CampaignManager 6.8 Headline Features:

Ryarc CampaignManager provides an end to end media distribution and management platform which is easy to use, yet provides enterprise level tools and scalability including seamless integration with Intel AMT and AIM. A single platform to distribute, manage and control content to Digital Signage & Audio networks simultaneously or separately depending on customer requirements. CampaignManager is available in both in Enterprise Self install and SaaS Ryarc Cloud options.

Multiple Concurrent users - With CampaignManager 6.8 any number of concurrent users can work on projects simultaneously using their login and password and can work on projects as per their authorization by their Admin. Uniquely, CampaignManager can work in a cached offline mode allowing users to sync with the service whenever they go online.

Automated updates throughout the system – CampaignManager Updates can be applied automatically throughout the network.

Smart Client Enabled – CampaignManager is a smart client DS solution. Smart Client technology provides all the advantages of web accessible services and combines it with the power of the windows UI. Users will enjoy the rich functionality of windows applications with the use-from-anywhere convenience of the web - the best of both Desktop and web-based solutions. CM no longer ties administration to the box, allowing access to the network from anywhere using standard internet connection, without the problem of letting the user in 'too far'. Finer security control will allow end users access to only those screens to which they have been given access.

Live and Up-to-date Status - CM will provide live and up to date status of the user's campaigns and networks right inside the management application. Access to this information is controllable giving users unrivalled visibility into their work as it becomes available on the network.

- Live view of remote players screen contents
- Live status including
- Connection Status
- CPU, Memory and HD space
- Download Speed
- Current Action
- Integration with Intel AMT tools
- Automatic emailing to admin if/when players are offline
- Several features which provide for automatic remedial action in response to adverse events
- Full script access to machines via delivered 'commands'

Playlists - CampaignManager has a unique Playlists feature which allows users to create 'pools' of related files which are then used for in order randomized playback based on cyclic patterns. 'Pool Patterns' can be created to emulate structured playlists like those used in commercial radio and TV broadcasting.

Conditional Play – Conditional Playback feature provides powerful functionally to allow the same Campaign to behave differently based on the local Media Player on which it is playing out or even on what's going on around that Screen in real time. Conditional play is also integrated with Intel AIM allowing content playback based on conditions like – How many people are looking at the screen, their age group, gender etc.

Media Libraries – are secured collections of media stored centrally. They will automatically upload and download as your software synchronizes against the server. It will also allow users to tag and manage media with full permissions, greatly increasing media management workflow, security and productivity.

Auto-Categorization of Media - CampaignManager can automatically extract Meta tags that are commonly used with Media files. So, for example, if the media file has a year, genre, artist, or any other type of information attached, new categories will be automatically created by the system.

Intel AMT Integrated - CampaignManager is integrated with Intel AMT tools and provides powerful tools that help customer manage remote assets, reduce downtime and reduce costs by avoiding site visits.

Video Analytics Integrated – CampaignManager integrated with Video Cameras provides powerful tools that help allowing content playback based on conditions like – How many people are looking at the screen, their age group, gender etc. Requires additional license fee.

Unlimited Screen Zones - The Screen Designer allows a user to create and manage unlimited screen zones on a screen. Each zone can contain its own individual playlist. Zones can be either visual or non-visual. Visual zones contain media items which have a visual element such as a Flash, Images, Web or Video. Non visual zones can play audio files or contain support files sometimes needed by other media files. Also new additional Capture Zone via USB input device and Social Zone for Facebook, Instagram and Twitter.

All Standard Media Formats - CampaignManager supports all standard media formats Video, Flash, Still Images including live Website or cached webpage to a campaign.

XML & RSS Feeds - CampaignManager supports XML and RSS feeds which are almost universally used wherever content feeds are required. Using the built-in scrolling ticker or a customized Flash template, the system can easily ingest data feeds from any number of sources. It also has the intelligence to fall back on cached content should the data become offline.

Programmable delivery of sound - CampaignManager allows users to power a completely independent music channel with sophisticated programming capabilities. An important advantage of CampaignManager™ is that the same backend platform can deliver sophisticated audio solutions. It can run **both applications on the same hardware simultaneously** reducing capital and ongoing costs of ownership.

Dynamic Data Driven Boards - Ryarc's CampaignManager™ software is capable of driving time based dynamic content by means of XML driven content templates. For e.g. Flight Information at Airports, Menu and price changes throughout the day for Quick Service Restaurants at different locations etc. The process is easily achieved with our system and simply requires the template content/look of the menu to be prepared.

Drive Multiple Screens with single PC - CampaignManager allows a single PC to drive multiple displays. However, a machine-per-display may be preferable as it would reduce the impact of a HW failure.

Powerful Scheduling - CampaignManager has a powerful scheduling feature which allows the user to schedule the content as required. User can create a campaign specific schedule or a public schedule which can be shared by all the users subject to their permission level set by the domain admin. Schedules can be as simple as a start and end date, or as complex as creating recurrent pattern with day-parts, exclusions, additions and impression counts.

Transport agnosticism - In a WAN scenario, there can be many types of transport (wireless, sat, slow connections, etc.) which may adversely impact the ability of the system to be responsive and manageable. Ryarc works over any TCP/IP connection and is tolerant of slow and unreliable connections.

Remote manageability - Systems running over a geographically wide area can be difficult and expensive to manage. It is essential the system you choose provides enterprise class tools and functionality to facilitate remote manageability of the machines, rendering physical visits to the machine rare and providing the ability to perform automated maintenance and scripting from a central location. In addition to the build in tools CM provides, Ryarc also supports Intel vPro™ chips providing unparalleled manageability.

Reliability - The system needs to be highly tolerant of connection instability and much prudently manage data transfer to eliminate or reduce data transfer redundancy

Firewall awareness - WANS typically have multiple firewalls and varying network conditions. The system needs to operate fully and without interruption over firewalls etc.

Bandwidth efficiency - The system should be smart enough to efficiently manage bandwidth, both in the timed distribution of content, the use of proxy nodes in each location and recovery from lost connections.

Grouping and categorization - Screens can be grouped and categorized and content can be narrowcast and targeted to individual screens or as per grouping and categorization**.**

Multi-Instance Support - If two or more computer screens are connected to different video outputs on one PC, then a separate content can run on each of the screens.

Stretch Content across Screen - Players can also be configured to stretch across multiple screens.

Tickers – CampaignManager allows user to publish unlimited tickers to the screen. Tickers can be used to display static or dynamic text content in any language. User can change color, fonts, size, and scrolling direction of the ticker and add a clock or an Image in the preset Ticker area. Tickers can be placed anywhere on the screen by the user and can be either specific to a campaign or run across multiple campaigns.

Multiple Campaigns to the same Screen - CampaignManager allows user to publish multiple campaigns to the same screen each having different screen design or content and allowing priority control.

Trigger – Campaign trigger is a feature we use if we want to interrupt the running campaigns on the screens in order to display the triggered campaign and to display this content instantly. This feature can be also used in order to sync the displaying of media on the screens. To configure a trigger campaign, we enter in the campaign and in general properties section we tick the option Use trigger.

Remote Commands - CampaignManager allows user to issue remote commands like - custom serial commands, restart player, get devise metrics etc.

Security & Alerts to Administrator - Players can send an email automatically to the administrator on case of any problem. CampaignManager provides multi-tier security as well as entity level security. Based on the role permission, a user can have access to one or more projects and will only have access to entities within that project, as defined by his role. In addition, permissions can be granted on individual entities such as campaign, tickers etc., as well as such entities as campaign zones. This heightened level of security enables the system to offer enterprise level access to different entities. All these permissions within a project are managed by the domain administrator.

Password Protection on Player Exit - Password protection can be set and prompted for when a user attempts to close the player.

Machine Authentication Technology Enhancement (MATE) - Machine Authentication Technology Enhancement (MATE) is a new security feature introduced in CampaignManager 6.0. This prevents against unauthorized and malicious connections from machines. If a machine is detected to have participated in unauthorized and malicious activities, then domain admin can deny all users from that machine from connecting to the service. The domain admin can then permit or deny access.

Managed Access - CampaignManager allows administrators to open their networks in a much more managed, controlled and secure manner. Users with more limited rights are automatically firewalled from the rest of the network. It is now easy to allow users restricted rights, whether to a particular channel, campaign or even zone in a player.

Tasks - Workflow and issue management - CM 6.0 will ship with a fully featured issue management system allowing users to collaborate as never before. Tasks can be created, assigned, approved and closed thereby enabling greater productivity and cooperation in networks requiring several knowledge workers to manage the network.

Permissions - You can use permissions to deny or provide access to anything in the system. For example, certain users may only be able to see certain Channels or may be able to edit just a particular zone inside a Campaign. This is very useful for users with a wide contributor base.

Node Server Feature - Helps save bandwidth cost and requirement. Node server allows one player in a group to act as the master player which downloads all the heavy content files on behalf of other players which pick up their content locally over LAN.

Multi tenancy application – CampaignManager allows service providers to offer Digital Signage as a service to multiple customers using single Server. Customers are separated from each other by creating Domains. Each Domain comes with its own separate Media Libraries, Projects, Users/Passwords and more.

About Ryarc

Ryarc is a software development company focusing on Conditional Play Digital Signage Software, distributed audio and playback technology. With Video, Audio and IoT sensors creating dynamically driven content and compliance type notifications. Ryarc's core product is CampaignManager, an end-to-end Digital Signage management platform including an automated AD Marketplace which is used worldwide to operate and manage digital signage networks, enterprise level and smaller.

Ryarc is registered in the EU and Australia and is an established supplier of Digital Signage software. The company's development center is based in Sydney. Ryarc has presence in Australia, Singapore, Europe, China, USA and customers around the world.

For more information, please contact us at info@ryarc.com