

Rodi

Digital Signage

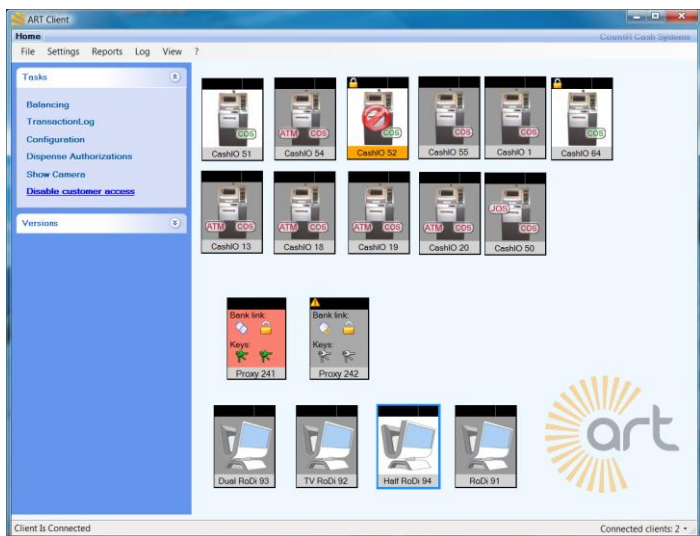
Trendsetting advertisement and
information platform





CountR – the solution provider for Digital Signage

With our advertisement and information platform Rodi, CountR is a worldwide operating developer for digital signage solutions. We support our clients by integrating modern digital presentations in the existing marketing structure, establishing transparency of the real airtime, and increasing the effort in using their valuable advertising space.



High scalability and reduced costs

Rodi is the trendsetting and modern advertisement and information platform from CountR. The digital signage solution offers a high scalability for unlimited areal distributed advertising and information displays. You will

profit from the centrally managed information and advertising content by reduced administration effort, central coordination of your advertising campaigns, and accounting of the real airtime. Your marketing activities will be perfectly synchronized, your marketing campaigns start and end at the optimal point in time.

Complete integration of common picture and video formats

All common picture and video formats can be used, as well as PowerPoint presentations. Due to the integration of news ticker it is possible to add actual information. Live-TV can be broadcasted to every Rodi player connected by Ethernet at any time.

Eye-Catcher

Every standard display and beamer can be connected to the system. To address the especially prestigious area, we offer some high quality finished displays. Amongst others we offer a patented rotating dual-display with 20" to 50" LCD's. Stand and

ceiling mounting options are available.

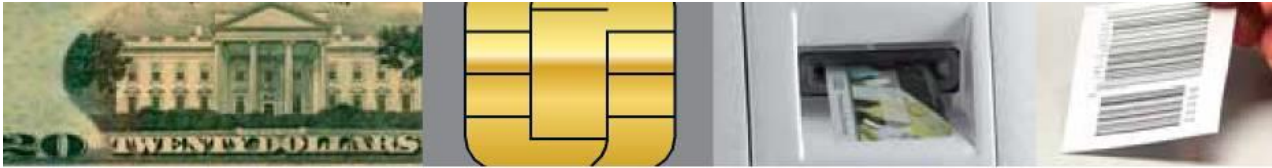


Our range of products contains more models like a high quality finished display for wall mounting, and a wall mount for standard LCD's.

Reduced installation complexity

All CountR displays as well as the wall mount are equipped with an integrated PC. This minimizes the wiring effort to install a power supply cable only. No more wiring is necessary, every CountR display offers an optional WLAN or DLAN module.





Central management

The Rodi manager contains a central content management system (CMS) to store and manage all playable content. With the Rodi designer and scheduler you can easily administrate all connected Rodi player, and you are able to prioritize and schedule the content for the player.

High scalability

The Rodi platform is scalable from one to several hundred connected displays.

Up to date security standards

The Rodi player can be connected via LAN/WLAN (internet) or UMTS (modem). The connection will be established by the Rodi player, data transfer is controlled by the Rodi manager (push principle).

No changes to the firewall on player site are necessary. The communication is encrypted and only player known to the manager can connect to the system.

If necessary, you can also establish a VPN.

Offline availability

All Rodi player have an integrated offline option. Content will be played and accounted even if no connection to the Rodi manager is established. On return of connection, the player updates the scheduling list and content, and sends all accounting information (real airtime) to the Rodi manager. The whole accounting information of every Rodi player is thereby well arranged available on the Rodi manager and ready for reporting.

Flexible scheduling

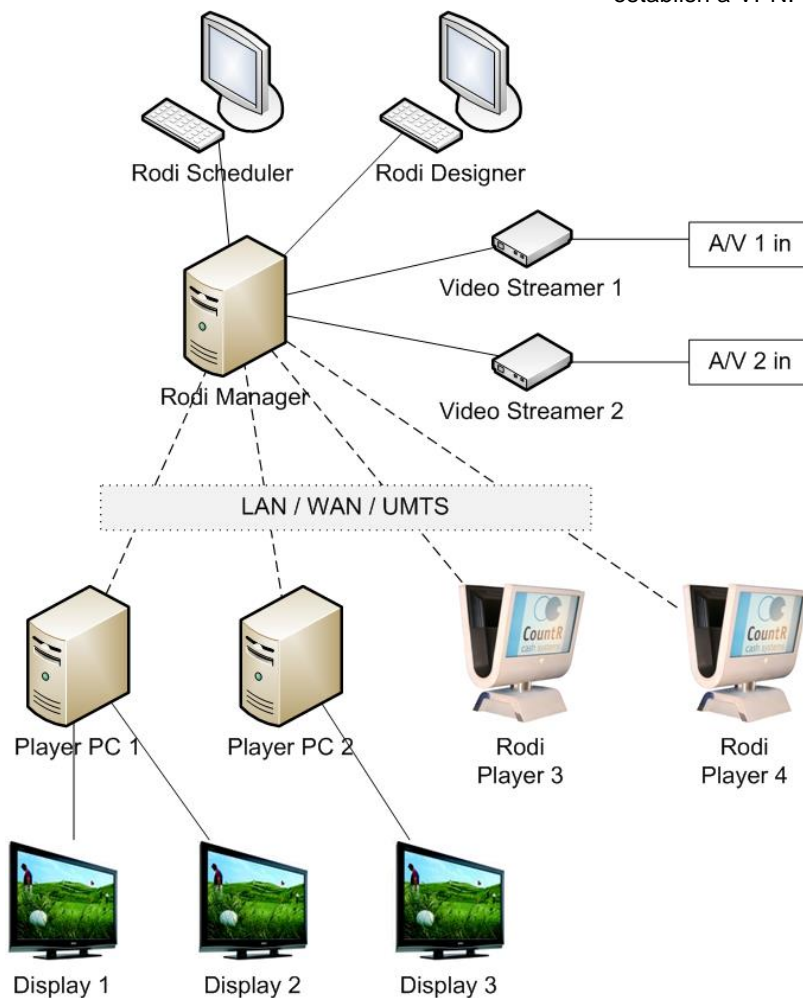
Rodi player and advertising content can be arranged in groups.

Scheduling of content can be easily performed on group-level. In this case every player of a group plays the same content. If necessary the scheduling of each single player inside a group can be supplemented by concrete content.

For example you can define a company-wide presentation for all locations and in addition some site-specific content.

Accounting

The whole content with used player list and real airtime is available for central accounting.





Rodi Manager Technical Data

General requirements

- 1,5 GHz Pentium IV-compatible processor or better (2 GHz or better is recommended)
- NET Framework 3.5 (comes with installation program)

Operating system

- Windows® Server 2003 SP 1 or later
- Windows® XP SP 2 or later

RAM

At least 1 GB RAM (at least 2 GB RAM is recommended for live server installations)

Hard drive space

- 100 MB or more hard drive space
- Approx. 10 MB monthly data volume per Rodi Player

Monitor

Super VGA (1,024x768) or better resolution

Other hardware

Microsoft® mouse or a compatible device

Additional requirements

Microsoft® Internet Explorer 6.0 SP1 or later

Special Rodi Manager system requirements

Rodi ships with Microsoft® SQL Server 2005 Express Edition. We recommend the full version of SQL Server 2005 for installations with more than 10 connected Rodi Player. Additional system requirements may apply for Microsoft® SQL Server 2005 Express Edition and SQL Server 2005.

Rodi Designer/Scheduler Technical Data

General requirements

- 1,5 GHz Pentium IV-compatible processor or better (2 GHz or better is recommended)
- NET Framework 3.5 (comes with installation program)

Operating system

- Windows® XP SP 2 or later
- Windows® Vista

RAM

At least 1 GB RAM (for Windows Vista at least 2 GB RAM is recommended)

Hard drive space

- 100 MB or more hard drive space

Monitor

Super VGA (1,024x768) or better resolution

Other hardware

Microsoft® mouse or a compatible device

Additional requirements

Microsoft® Internet Explorer 6.0 SP1 or later

Rodi Player Technical Data

General requirements

- 2,2 GHz Pentium IV-compatible processor or better (dual core is recommended)
- FullHD capable graphics card and hardware MPEG decoder

Operating system

- Windows® XP SP 2 or later
- Windows® Vista

RAM

At least 1 GB RAM (for Windows Vista at least 2 GB RAM is recommended)

Hard drive space

- 100 MB or more hard drive space
- Enough space for buffering the advertisement content. Depends on the content to view

Monitor

HD resolution (FullHD is recommended)

Other hardware

HDMI or DVI connector

Rodi Video Streaming

Rodi Player installed to view live-TV, must be connected via Ethernet 100 or Ethernet 1000.



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