

Press Release

Stinova presents innovative Digital Signage technologies at Integrated Systems Europe in Amsterdam

Following Stinova's globally successful DMS-4 comes a new milestone; the 5th generation CMS, Digital Media Server 5 (DMS-5) offering an intuitive user interface, high scalability, and extended support for a variety of Digital Signage play-out devices such as:

- Stinova's DMP Player Software for PC-based hardware running Windows or embedded Linux
- Support for auto-stereoscopic 3D displays running without glasses together with 3DI
- Spinetix's SVG based Hyper Media Players
- IAdea's SMIL based Open Standard Media Players
- HTML controlled Set-Top-Boxes
- Fully air conditioned enclosure for outdoor usage together with SCREEN.NT
- Mass storage controlled Player such as CF Player, digital frames, digital name tags and many others...

The new *keyword based* scheduling system allows diversified content play-out using meta-data based player profiles and does not require the creation of playlists or group. This is an important feature for digital signage network operators who are selling advertising. With support for a wide selection of play-out devices, DMS-5 is perfectly positioned to meet the majority of Digital Signage requirements and can accommodate most budgets from stand-alone systems to large national advertising networks.

Besides developing advanced CMS solutions, Stinova is extending its offerings to include an automated content production service for generating template based video material up to full HD quality. The media assets such as images, text or videos can be provided via RSS, XML or any other pre-defined format. Alternatively single clips could be produced using a simple WBE editor. Because video is a commonly supported format, the content can be distributed to almost any kind of Digital Signage network using different kinds of play-out devices.

"With our advanced digital signage technologies, our extended service offerings and our broad partner network we offer system integrators and AV resellers the maximum flexibility to fulfill a diverse range of customer requirements in the digital signage market space. On top of this we can now target brand owners, media agencies and content aggregators and offer them a better reach in the OOH advertisement space", says Franz Hintermayr, CEO of Stinova Ltd. He continues: „To work on a global scale another important factor is the internationalization of the software. This is reflected in the broad language support of our user interface with languages such as: English, German, Spanish, Italian, French, Danish, Swedish, Norwegian, Greek, Polish, Czech, Russian, Arabic and even Traditional or Simplified Chinese.“

About Stinova

Stinova Ltd. is a leading German software manufacturer of Digital Signage software solutions. Stinova offers the most intuitive CMS software technologies that power the worlds Digital Signage networks. These core technologies address all aspects of Digital Signage delivery from stand alone systems to dynamic Digital Signage Networks. Find more information about Stinova products at <http://www.stinova.com>.