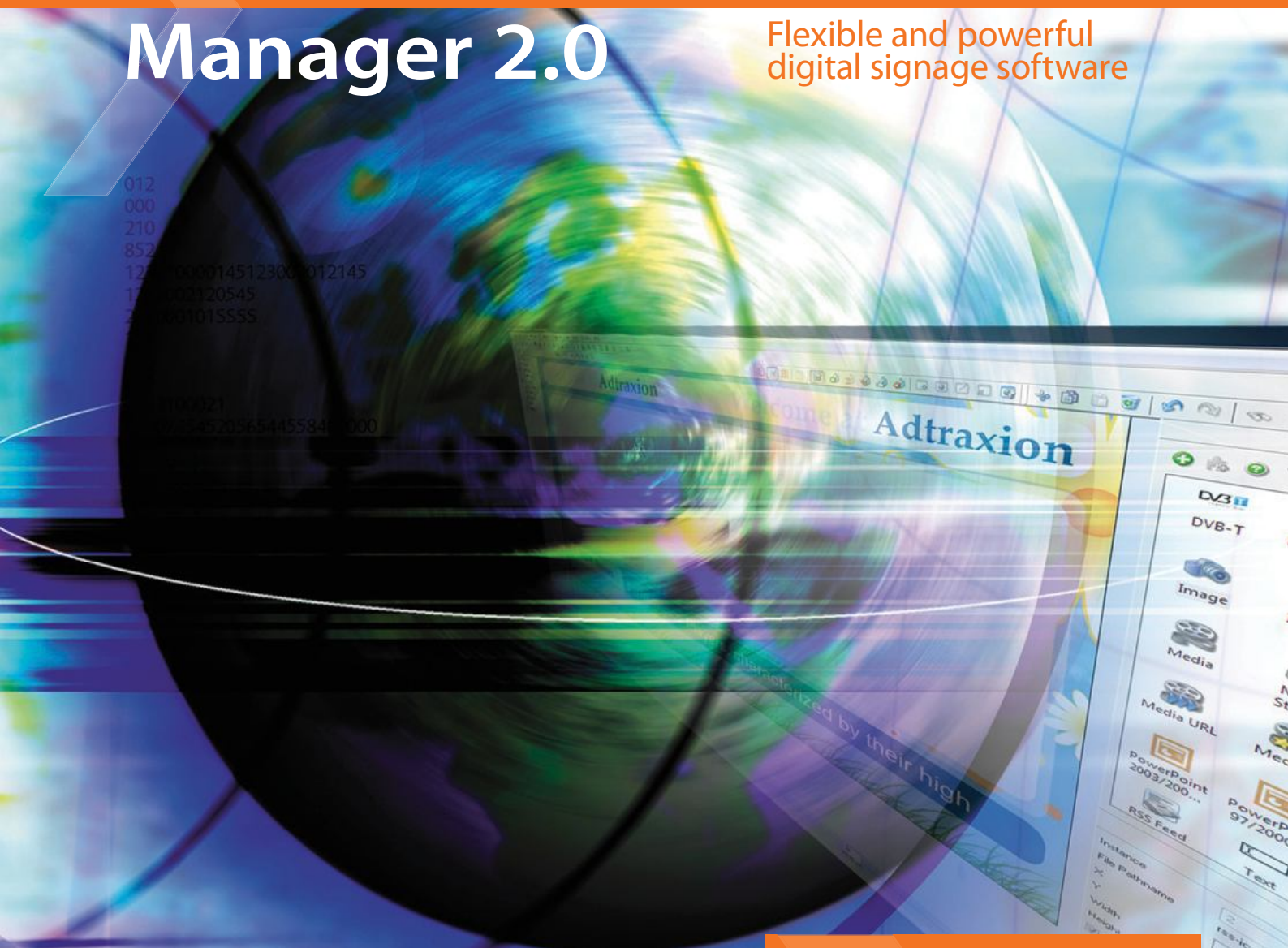


ADTRAXION

Manager 2.0

Flexible and powerful
digital signage software



Adtraxion Manager 2.0 is an all-in-one digital signage software package from which you can centrally create and control your digital signage network.

By assembling a variety of media, and composing the media in a personalized lay-out, you create play lists within the Adtraxion Manager 2.0.

Communicate more with less effort

Main benefits

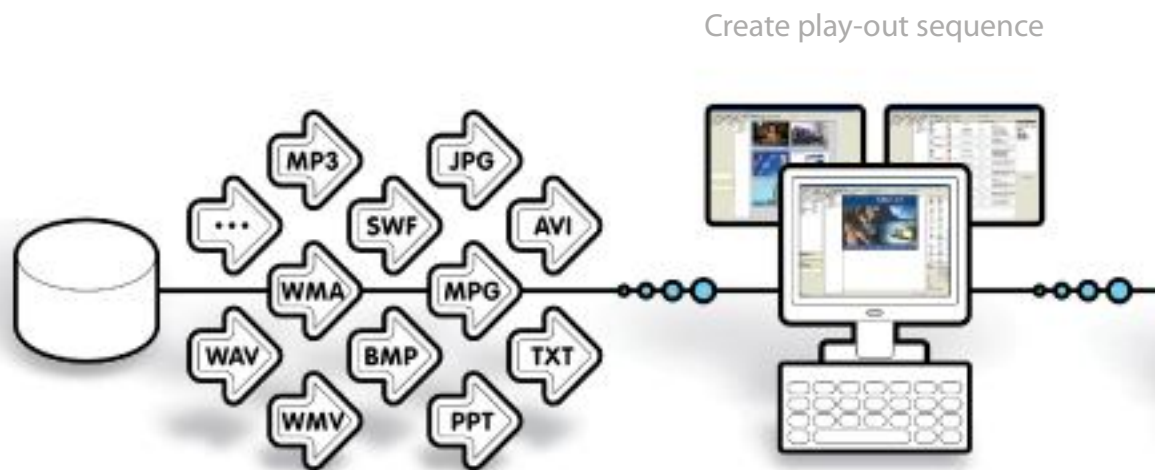
- > User-friendly
- > Preview
- > Highly efficient
- > All-in-one software
- > Multi-layering
- > Multi-user
- > Optimal bandwidth usage
- > Extensive monitoring
- > Highly secure

Adtraxion Manager 2.0

Adtraxion Manager 2.0 is the most complete digital signage software package. You can setup, operate, monitor and maintain your entire digital signage network from out a single seat. It lets you create and launch personalized play out sequences knowing for sure it will be displayed in a split second.

No experience required

The procedure for using the Adtraxion Manager 2.0 is extremely straightforward. Simply choose the content you want to show, and compose a variety of media in a personalized layout. Due the template functionality you are able to use existing templates, or create templates your own.



4 Steps

Step 1 > Create play-out sequence

- > Choose and compose your content
- > Make use of templates
- > Multi-zone/multi-layer

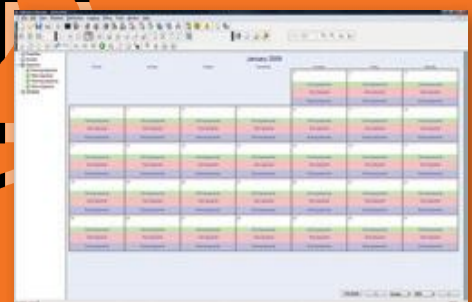
Step 2 > Schedule

- > Second precision
- > Glue function for seamless transistions
- > Single or repeated play

1



2

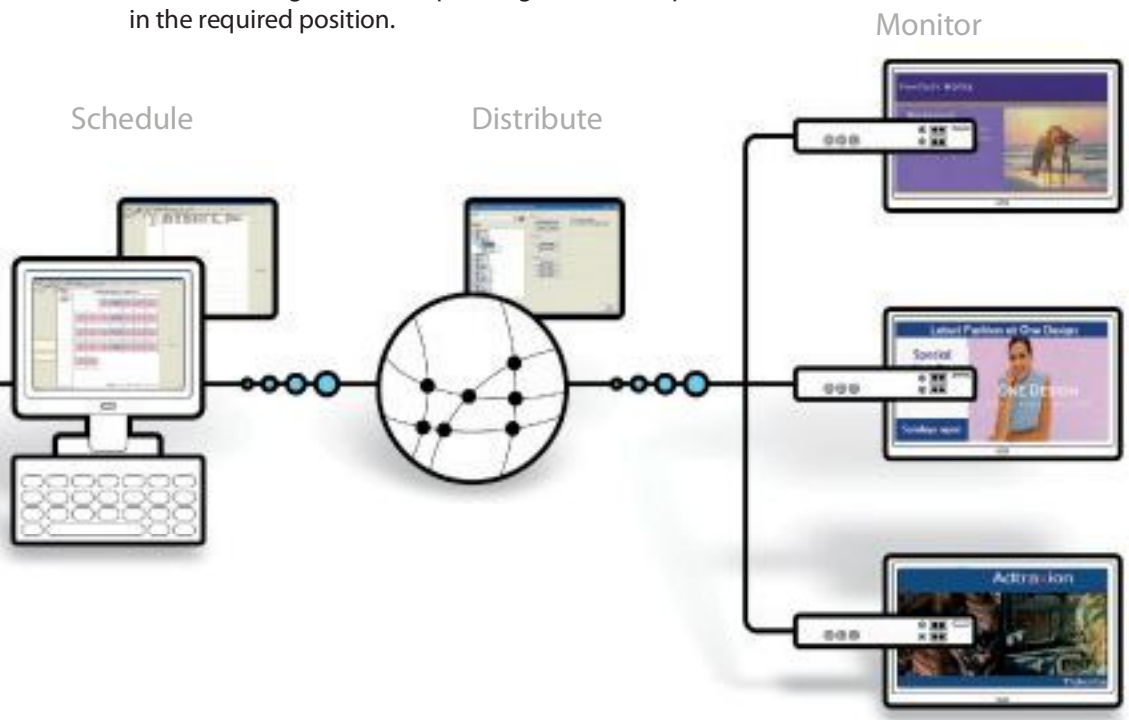


Mix all kind of content

With Adtraxion you can incorporate and manage a variety of content; from video images, PowerPoint presentations, Flash, and audio, to live TV, RSS feeds, tickertapes and full HD content. The first step in creating a play-out sequence is to select your content and create your own lay-out. You can create this play-out sequence without any programming or multimedia experience. Adtraxion Manager 2.0 software allows uncomplicated 'drag & drop' operations. Simply insert the file you want to include, drag it to the sequencing screen, and place it in the required position.

Interactivity

Connect with your customers and receive real-time feedback, the Adtraxion system has interactive tools built in. Adtraxion Manager 2.0 makes it simple to develop an interactive play-out sequence, which can then be used in combination with a variety of interactive technologies to promote products, interact with customers at the point-of-sale, or provide information about services and facilities.

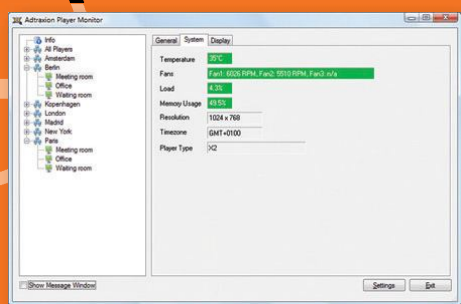
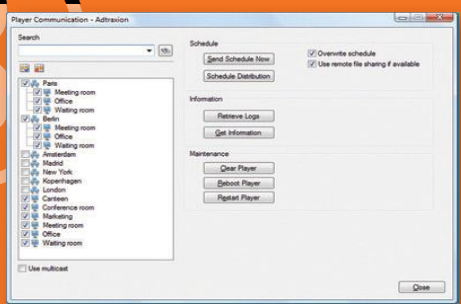


Step 3 > Distribute

- > Send or schedule distribution
- > Unicast or multicast
- > Encrypted and auto resume distribution

Step 4 > Monitor

- > Active status of all the Adtraxion Players in the network
- > Player configuration information
- > Automatic alert notification



Adtraxion Manager 2.0



Features

Layout

- Template based composition
- Multi layer
- Pixel precise positioning
- User-friendly fully graphical interface
- Zoom in/out
- Playing time indication of full sequence
- Preview in window or full-screen
- Different viewing modes (list, graphic, thumbnail).

Monitoring

- Real-time overview of each Adtraxion Player in the network
- Shares relevant information such as version, settings, e.g.
- Alerts users when problems arise

Security

- High security level by dedicated firewall
- Highly secured protocol (level 5)
- Data encryption

O/S Support

- Windows 7

Logging

- Extensive logging both Manager and Player side
- Audit trail for e.g. billing purposes
- Database export for all logging, for personalized reporting

Scheduling

- Comprehensive scheduling functionality.
- Create different sequences that can be scheduled linear or interactive.
- Graphic scheduling interface
- Glue different sequences seamless and fluently.
- Multi-screen synchronization (video walls, e.g.)

Distribution

- Distribution through any kind of TCP/IP network
- Content can be pushed by manager or pulled by Adtraxion Player
- Store & Play concept
- Incremental distribution: only new content is distributed
- File resuming & Automatic recovery
- Local file sharing
- Automatic Player Registration option

Ordering information

Small Business/Single user		Enterprise/Multi user	
ADX0001	Adtraxion Manager 1 Player Seat	ADX0201	Adtraxion XL Server
ADX0002	Adtraxion Manager 2 Player Seat	ADX0202	Adtraxion XL Manager client
ADX0003	Adtraxion Manager 10 Player Seat		

ADTRAXION
awareness on the spot
www.adtraxion.com

Specifications are subject to change without notice. Trademarks owned by Adtraxion Systems. All rights reserved V01-05-12.