~sedna **presenter** ®

Digital Signage for Mac

Publish your content to 100s or 1000s of screens & create perfectly synchronized video walls of any size.

San Francisco 69° **03 42 PM**

NEWS ~sedna **presenter** brings your content to your displays

Powerful new applications!

Presenter Toolbox
- For installation and administration of a large number of Presenter Player Macs – take full control!

Presenter Scheduler Plus
- Featuring Campaign Generator and Auto Scheduling of content and playlists – automate it!

Scales to any size – priced to fit any budget*

*starting at 195€ for a playout license

~sedna **presenter** is a first class solution for the digital signage market. Communicate your marketing messages, advertisings, brand values and corporate information to displays of any size at any location effortlessly. For the first time you can create, manage and deliver your content completely on the Mac platform.

~sedna **presenter** helps you to
- manage all of your media assets
- create playlists and schedules
- distribute and deliver to your displays

~sedna **presenter** finally delivers: its clean and intuitive user interface will enable anyone to import, organize, schedule and distribute content in no time. No need for endless training sessions and specialized personell.

~sedna **presenter** basically means: iTunes meets iCal for the Digital Signage business.

Target your audience on the right spot at the right time in a retail environment, provide latest consumer ads in a shopping mall and supermarket, display schedules and branded advertising in a train station or airport, improve communication in a training facility, lobby, waiting-room area, store or kiosk environment with full user interactivity and RFID support, effectively enhance corporate and brand communication.

Focus on ideas, marketing, sales, production and content creation. Manage, schedule and deliver with ~sedna **presenter**.

Management & Scheduling

Distribution
- Internet
- Intranet
- Sneakernet

Playout

Your Screens
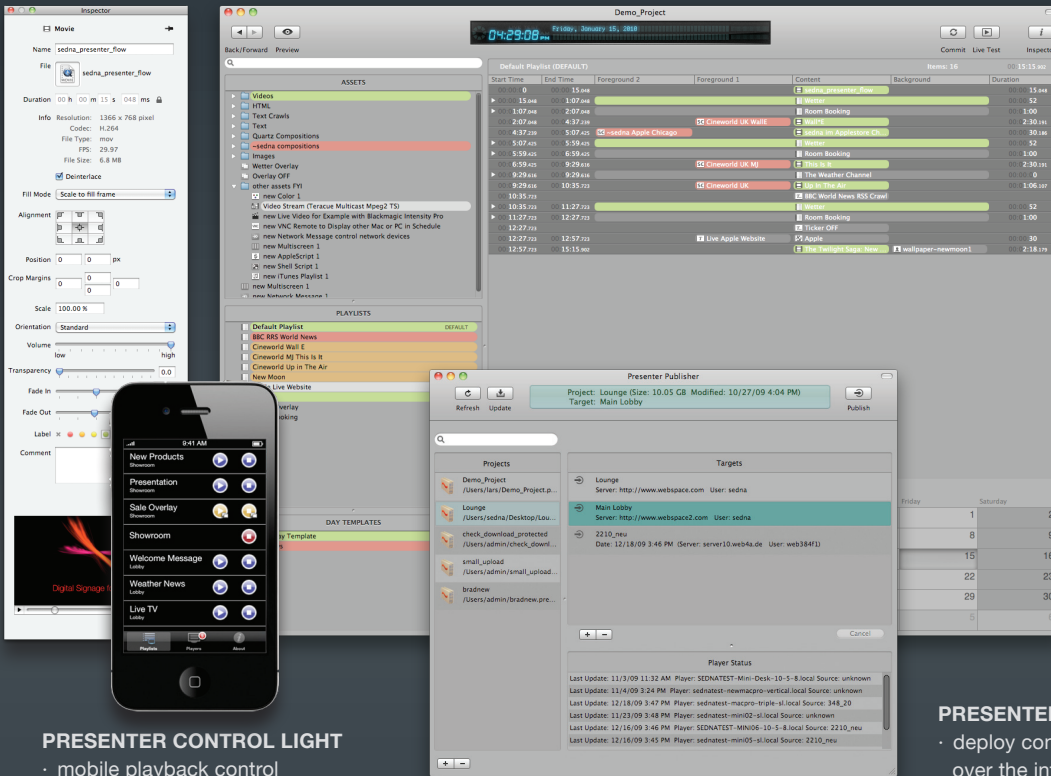
www.sedna-presenter.com
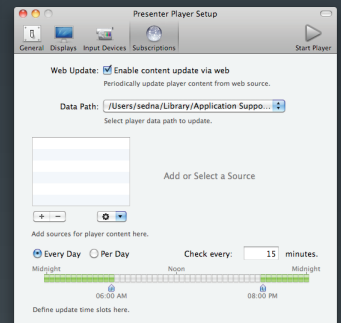
~sedna **presenter** ®

Powerful.
Scalable.
Easy To Use.

Digital Signage for Mac

PRESENTER SCHEDULER
· manage & create content
· built playlists and schedules
· distribute project data

PRESENTER PLAYER
· robust content playout
· live video support
· RFID support
· touch interactivity support
· external control

PRESENTER CONTROL LIGHT
· mobile playback control

PRESENTER PUBLISHER
· deploy content, playlists and schedules easily
  over the internet to 100 & 1000s of player

FEATURES

· clean and intuitive user interface
· high quality, resolution-indepen-
  dent presentation of a vast varie-
  ty of media assets
· content and schedule updates
  via Internet, LAN, WAN, etc.
· all playout systems run auto-
  nomously
· local preview for true WYSIWYG
  scheduling
· up to four independent content
  layers plus multiple tickers
· integrated composition creator
  with animation capabilities
· iPhone/iPad/iPod touch control
  application for triggering playlists
  and overlays (available in the App
  Store)
· Mac control application for trigge-
  ring playlists and overlays

CONTENT OPTIONS

· movies (incl. transparency, alpha
  channel support)
· pictures (incl. transparency support)
· video streaming
· optional realtime video capture
  (up to HD-SDI)
· optional realtime computer capture
  (HDMI, DVI)
· audio (mp3, wav, aif)
· text
· text tickers (RSS feeds, etc.)
· PDF support
· Web pages with full user
  interactivity
· Flash with full user interactivity
· Quartz compositions (.qtz)
· any third-party application via VNC
  (PPT, Director, Office, etc.)
· Full HD and higher resolutions
· up to 4 content overlays on top

AND MORE

· full interactivity with HTML and Flash
· built-in RFID Support
· Player Subscriptions (Web/Clouds
  update)
· uninterrupted 24/7 operation
· automatic preloading of media assets
· resolution-independent scaling of all
  media assets
· default content as continuous playout
· frame-accurate synchronization
· blending and fading
· proof of playback reporting
· network trigger to control external
  devices (e.g. TV Box, Light- & Sound
  Systems)
· Player update via CD/DVD or flash
  drive (sneaker net)
· Player update via Internet
· auto scheduling & campaign manager
· central remote administration

www.sedna-presenter.com