



bitcontrol® LISA

Live Infotainment System & Advertisement

The bitcontrol® Live Infotainment System & Advertisement – bitcontrol® LISA is the ideal solution for operating companies and services providers of multimedia information.

The bitcontrol® software can be used selectively on one single system or on a lot of computers in LAN or internet.

Playback devices are able to supply busses, trains or local institutions like multiple shops, airports, railway stations and so on.

bitcontrol® LISA combines the quality and the claims of TV with the possibilities of computer design.

The installation and the handling of the software are easy.

It has a high flexibility and can be customised ideal to user requirements, e. g. a single multi content multimedia player on one automotive LCD monitor or the world wide allocation in shopping malls on monitor walls in HDTV quality.

bitcontrol® CMS Content Management System

Server application for the central administration of multimedia contents, playlist creation and content distribution to different target systems

bitcontrol® DFI Server for Dynamic Passenger Information

Server application for the display of real-time information

bitcontrol® CDS Content Distribution Server

Server application for the distribution of content files, scripts and commands to different target systems

bitcontrol® LTE / UMTS / GPRS Server.

Server application for the online distribution of contents and messages

bitcontrol®

Live Infotainment System & Advertisement

The modular system for passenger information and infotainment in vehicles and info terminals.

bitcontrol® WSM Service and Maintenance Management

Server application / bcCMS module for service and maintenance tasks, statistical analysis and the administration of infotainment hardware.

bitcontrol® M²P Multicontent Multimedia Player

Player software with board computer interface for different target systems

bitcontrol® PLD Playlist Designer

Software for the creation of playlist layouts

Usage

bitcontrol® LISA is usable in a lot of different ways:

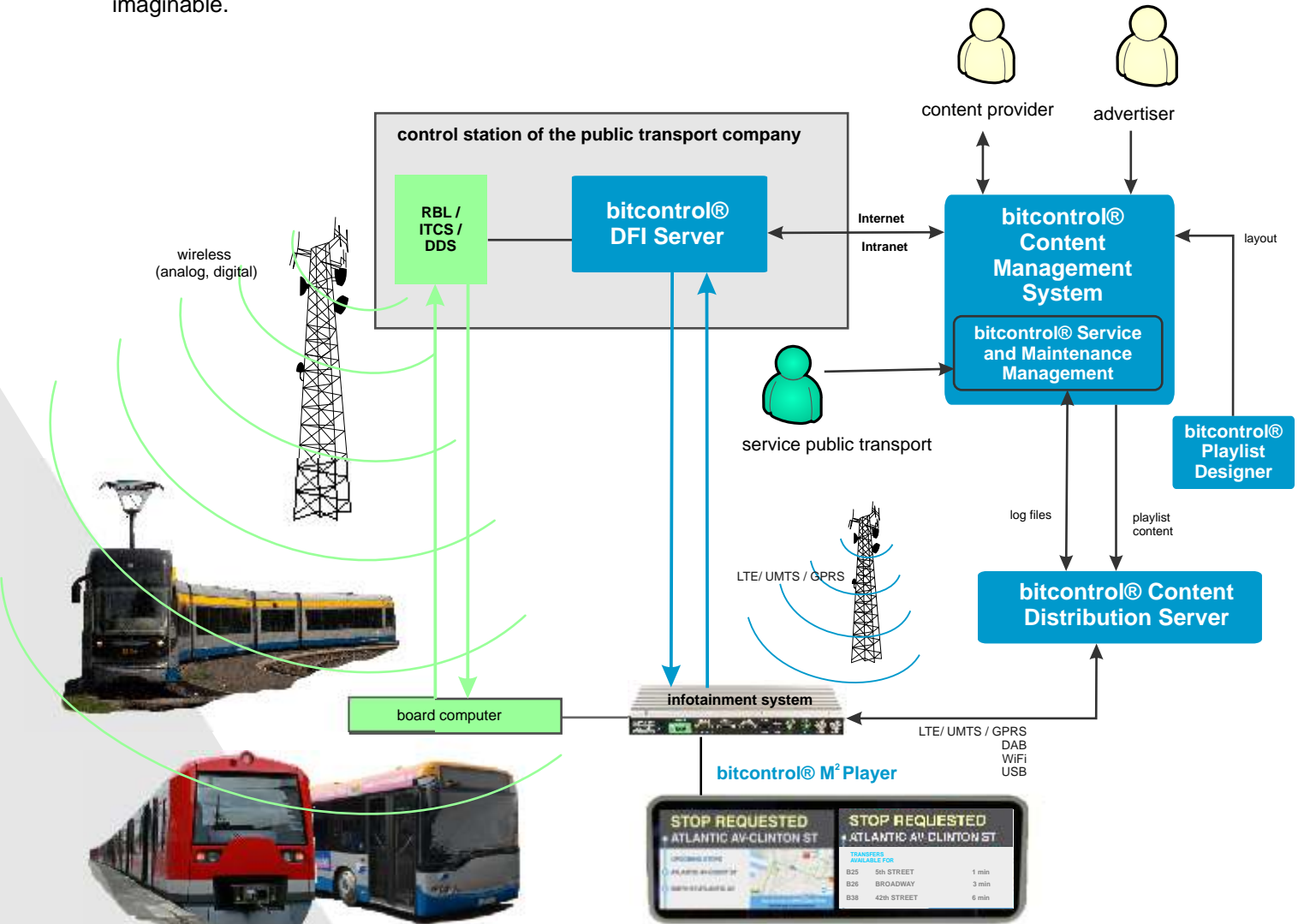
- So passengers' information can be provided in e.g. busses or trains.
- The display of advertising and infotainment on big screens at airports, railway stations or harbours is possible.
- Multiple shops can inform their customers with help of a special customer TV about new products.
- Furthermore TV news and stock exchange prices can allocated directly in banks or other scenarios are imaginable.

Interaction of the infotainment components

The following picture shows an overview of the interaction of the infotainment components .

The coordinated bitcontrol® LISA software modules (displayed in blue) are optimally integrated in the existing infrastructure of the public transport company (displayed in green).

Additionally, the software allows content providers and advertisers (displayed in yellow) a comfortable access for the provision of interesting passenger entertainment.



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