

# ADTRAXION

## Manager

Flexible and powerful software suite  
For digital signage



By assembling a variety of media, and composing the media in a personalized lay-out, you create play-out sequences within the Adtraxion Manager. Once the play-out sequences have been created, you can schedule and distribute those direct within the Adtraxion Manager.

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

Communicate more with less effort.

### Main benefits

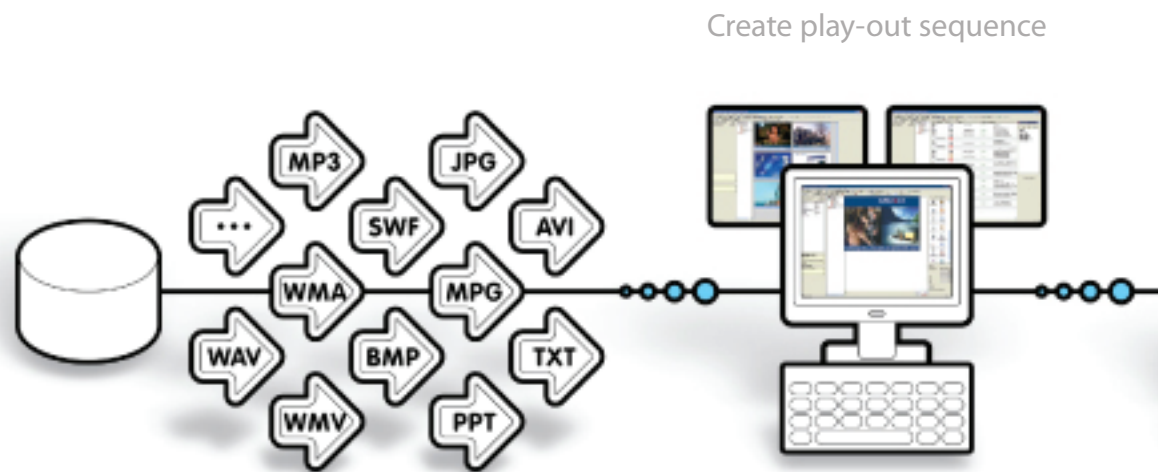
- > Robust and reliable
- > Fast preview
- > Template features
- > All-in-one software
- > Multi-layering
- > Multi-user
- > Optimal bandwidth usage
- > Extensive monitoring
- > Highly secure

# Adtraxion Manager

Adtraxion Manager 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 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

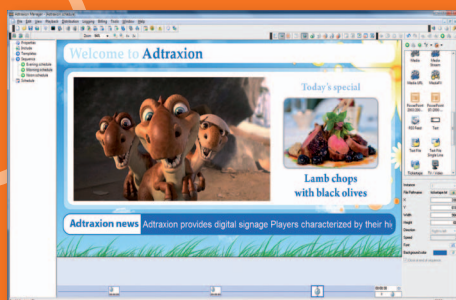
### Step 1 > Create play-out sequence

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

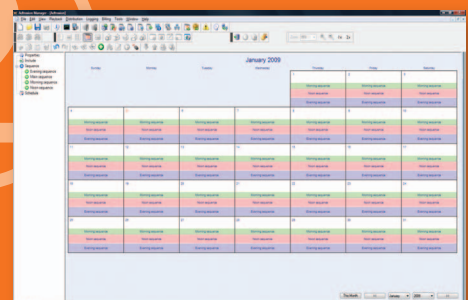
### Step 2 > Schedule

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

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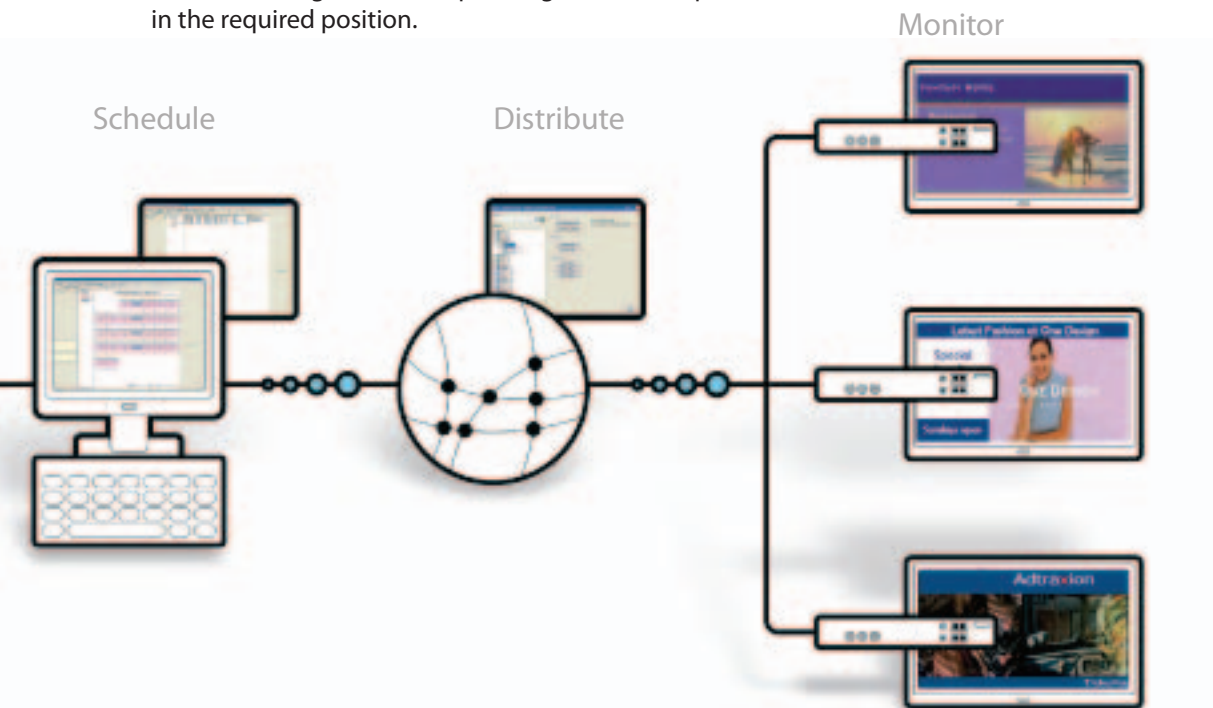


### Mix all kind of content

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. The Adtraxion Manager 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. The Adtraxion Manager 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.



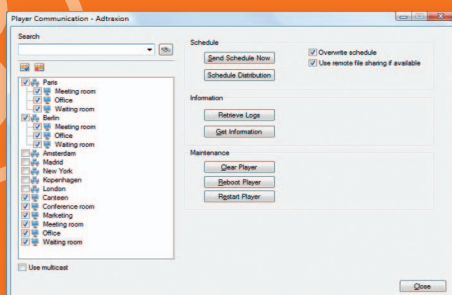
### Step 3 > Distribute

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

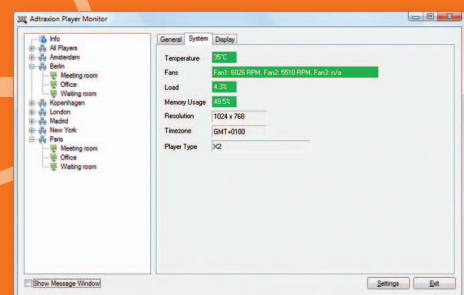
### Step 4 > Monitor

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

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4



# Adtraxion Manager



## 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 2000/XP/Vista/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

Adtraxion solution		Adtraxion XL solution	
ADX0101	Adtraxion Manager (10 Player Seat)	ADX0201	Adtraxion XL Server
		ADX0202	Adtraxion XL Manager client

**ADTRAXION**  
awareness on the spot  
[www.adtraxion.com](http://www.adtraxion.com)