



bitcontrol® LISA

bitcontrol® Content Management System (CMS)

The bitcontrol® Content Management System (CMS) is the central administration portal for multimedia content to be played on target systems like infotainment systems in busses, trams or trains.

Order and frequency of playback of individual multimedia spots is described by playlists, which can be created, modified and distributed using the CMS, alongside with the multimedia files themselves.

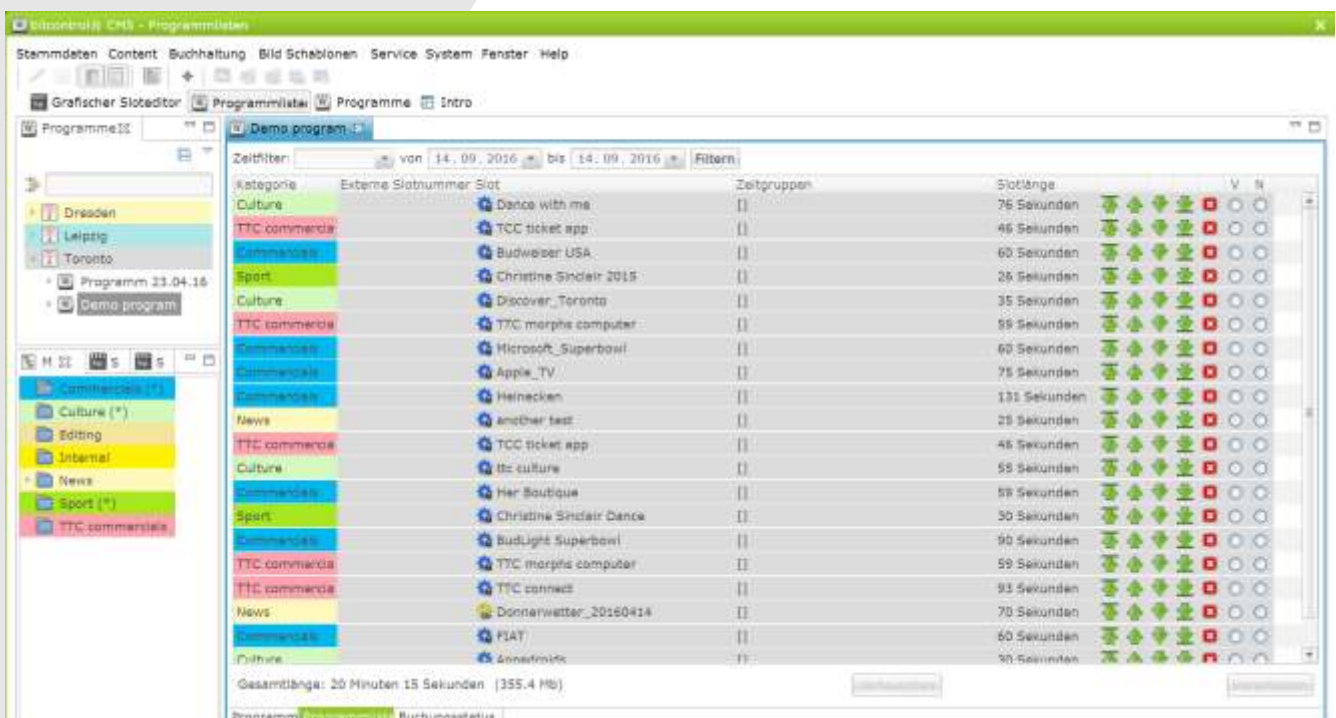
Via the web portal, advertisement customers, news providers, traffic operating companies or shop owners can independently add multimedia content of different formats, e.g. images, video, and declare when, where, how and how often a spot should be played.

bitcontrol® CMS generates playlists for the bitcontrol® Multicontent Multimedia Player (bitcontrol® M² Player).

Customized variants interfacing to third party players can be delivered as optional module.

The following content formats are supported by the bitcontrol® M² Player:

- Images (PNG, BMP, JPG, GIF)
- Video (MPEG-1, MPEG-2, MPEG-4, H.264, WMV and others)
- Animation
- Text
- HTML



Another additional bitcontrol® CMS module can handle all booking and billing tasks.

Inside the bitcontrol® CMS web portal users are assigned to one or more configured roles. During the log-in process the user must decide in which role he or she wants to work. The bitcontrol® CMS rights managements module allows assignments of rights to user roles.

The bitcontrol® CMS user interface is based on standard browser technology and delivered by default in German and English. Other languages can be configured. The user interface is browser-independent as far as possible.

bitcontrol® CMS add ons

The bitcontrol® CMS offers a number of different add on modules to enable the system to seamlessly integrate with existing environments.

There are modules for integration with the operational control system (RBL) or time and location controlled playback of commercials.

Playlists can be designed to be much more attractive and varied by using the add-on modules for Content and News generation. The passengers will enjoy it and it will be a strong sales argument for potential advertisers.

Add ons for playback controlled by time and location

- ✓ Vehicle (vehicles, routes, lines, areas, administration, independent of the amount of channels or player systems)
- ✓ Prime-time

RBL add ons

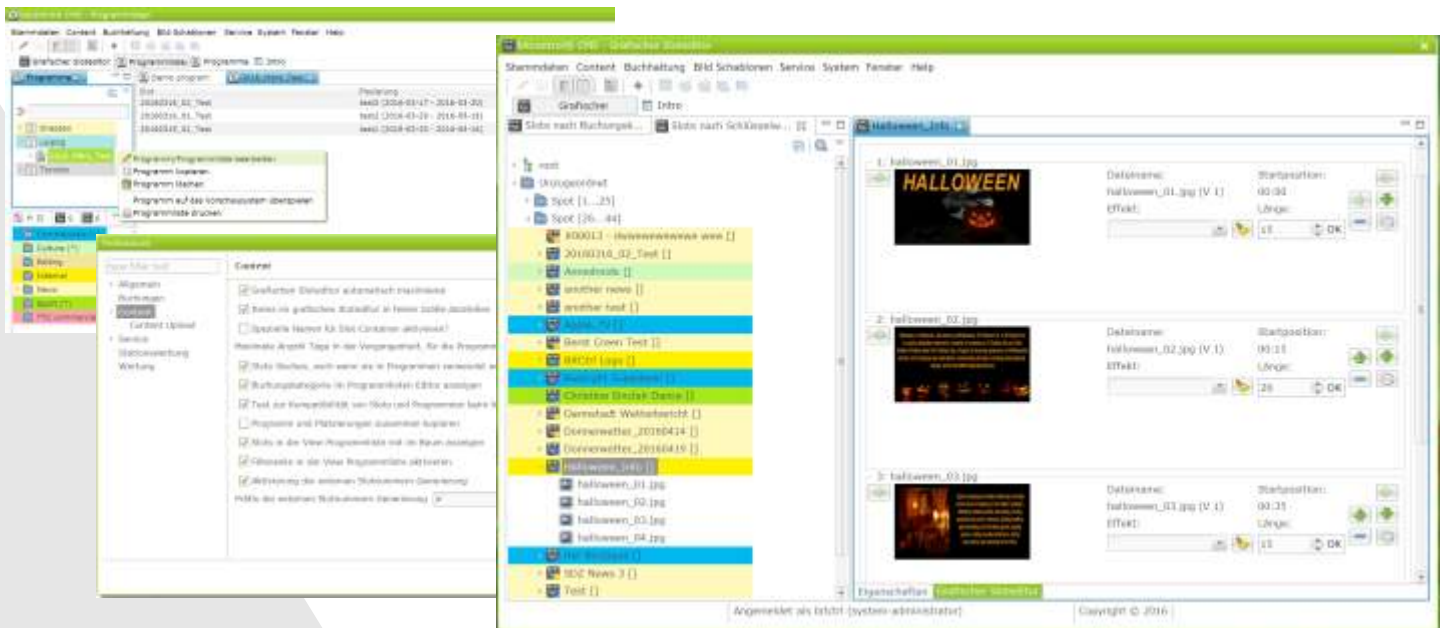
- ✓ RBL master data (administration of vehicles, lines, routes, etc.)
- ✓ RBL operating data (operating data/ real-time data, e.g. delay, error, ...)

Third party playlist add ons

- ✓ TNAG playlist
- ✓ Inova playlist

Add-ons for content and news

- ✓ RSS feed interface (import) subset
- ✓ NITF import subset
- ✓ NewsML import subset
- ✓ SportsML import subset
- ✓ Customized import subset (e.g. weather, horoscope, ...)



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