

T-Video with Digital Media Displays

PC Based Digital Video Management With Digital Media Displays



The T-Video Digital Video Recorder with Digital Media Displays System has all the full functionality of a sophisticated Video Surveillance System, but also the ability to be configured as a media driver for Digital Signage within a store. This combo system encompasses the security needs of store owners and also provides additional marketing and revenue streams.

“How can we entertain, inform and advertise to you while you wait?”

The answer is a digital signage network inside a business. Digital Media Displays offers a business the opportunity to reach people while they are idle. Busy consumers take a pause from their hectic schedules to fuel their cars or paying for their items. People walk by signs and stop to see what they say. During all the time they standing there, is an opportunity to present a message or display advertising.

Why a Combo System?

Security has always been a need of most business owners. With a minimal cost above the cost of the T-Video Digital Video Recorder, the benefits of a digital signage system can be added. The business owner now has the security system they want, but also a way to present information and also a way to create more revenue through advertising.

What are the financial benefits?

Advertising revenues can be made from selling advertising space on the Digital Signage displays. Through agents, no work need to be done by the business owner but shared revenues will be paid to the business owner without them having to do any work.

How is Digital Signage Advertising Better?

Advertising is often evaluated by a method of measuring “cost per thousand” viewers reached. Using Digital Signage advertising, ad budgets goes further! See cost per thousand comparisons below:

TV...\$15 Radio...\$11 Newspaper...\$9
Digital Signage Advertising...\$3

How is the Advertising Made?

Advertising production can be made by the store owner or it can be managed by an agent, which takes care of finding advertiser, producing the ads and scheduling the ads. The loop of the advertising is 12 minutes consisting of local news, weather, sports and all advertising. Commercials will air 80 times per day.

Applications

Convenience Stores

Convenience Store are often targets of robberies or theft but they are also a great source for advertisers because of the amount of traffic that goes through each store. Customers often have to wait in line to buy items. This is a great time to present ads to them.



Gas Stations

Like Convenience Store, there is a need for security but gas station also have a larger amount of people that gas up. The Window Display can be used to present ads to these customers to get them in the store to buy product.

Food Store / Super Markets

In store promotions can be display anywhere in the store. Cameras can also be used as a market research tool.

Retail Environment

Any retail environment can benefit with a combo security system and Digital Signage system. The store can feel more safe as well as have a way to promote revenue.

DVR Features

- Multiplex function: display, monitor, playback and File backup simultaneously
- Adjustable recording speed and compression ratio. Critical information can be stored at higher frame rates for certain cameras and assign the other cameras at lower frame rate to extend recording length
- More than 1 year recording capable
- Active recording modes: motion detection, sensor or alarm
- Create specialized recording based on movement of an object that meets specified size, speed and direction criteria
- Manual and programmed recording schedule
- Advanced file backup system with Graphic Calendar searching function. Review events from multi-camera playback
- Playback and image retrieval: display, RW, FF, freeze, print or copy
- Simplify searches by using specific captured text stream from point of sales (POS) systems and reviewing video with time synchronized text
- Use Smart Search to save time looking for motion-based events
- Remote monitoring/recording/playback and back up function. Remotely view live video from the internet through a web browser
- Support TCP/IP PSTN or ISDN
- PTZ control through user interface. Additional controllers not needed.
- Password protection to allow different access to DVR functions
- Export video, audio and text to CD-RW
- Desktop or Rackmount versions
- Easy to integrate into network

Digital Signage Features

- Promotes internal sales
- Can display critical store information
- Advertising can be a source of revenue
- Separate secondary Digital Signage screen output from DVR. Advertising images will not be effected when DVR functions are used.
- Multiple outputs to limitless secondary screens for Digital Signage. Multiple screen can be placed
- Displays can be Projectors to 60" screens, LCD's, Plasma TV's or traditional CRT TV's
- Capable of displaying Media files such as Windows Media, Quicktime, JPG, GIF, or Flash
- Advertising can be done by the store owner or through an agent
- Advertising production and scheduling performed remotely
- Co-op revenue shared with store owner if through an agent
- Convenience of not having to physically change ads
- Ads can be change at anytime
- Most relative cost effective form of advertising



Specifications are subject to change without notice