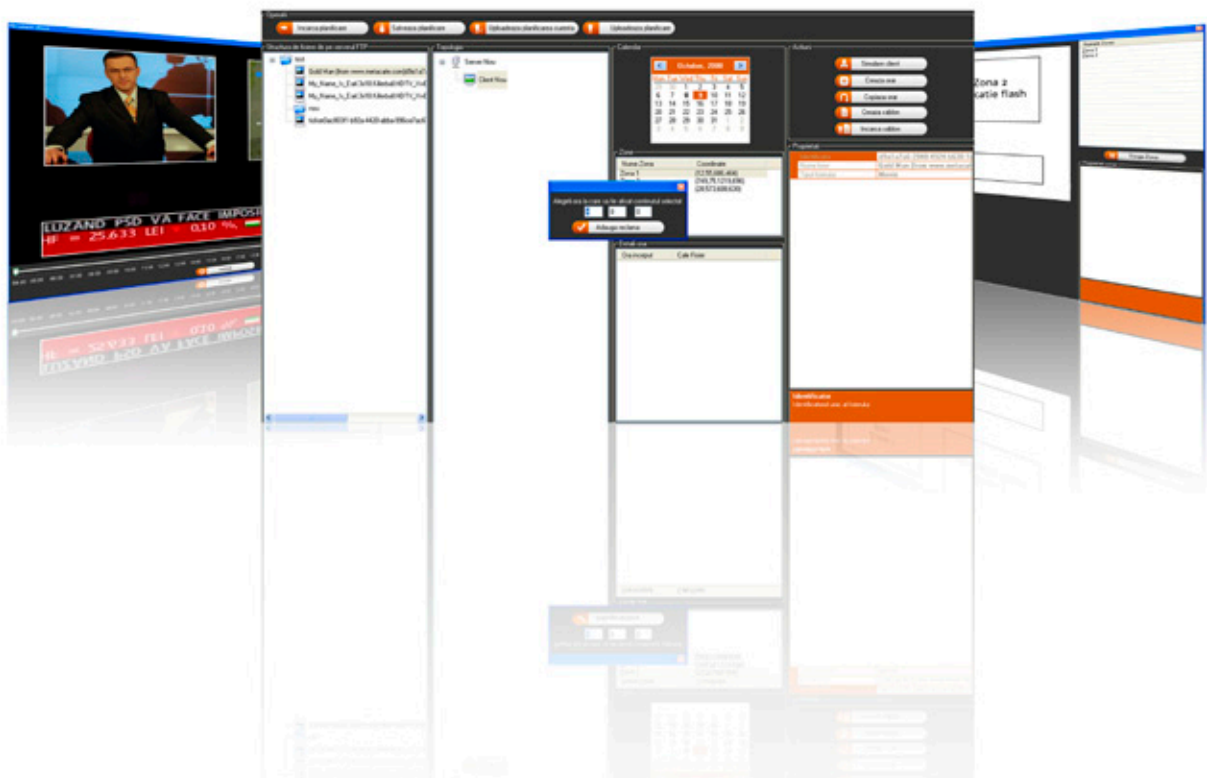# Narrowcasting Solution

AdVision is a narrowcasting software program designed for all those who administrate content on screen networks. **Advision** corresponds to any degree of complexity, regardless if it's about the simultaneous display of fix content on multiple screens or about more complex operations like screen fragmenting, programming differential content or replaying the program in case of interruption.

ACCESSIBLE PRICE   **AdVision** represents a money-wise alternative to big-name international narrowcasting software. Due to the low costs, this software proves advantageous even for a three-screen network.

SMART INTERFACE   Programming the content has never been simpler.

SAFETY   AdVision does not shut down, there are no blue screen errors, and the applications are never discontinued. Moreover, in case of blackout or some other unpredicted situation that stops the screens and server, the application restarts according to the data in the calender, once the problem is fixed.

LOCAL SERVER   Due to the fact that AdVision works on a local server, it takes less time to load the materials and it has high data transfer rates.

AdVision is the economic alternative to big-name international narrowcasting software thus proving convenient even for a three-screen network.

USING **AdVision** IS LIKE A CHILD'S PLAY

We have paid great attention to ergonomics. Using **AdVision** has thus become as simple as a child's play. Files uploading is easier than opening a Word document, and screen fragmenting is simpler than drawing in Paint.

We'd like to suggest some steps to follow:

01 UPLOADING THE MATERIALS

This first step is so easy that it does not need further explanations. Right click the mouse in the main window, then select 'Load File'. Given the fact that the range of compatible files is so wide, you can upload any material. Press 'OK' and it's done.

02 SCREEN SEGMENTING

Can you find something simpler? Well, you can mark the desired areas by drawing rectangles with the mouse. You can create as many areas as you like, of variable sizes, and then upload the content inside them.

03 PROGRAMMING

Thanks to an incorporated calender, you can program the content for any time interval, with a daily repeat option and programming by the second. You can upload a file (material) from step 01 inside the selected area, then you press 'Play', and it's ready.

INTRODUCTION

AdVision is a **narrowcasting software** designed for all those who administrate content on screen networks. **AdVision** corresponds to any degree of complexity, regardless if it's about the simultaneous display of fix content on multiple screens or about more complex operations like screen fragmenting, programming differential content or replaying the program in case of interruption. The system works on Windows OS, client and server, which are more recent than Windows 2000 Server, also including Windows 7.

USAGE

AdVision product icons

Users creation
Operating module

Users denomination is used to create new users or to change the password for the existing ones. Once the user names have been created, you need to access the operating module to configure the program.

The operating module is independent from the work station in use. Thus, regardless of where the module is installed, the administrator can run the necessary configurations.

The **identification window** in the users administration module

Introduce the username and password for every user. At first, the administrator is unique user.

USAGE

fig.3

The administration users' module to manage access rights for them

The **'Upload Changes'** button sends created users and their access rights to the ftp server.
The **'Change Password'** button changes the password for the initial user (the administrator).
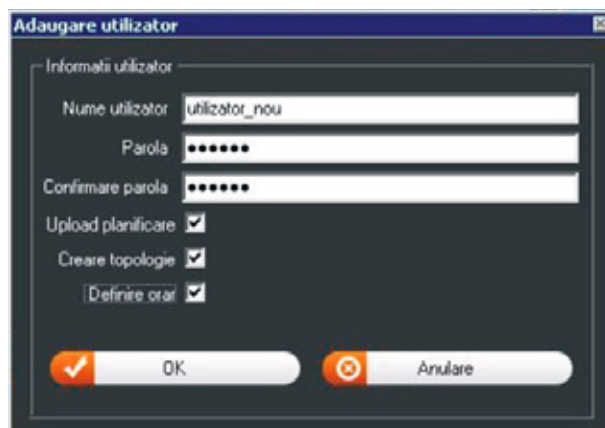
Once you open the **users' administration module**, you can add up to 20 users who are allowed to upload content, create topology and define schedule (see fig.4).
The tick indicates that the user has access rights.

fig.4

The window for adding new user – password and access rights configuration.

Introduce a username and a password. Rewrite the password and tick the specific access rights for the user in question.

fig.5

Users' administration

Once the new user has been created, press **'Upload changes'** and the settings will be saved in the system.
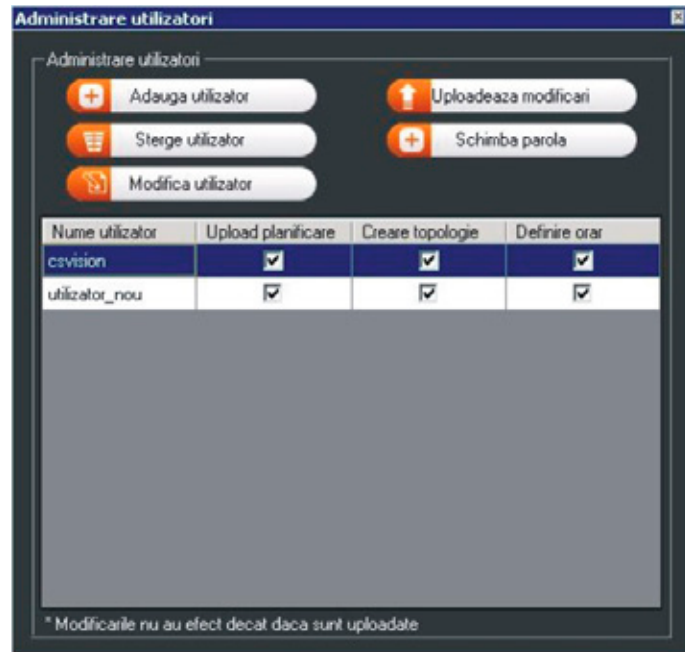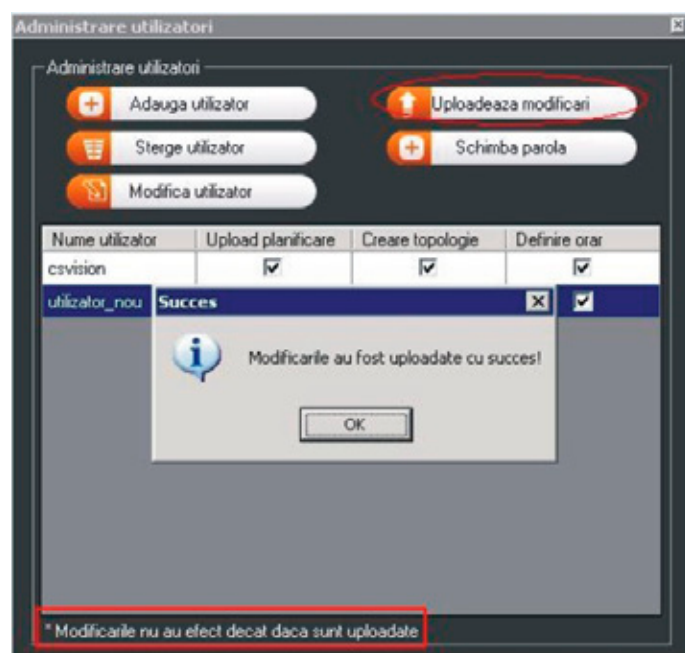

fig.6

Confirmation message that the changes have been successfully sent to the ftp server.

Once the uploading is complete, the message **'Changes have been uploaded successfully'** will be displayed.

7 www.csvision.ro

USAGE

fig.7

Operation module. Authentication based on the user previously created in the users' administration module.
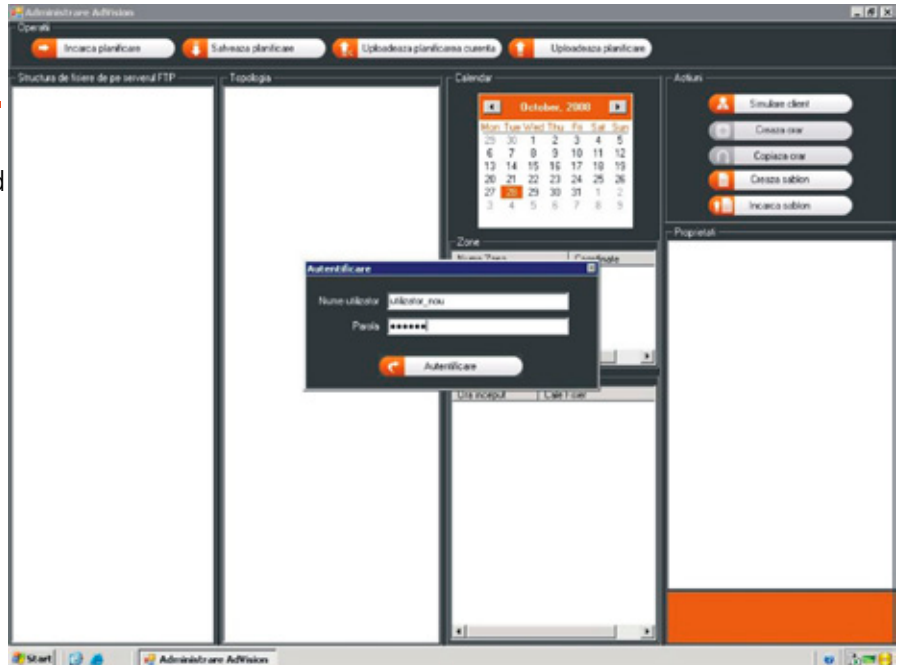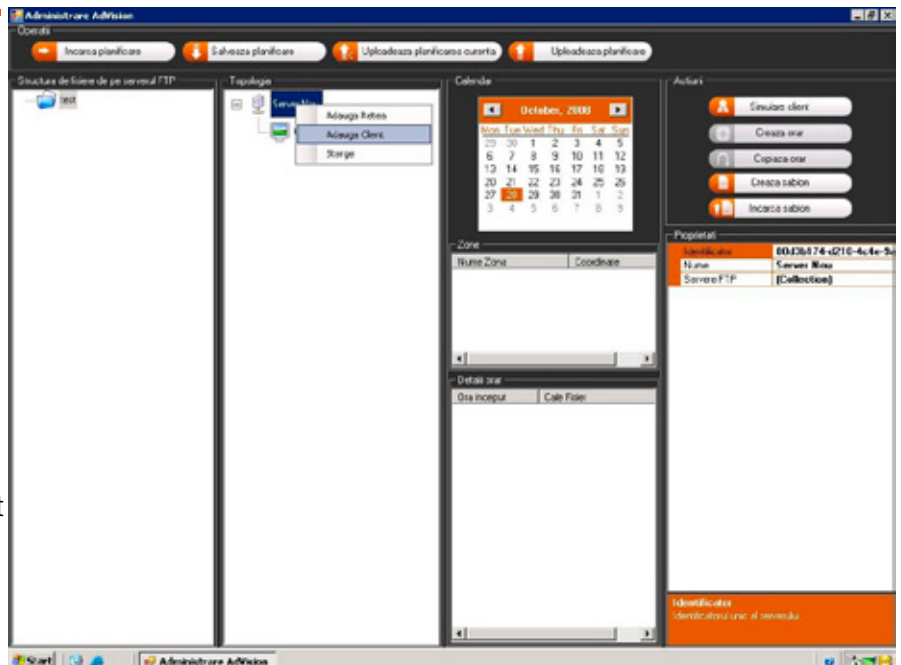
fig.8

Left-click – it displays the data uploaded on the ftp server.
Right-click – it imports and opens a file (this is the way a new file is imported on the ftp server)

The window for defining the network topology

Press the right button of the mouse on every knot (you can thus add a new network, a new server a new client – each with an individual ID and configured in such a way so that it extracts only the data necessary for its function)

Windows 1, 2, 3 – details on the client's program, the marked areas and the division of content by hours.

The administrators designated by the client may decide on and edit the informational content, the taxonomy, the page structure and that of the graphic interface.

The administrator may decide which buttons to become visible on the navigation platform (navigation button, stop, home, keyboard display, etc) as well as define new customized buttons (like a link to a web page). It is also possible to set the location, the font, the text color and the background color for every element in the application.

USAGE

fig.9

Selecting the resolution for the client that is to be installed (the screen that will run the content)
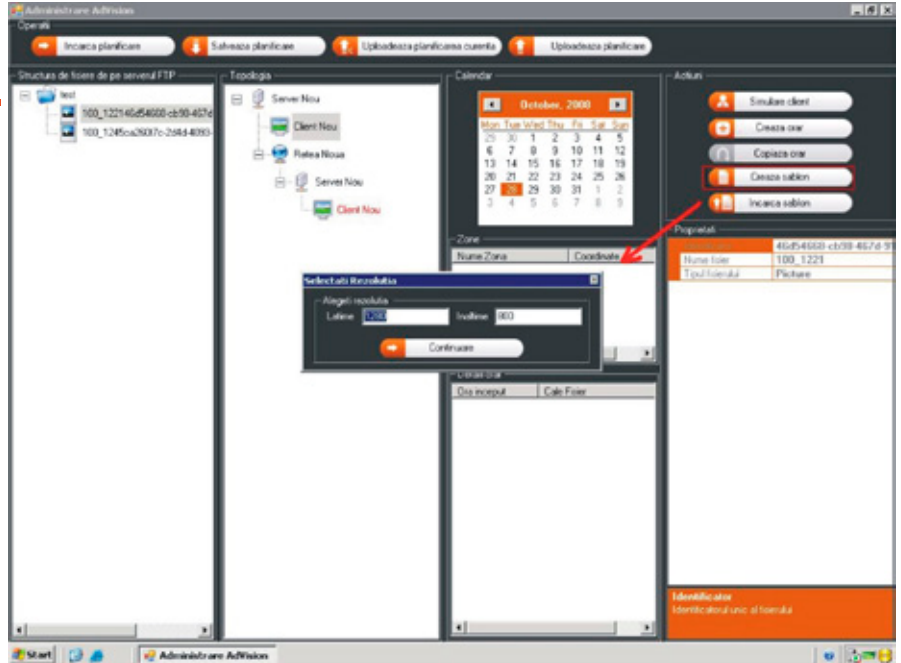

fig.10

Defining the areas where the content is to be displayed
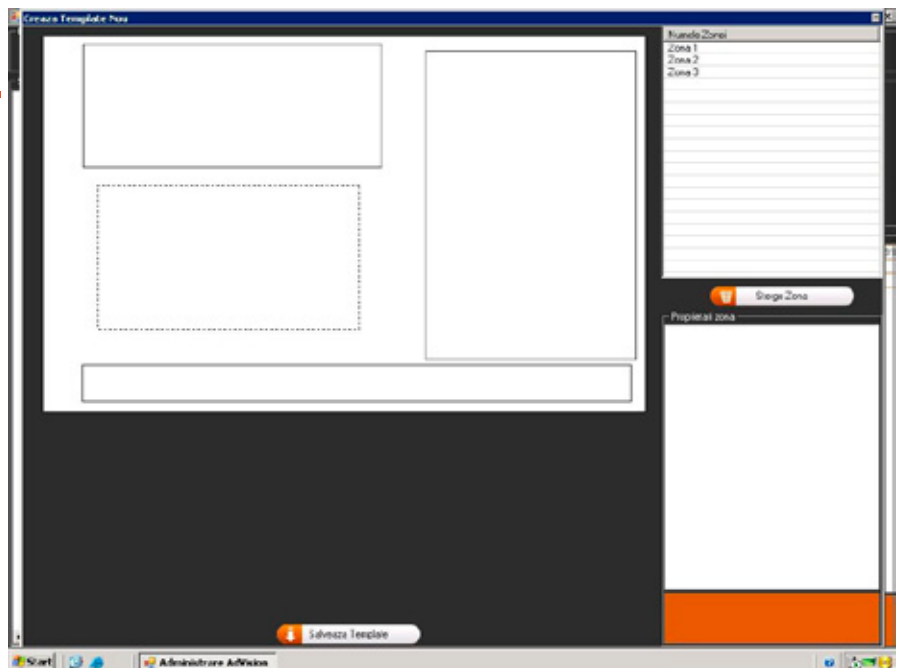
The definition is made intuitively by drawing the limits with the mouse. The program does not allow for areas to overlap. The number of areas is limited only by space. If you want to erase an area, open the menu in the upper, right corner and press 'Delete area'. You can check and change the features of the selected area in the box, at the right bottom of the page.

USAGE

fig.11

The setting to define the schedule, content for every area and the duration of the display

Once you set the schedule, the application begins to run at the appointed date and hour.

Save plan (it saves the present configuration in a folder on the HDD)

Upload plan (it uploads the plan on a local folder or on a folder in the network)

Upload current plan (it uploads the plan on the defined FTP server)

Load the plan (it loads a configuration saved on HDD)

Simulate client (a previewing function of the configurations and the fragmented screen)

Copy schedule (it copies the content displayed by hours, from a single day and within a time interval defined by the user)

Create schedule (it is possible to define the schedule – decide what hour certain content should be displayed and in what area – based on a pre-defined template – a pattern, area where content is displayed)
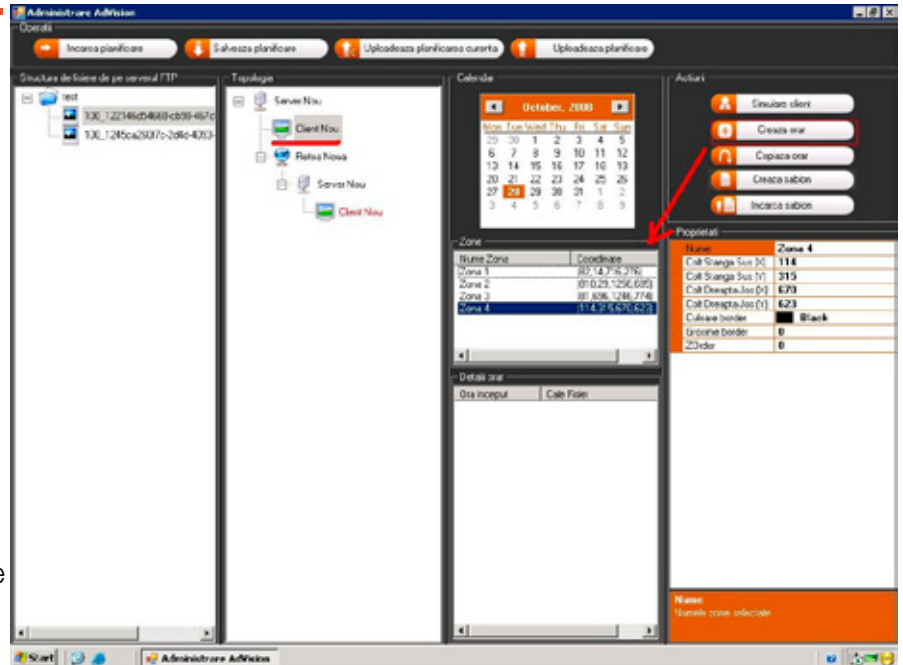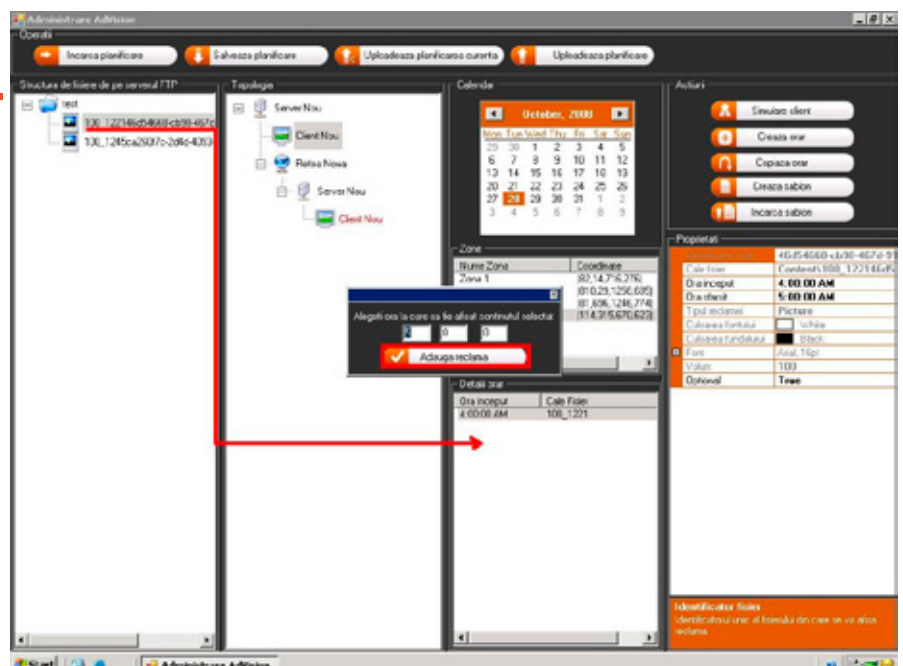
fig.12

At the right, you can **define the restart hour** for every client in particular.

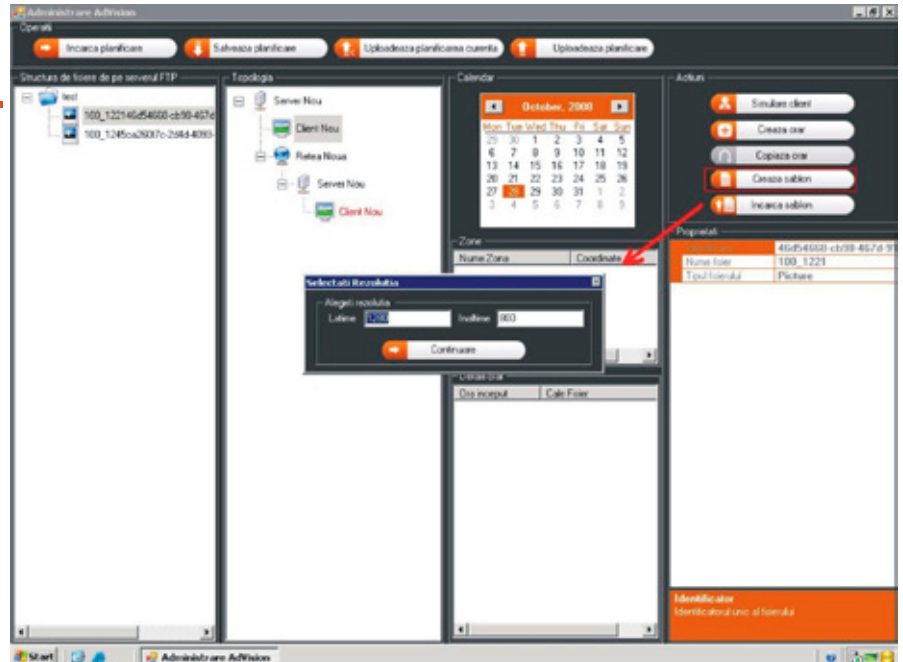# Possible configurations in the administration window

fig.13

AdVision applications implicitly enter a stand-by state (when the screen is unused) after 15 minutes.

The time interval may be configured from the administration module. When the set time has elapsed, the application enters standby and returns to the Home page.

Once it enters standby, the AdVision application will open the start page.

Advision allows for the creation of a broadcasting program for the digital content in each station (client) in particular. The list will run repetitively on the Info-Kiosks screens. Choose clips, pictures or flashes from the broadcasting list.

AdVision enables the setting of the time interval during which the station will be open. You can thus configure the start-up hour and the station closing hour for every day of the week.
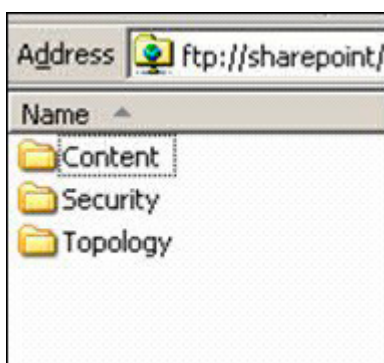
How it works

AdVision has a server component and a client component. The server is the location of the information is stored before being distributed to clients. The client has access to the operating module through which he/she programs the content of the screens and communicates with the server through TCP/IP connection. The client sends confirmation packages with status data (process status, resources consume, etc) to the server. The client keeps a log of all the daily displays, which is independent from the viewing program. This log exists locally on the station-client as well as on the FTP servers.

A server may manage more individual clients, and the client may be simultaneously linked to several screens that run the same content.

Thanks to this architecture, it is possible to manage the system and the informational content by using the internal network as well as the Internet, and AdVision supports Internet connection for an indefinite number of terminals that would be included in the project.

fig.14

FTP servers are predominantly used for transmitting information to the Info-Kiosks (both for the active and the passive connections). AdVision also enables mirroring – distribution to multiple FTP servers to prevent blockages and enhance the transfer speed.

The transfer of content from the administrating computer to the system on which the secured navigation module runs, occurs automatically by using FTP servers. To make transfer more efficient, the application has a mechanism of downloading the same material repeatedly. Thus, in case of an error (such as Internet disconnection), the file download stops, but the next time when the application starts up, the download is resumed from where it stopped.

The system works on Windows OS, client and server, which are more recent than Windows 2000 Server, also including Windows 7.

Compatible files and monitoring

MPEG1 MPEG2
Windows Media files (wmv)
BMP
JPEG
HTML / URL
FLASH
PowerPoint
Static image
Audio WAVE, MPEG1
Txt
BMP
DivX
AVI
PDF
DOC
XLS
FLA

You may also choose to display the rows of running characters (500 characters) on certain parts of the screen.

Monitoring

The clients are monitored all the time through logs stored on every server and client in particular. The information refers to the technical condition of the central units as well as statistical data on the number of users, the number of displays etc. Th data are included in a report and may be checked online, in a web browser or exported in an Excel or text file. Optionally, the data may also be presented in the form of a chart.
A new user in the application is registered every time the home page is accessed or when the application returns to the home page after the non-usage (standby) period.

Monitoring further includes: identifying the client's mode (online or offline), the list of processes, details on free memory disk space and the charging of the processor. Thus, the system administrator may prevent the possible malfunctions of the device and react promptly in case of a problem. The time interval for the client application to send information to the central server may be configured from the administration module.

Downloading and display

Download

AdVision incorporates a download managing system for higher speed transfer that secures the transmission of data in case of a fluctuating connection. The client has a repetitive algorithm for multiple download attempts.

Display

Every screen (or series of screens) is connected to a central unit (client) at the level of which the content is defined, the screen is fragmented in areas and the running program is established.

In case of blackouts or accidental disconnection, the program runs according to the set schedule once the problem is fixed. Such an error will then be reported in the daily log. An individual log can be created for every screen or every area on it.

Screen previewing is made after selecting the areas and adding the content. Every display is saved as a template and then reused by any of the clients. The content will always run on top, there won't be any pop-up windows or messages regardless of what is running behind the application.

The applications on the client are compatible with any content. They display and run it correctly (flash, html, php,jpeg , bmp ,etc) in a way similar to the functionality of today's browsers (Internet Explorer, Mozilla, Google Chrome, etc), and even with the same format. This specificity derives naturally from the fact that the rendering features are built on the Internet Explorer browser.

Safe navigation and automatic update

Safe navigation:

The algorithms implemented in the AdVision application ensure the security of every safe navigation area. There is no way for the user to access the resources of the computer on which it is installed.
Thus, after installation, the software restricts the access to computer resources completely (special keys, document saving, task manager, etc.)

AdVision has a pop-up mechanism and a pop-up blocker feature. Thus, the pop-ups will open in a tab system similar to that on Internet Explorer. Before opening the pop-up, a message is shown on the upper part of the navigation bar asking for permission to perform the operation.
The permission request for the pop-up does not block the navigation in the main window (nevertheless, if such a feature is requested, it will be configured from the administration module).

Automatic updating:

AdVision and SecureBrowser applicatons allow for the creation of an update schedule that will be followed without any intervention on the user's part. Thus, the administrator decides on the digital content to be displayed as well as on the broadcasting time for every client (Info-Kiosk), and the system makes the automatic update of the content without further interventions.

Moreover, the entire system includes a mechanism that allows for the periodic verification of new information on the central server. Once new data are added, the automatic update and download begin without the intervention of the human operator.

Setting files

In order to optimize the customization of the broadcasting program, AdVision allows to save the settings in a file so that they can be used later for the same system or for others. The feature proves helpful when the administrator needs to create repetitive lists of distribution or similar lists on different computers.

Upon the selection of the beneficiary, the application saves the full informational content as well as the setting files and logs in a directory or on an FTP server.
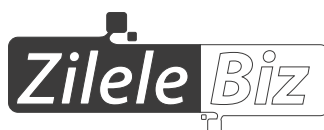
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