Display solutions with a new perspective
NEC Digital Signage

In a world cluttered with messages, how do you reach the right people, in the right place, at the right time?

The answer is NEC's Digital Signage solutions.

For companies that are interested in building a digital signage system, there are several major components:

- Content Management Software that includes applications to develop the dynamic content to be displayed, as well as schedule the content for display
- LCD Panels and Data Projectors for each point of display with Media Players to load and playback the content
- Robust servers to host the content
- A network infrastructure either wired or wireless that is expandable and scalable, and that connects the content server to all the available displays.

Benefits of Digital Signage

The benefits to you of a Digital Signage solution are increased audience attention and retention of your message through:

- Dramatically more eye-catching content.
- The ability to instantly update or add-to content for an up-to-the-minute information service.
- Deliver specific messages to specific audiences in specific location(s) at specific times.

Research studies have proven that not only is audience retention of a message much higher when it is displayed through Digital Signage, but it's also that you will indeed increase sales and communicate more effectively with your target audience.

From eye-catching advertisements and in-store promotions, to breaking news and announcements and up-to-the-minute timetables and schedules... the possibilities and different environments that can benefit from an NEC digital signage solution are endless.

NEC Live Software Overview

NEC Live is NEC's leading digital signage solution that lets you distribute dynamic video, images, text and more directly to LCD Panels anywhere, anytime!

With NEC Live you are empowered to dynamically display digital advertising or information content across your network on targeted panels, based on the individual schedules for each panel.

NEC Live has an easy to use user interface, yet with the power and flexibility that is only limited by your imagination to achieve your communication objectives with your target audience.

NEC Live is a suite of Windows based applications that allow you to create compelling content, then schedule and distribute that content across small or large scale networks of display panels.

The individual product elements of NEC Live are:

- NEC Live Artist – content creation
- NEC Live Communicate – content distribution
- NEC Live Update - to refresh the players scheduled content at a chosen location
- NEC Live Player – for content playback at the chosen location
- NEC Live Enterprise – for keeping track of what is happening in your Digital Signage network.

No matter what the industry, we all have a common goal; to capture and hold our audience's attention.

LIVE
DIGITAL
COMMUNICATION
SOFTWARE

NEClive
NEC

NEClive
Artist

NEClive
Communicate

NEClive
Update

NEClive
Player

Content Creation

NEC Live Artist enables you to create Digital Signage content consisting of one or more scenes which contain text, pictures; video and external data feeds such as RSS feeds for scheduling and playback.

Creating a movie in Artist is simply a drag and drop experience with advanced special effects, including the integration of information from Company Information Systems to enhance the ability to gain the attention of your target audience.

NEC Live Artist works with objects, such as videos, text, tickers and sound. The Content Creator drags and drops the objects into the Artist editor for further customisation utilising the objects settings such as position, transparency, shadow and gradients.

You can preview the Digital Signage content within Artist before distributing it so the creator has complete confidence in seeing how the message will be delivered.

Content Formats Supported

NEC Live supports a wide range of image, video, music and other file formats which means that you can focus on the creative processes to gain the attention and involvement of your target audience without being restricted by what file formats are supported or not.

File Formats Supported	Extension
Image Files	PNG, PSD, JPEG, TIFF, WIN Bitmap, GIF, Interchange File Format, PCX, Paint Shop Pro format, Truevision TARGA
Video Files	Quicktime ,Windows Media Video, AVI, MPEG-1, MPEG-2, MPEG-4, OB Real, Animated GIF
Audio Files	MP3, Ogg, Windows Media Audio, Wav, Riff
Other Files	Adobe Flash, HTML, RSS Feeds, Text files of data from Company databases

Content Scheduling

When you are ready to schedule the running times for the movie content created in NEC Artist it's through NEC Live Communicate that you achieve this outcome.

NEC Live Communicate provides the flexibility to build the order in which the content will be played and then the scheduling based upon the day of the week and the starting time.

Content Distribution

Between NEC Live Communicate and NEC Live Update the tedious job of updating the movies/content at remote or local clients is taken care of. Also to ensure that an efficient use of network traffic is maintained, only updated/new content is sent reducing the network traffic requirements.

NEC Live Update is located on the Media Player at the remote location and will regularly check your preferred network location, either an FTP Server or a LAN path, for content updates placed there by NEC Live Communicate.

Once an update is identified, NEC Live Update will download the changed contents and ensure that NEC Live Player loads the new scheduled content for playback.

Split Screen Content

To achieve split screen content NEC live supports several different channels during playback. Each channel plays independently with the content from each channel shown on the same display.

You can then either define the channel in a split screen format or layered to achieve other objectives such as news feeds, company logo's or adding special effects such as snow falling.

Video Walls

NEC Live multi screen is a feature of NEC Live Artist providing excellent broadcast quality synchronised playback of presentations utilising multiple media players and creating large multi screen canvases.

This enables content to be designed for multi screen play out with no boundary limits highlighting multi screen effects. NEC Live multi screen is designed for advertising in public areas, for sports arenas, digital menu boards and large events and for any project where you need synchronised content on multiple screens in any configuration.

Content Approval

If many cases you want to have the security of knowing that content will not be displayed without approval. NEC Live Artist and NEC Live Communicate can be configured to work with NEC Live Enterprise to provide multiple levels of approval prior to distribution of the digital signage content.

Content Playback

NEC Live Player runs on the media player at each location and ensures that the schedule(s) created and the corresponding content for that schedule is played out.

NEC Live Player is always thinking ahead to eliminate interruptions and stutter during playback. It achieves this outcome by loading ahead of the playback time content and resolving data connections such as RSS feeds.

NEC Live Update can be configured to restart the Media Player, preferably at times when the content playback is not occurring to maintain the uninterrupted performance of the Media Player.

Management Control

NEC Live Enterprise is a database application which all NEC Live software is configured to talk to when Enterprise has been installed. It reports what content has been played including when and where. It keeps track of all your hardware and software status, users and even customers.

Point of Display Hardware

Media Players

The Media Player delivers a premium multimedia experience with fluid high-definition video playback capabilities into a slim, compact system that is perfect for business environments.

The NEC Digital Signage Media Players form an integral part of the NEC Digital Signage Solution, having been designed to fit neatly and discreetly behind your flat panel installation. A VESA mounting kit is included for easy attachment to your panel.

Despite their compact size, these players pack a formidable punch, being compatible with virtually any display resolution, including full high definition (1920x1080).

The NEC Digital Signage players provide greatly increased reliability – a must for any 24/7 Digital Signage system.

Public Displays

NEC has years of experience in providing digital display solutions to a number of Digital Signage environments. With an award winning range of LCD's and DLP Projector technology solutions, NEC provides display options for any application.

LCD Information Displays

These large-screen LCD displays take your Digital Signage applications to a new level of performance.

- Ultra thin bezel design is ideal for tiled video walls, up to 10x10 Matrixes
- Built-in expansion slot allows for seamless integration of future third-party components
- NEC Commercial Panels are designed for long duty cycles required for Digital Signage
- Optional detachable speakers available
- Display management controls lower energy consumption and running costs
- Internal temperature sensors control self protective circuits to minimize heat damage
- 110-bit gamma lookup table for superior colour performance
- High-definition display provides optimal resolution. Full high definition of select models (1920x1080)
- Control via IR, RS232 or LAN
- High Bright versions are available for bright ambient light environments
- All NEC Commercial displays can be configured in both landscape and portrait orientation.
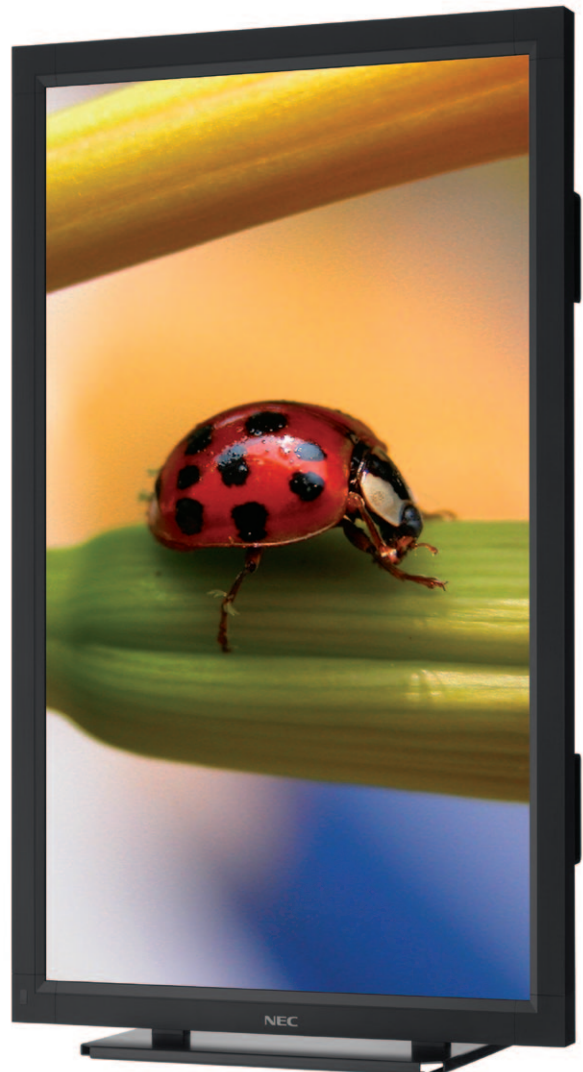
DLP Projectors

NEC's large venue DLP projectors provide bright and clear images making them the perfect choice for long duty cycle Digital Signage applications.

The DLP projectors include high ANSI lumens with vertical and horizontal lens shift allowing flexible projector placement.

NEC has an extensive range of projectors ensuring that whatever your requirements your objective will be met.

- Single chip DLP™ Technology
- Extended use operation
- Complete line of optional bayonet style lenses
- Advanced video processing with BrilliantColor™
- Complete control of projector using RS-232/LAN from a control system
- Dual lamp operation providing redundancy.

NEC Commercial LCD Public Displays features

- High brightness and contrast capabilities
- Thermal cooling system with integrated thermostats to regulate the heat
- Commercial panel and components
- IR, RS232 and LAN controllable
- Warranted to be installed in both landscape & portrait installations
- Professional colour calibration capability
- Ultra thin bezels for virtually seamless video wall configuration
- Tile Matrix for video wall applications
- 3 year + commercial warranty.

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