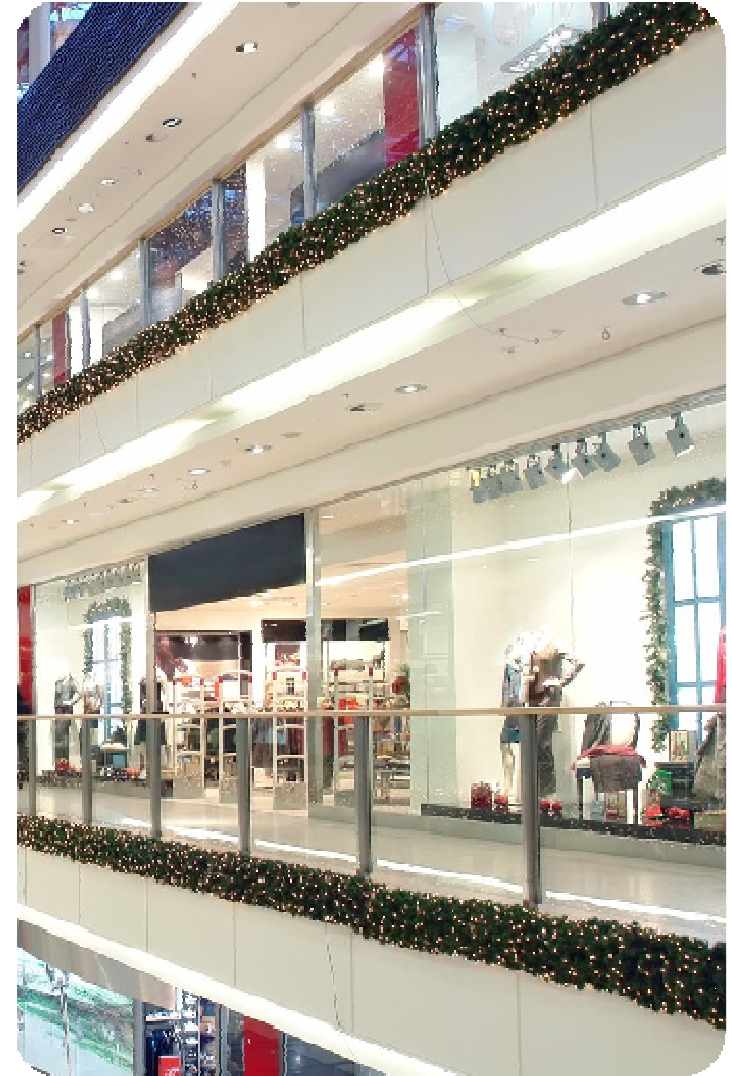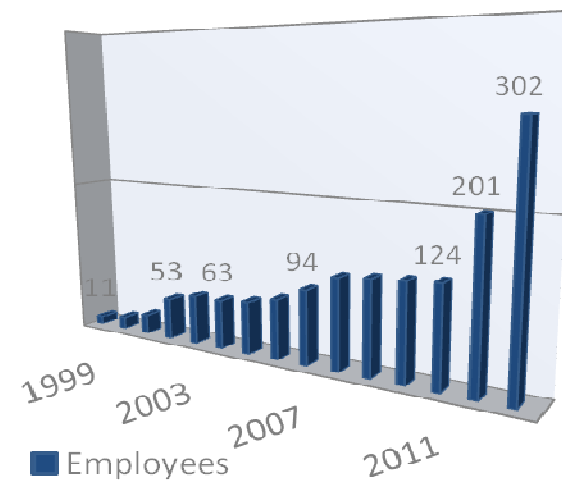# FRACTALIA MEDIA

DIGITAL SIGNAGE
2014

FRACTALIA IN NUMBERS

- Created in **1999**, Spanish privately owned company
- Turnover of more than **15M€** in 2012
- **302** Employees, more than 85% with technical background
- Over **20%** income re-invested in R&D
- ISO 9001 Certified
- Key Accounts: Telefonica, British Telecom, Portugal Telecom, Federal Beijing
- Significant employee growth in the last 2 years

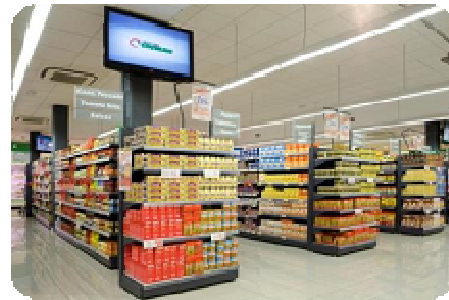**FRACTALIA SOFTWARE**
Fractalia Manager
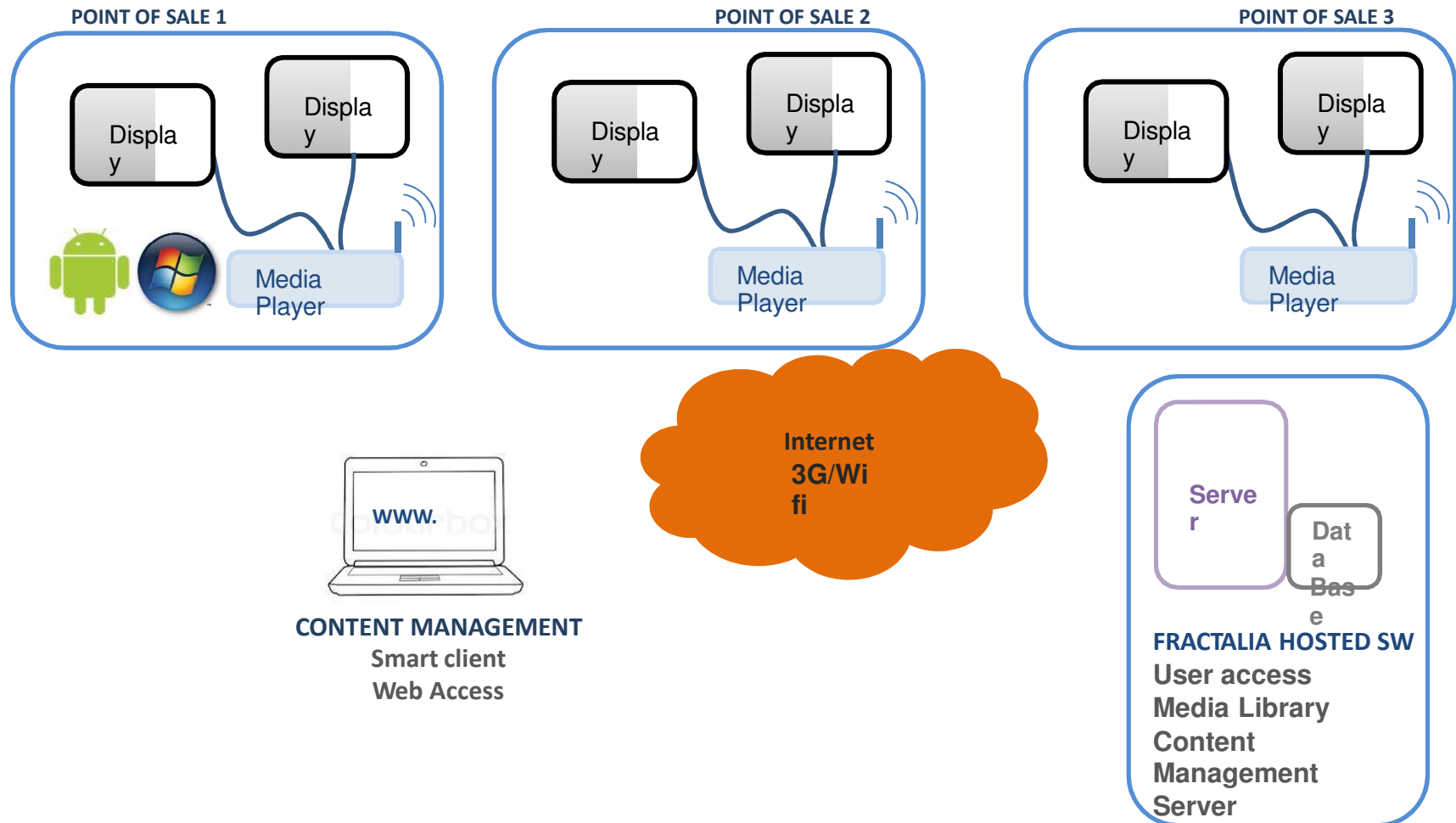**Fractalia Media**

FRACTALIA SERVICES
IT Managed Services

DIGITAL SIGNAGE

Electronic Displays that show information managed from a centralized content management platform. It can be used for:

- Advertising
- Internal Corporate Communication
- Influencing customer behaviour
- Enhancing customer experience
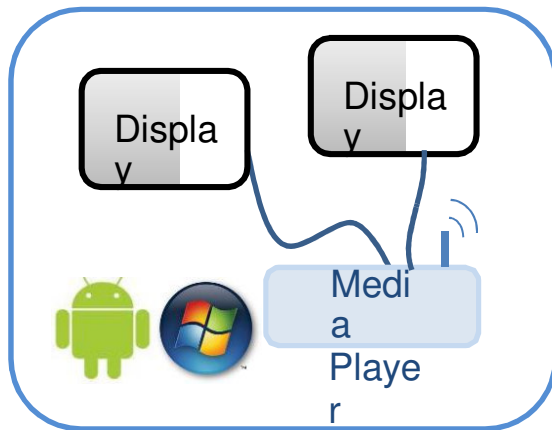- Public Information
- Menu Information

Corporate video

Store promotion

Picture

TV Sports Channel

DIGITAL SIGNAGE SOLUTION ARCHITECTURE

POINT OF SALE 1

Display

Display

Media Player

POINT OF SALE 2

Display

Display

Media Player

POINT OF SALE 3

Display

Display

Media Player

Internet 3G/Wifi

WWW.

CONTENT MANAGEMENT
Smart client
Web Access

Serve r

Dat a Bas e

FRACTALIA HOSTED SW
User access
Media Library
Content
Management
Server

4

DISPLAYS AND MEDIA PLAYERS

POINT OF SALE 1

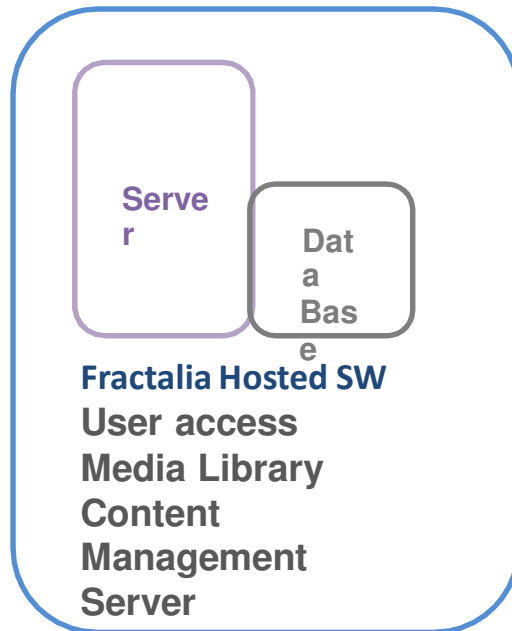**Displays**

Professional screens
Kiosks
Interactive tablets/touchscreens

Players

PC+Windows (LAN, Wifi, 3G)
Android miniPC (Wifi, 3G)

Fractalia Media Client License

HOSTED SERVER APPLICATION

Server

Dat a Bas e

Fractalia Hosted SW
User access
Media Library
Content
Management
Server

Fractalia Media Server License
User Access Control
Media Library

Images: jpg, png, gif, bmp

Video: avi, wmv, mp4, mov, mkv, mpeg

Audio: mp3, wav

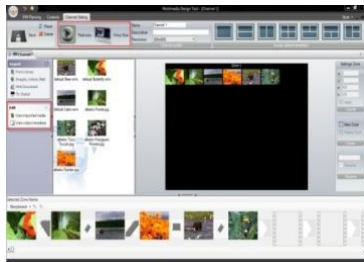Flash: flv, swf

HTML: Internet URL, Private HTML (multifile)

Text

Audio & video streaming

USER APPLICATION

CONTENT MANAGEMENT
Smart client
Web Access

Smart Client

    Accessible via Web

    Centralized for multiple POS

    Simplified content management

Content Management

    Upload your contents

Digital Signage Management
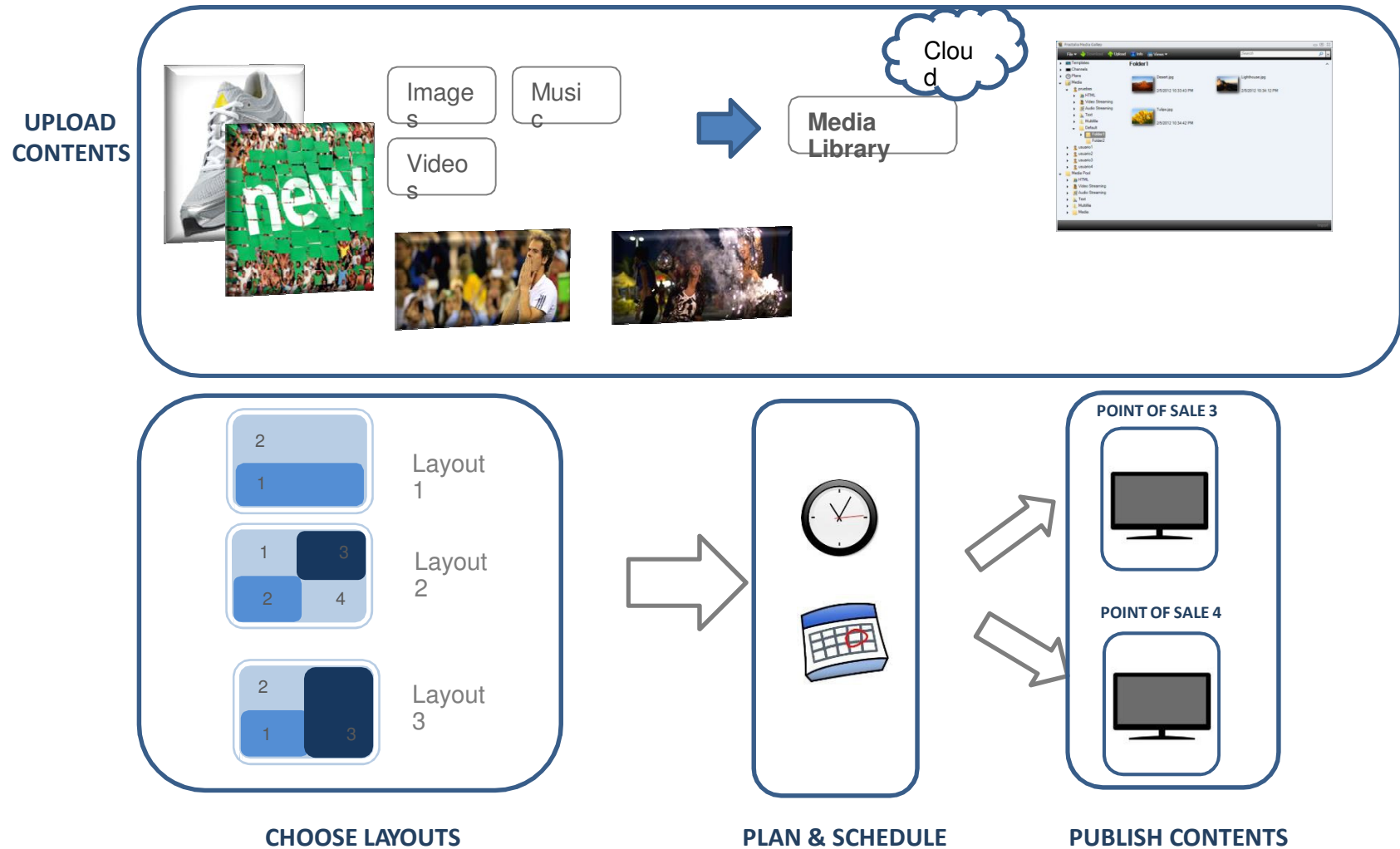
    HOW: Create your **layouts**

    WHAT: Prepare your **channels**

    WHEN and WHERE: Prepare your **schedules**/**plans**

    Publish your contents

CONTENT MANAGEMENT

UPLOAD CONTENTS

Images

Music

Videos

Cloud

Media Library

CHOOSE LAYOUTS

Layout 1

Layout 2

Layout 3

PLAN & SCHEDULE

POINT OF SALE 3
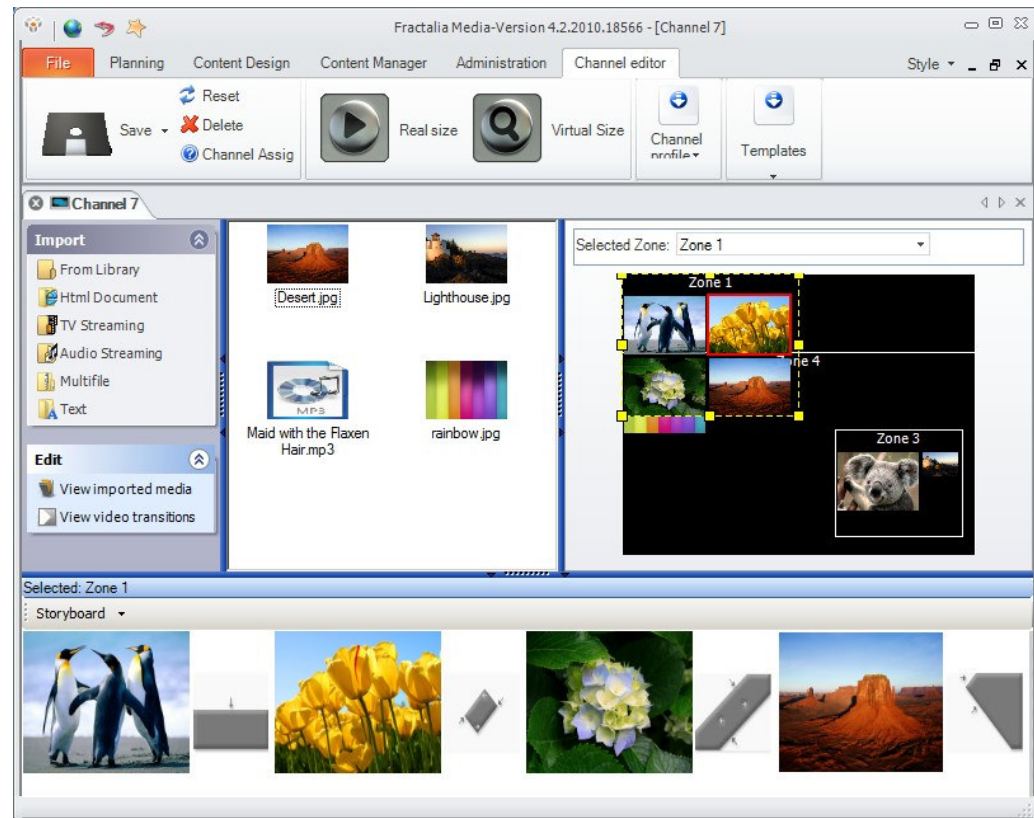
POINT OF SALE 4

PUBLISH CONTENTS

CONTENT MANAGEMENT INTERFACE

End user oriented interface. Provide the tools to design the layaouts and layers, generate the schedules and deploy the contents to the remote players.

- User roles
- Media library
- Spot, template and channel creation
- Schedule programming
- Content delivery

USER ROLES

Allows to have different user roles for each enterprise in Fractalia Media.
Content in media library is separated by users, with global or individual view.

Roles:
- Assign content to screens
- Publish new content (previous to assign)
- Edit Channels
- Edit Templates

Enterprise	User Name	Is IPM User	Assigner	Publisher	Channel editor	Template Editor	User Admin
Pruebas	pruebas	●	☑	☑	☑	☑	☑
Pruebas	operator	●	☐	☑	☑	☐	☐
Pruebas	uploader	●	☐	☐	☐	☐	☐

MEDIA LIBRARY

- Common space for storage for all media and files for Enterprise
- Stores uploaded media and created templates, channels, schedules, etc…
- Separates folders by users and types, allowing to have a global view or only for own content
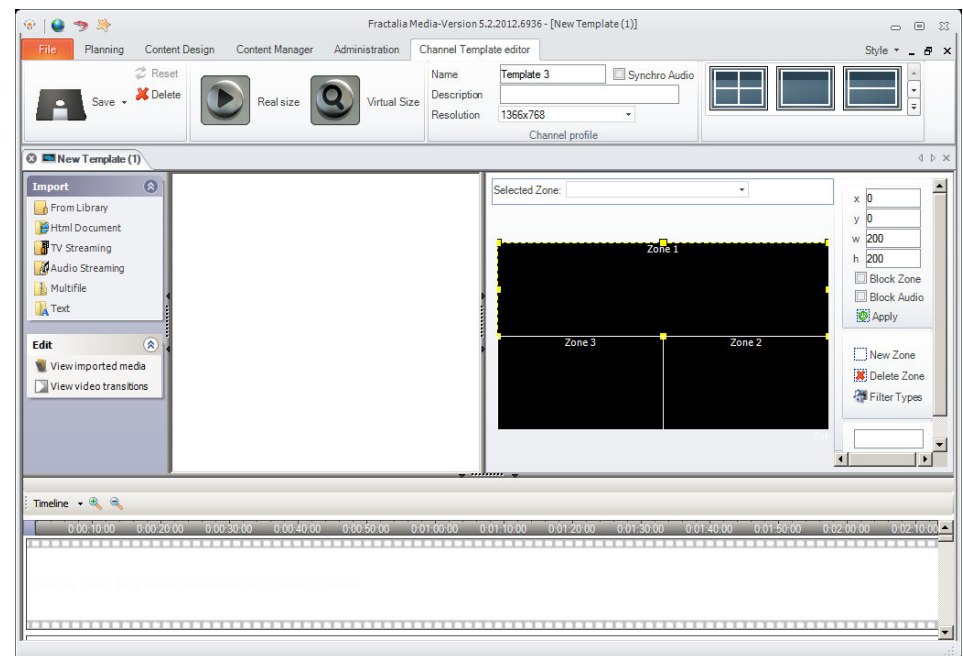
TEMPLATE

Used as a "master page" to create corporate templates
Defines screen size, zones layout, audio zone and default content (if any)

For each zone in the screen we can define:

- Position and size
- Zone level (on top, back...) allowing to show content at different "levels"
- Type of content allowed per zone (anything, only videos, only pictures... etc..)
- Block zone to allow or not including new content.
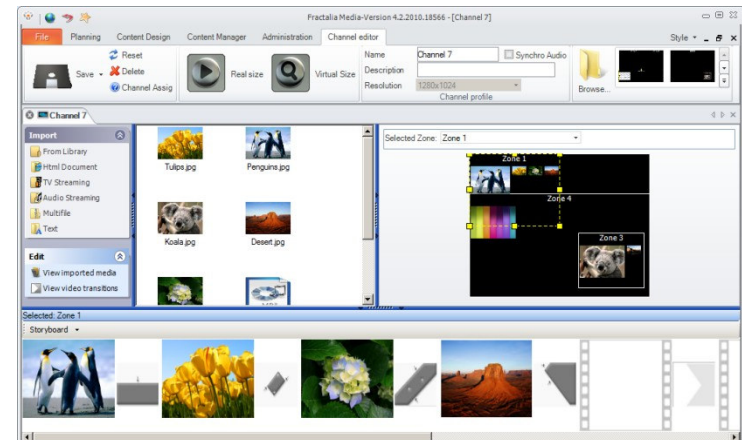- Default playlist content.

CHANNEL

Channel is the content to be shown on the screen.
Uses a pre-defined template, user needs to fill zones with media content.
If audio zone is included in template, user can include audio files

Each zone has a different playlist,
composed by "spots":
- Media to be included (must be present at Library)
- Time to be shown
- Volume (for videos)
- Media player to use (on videos): WMP, VLC
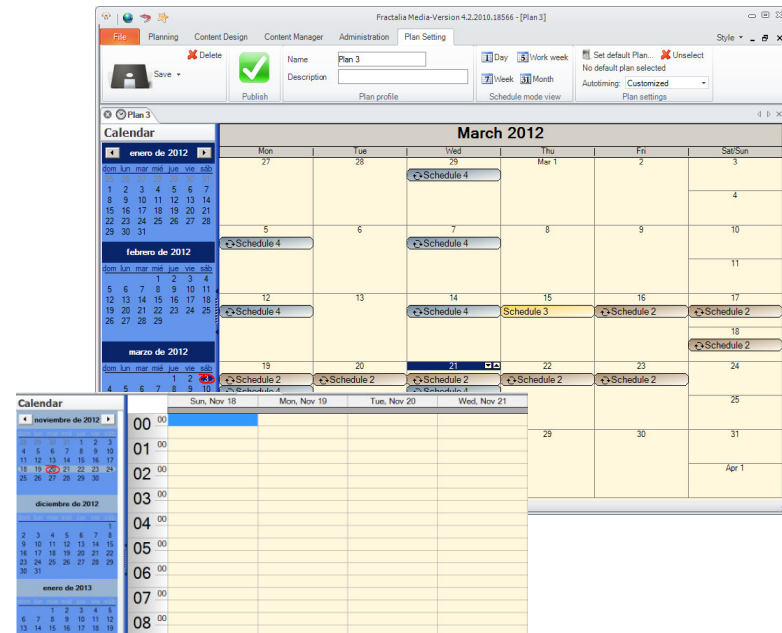- Autofit or not on zone area
- Transition effect

When playback, channel is automatically fitted to real screen size

SCHEDULES AND PLANS

Plan includes all programming option for channels, ready to be assigned to different screens.

A plan is defined by:
- Daily, weekly, monthly schedules to play selected channels
    - Can be shown on different parts of the day, with periodically repetitions, etc..
- Default content to be shown
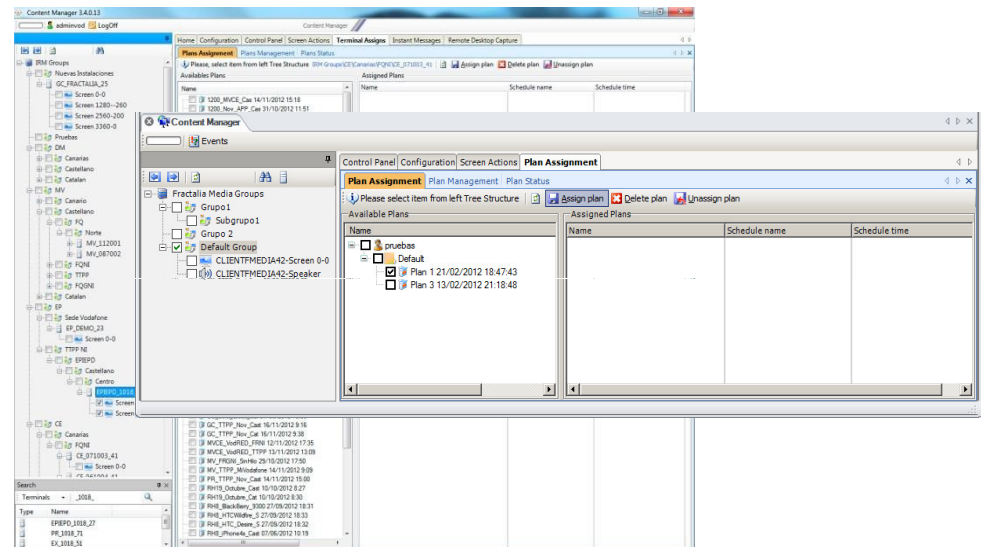   - It will be played if no schedule is programmed for that moment

When plan is ready, it must be published to allow assignments to screens

CONTENT ASSIGNMENT TO SCREENS

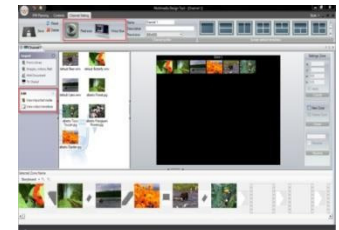All published plans can be assigned to a specific screen or group of screens.

- Operator select also (if admin defines it) differents time schedules for downloading content

- Content Manager screen shows status for every plan and screen

In the same content manager screen, operator can remote manage screens (on/off schedules etc..)

CONCLUSIONS

- **Fractalia Media** is the complete Digital Signage Solution

    - Centralized content management
    - Simplified user interface
    - Networks of displays/players easily managed
    - Scalable
    - Easy to integrate with telecom operators
        - Multi tenant
        - Easy to include in the Telco service offer
    - Easy to customize for project specific needs

- **Android** Deployments will be faster, cheaper and easier to   in mainta

itech
excellence delivered...

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Peru	**Brazil**