

# MEDIAEDGE DCM

## DISPLAY CONTENT MANAGER

Manage and Publish MEDIAEDGE DS Assets, Layouts, Playlists, and Schedules.



The MEDIAEDGE® Display Content Manager (DCM) is a software application to manage the digital signage features of a MEDIAEDGE system.

The DCM application is the perfect companion to your MEDIAEDGE system. It can be installed on any personal computer on the network (running Windows XP or Windows Vista), and allows you to create and publish digital signage content to your MEDIAEDGE servers and players.

Digital signage content can include standard-definition (SD) or high-definition (HD) video, text, RSS data feeds, HTML, still images, and audio files. These elements can be arranged in various screen zones and published worldwide. Signage content can be scheduled to run on any display at any time.

**Content tools** allow signage assets to be grouped by project and previewed within the DCM. Individual assets can be reused in multiple screen layouts.

**Layout tools** allow the user to create and manage the arrangement and positioning of graphics within the digital sign. Screen designs are saved independently of content, allowing common layouts to be used with a variety of content.

**Playlist tools** facilitate the scheduling of content within the layout. Multiple playlists can derive from a single layout. This helps assure consistency throughout any enterprise where content may vary by location.

**Channel management tools** allow content to be scheduled and published worldwide by location, or by any defined group of players. Groups can span locations, departments, time zones, or just about any definable category.

**Network management tools** allow administrators to group players by site, by region, by department, or by any relevant category. Grouping players allows content to be scheduled and published across players within the group. Content updates are automated by group to make best use of bandwidth.

## KEY FEATURES

- Import and manage media assets for use in digital signage
- Support for a wide variety of media file types, including BMP, JPG, PNG, GIF, MPEG-1, MPEG-2, MPEG-2 HD (HDV), MPEG-4, text, RSS, MP3, WAV, and HTML
- Build and manage digital signage screen layouts
- Create and organize playlists associated with layouts
- Organize players worldwide and group them on channels for consistent messaging throughout the enterprise
- Schedule playlists to run at specific dates and times, up to 365 days in advance
- Compatible with the SMIL standard for multimedia content display
- Schedule content updates during off-peak hours to make best use of network resources
- Run DCM from anywhere on the enterprise network
- Manage any number of MEDIAEDGE3 DS servers, channels, and players throughout the enterprise

## SPECIFICATIONS

### PC and Operating System

- Personal computer running Windows XP, Windows Vista, or Windows Server 2003
- SXGA (1280x1024) display (or better) recommended
- IP network connection required to publish and manage content on remote servers

### Content Layout

- HDMA-4000 and MEDIAEDGE set-top box players:
  - Video channels: 1
  - Still image layers: 1
  - Scrolling text layers: 1
  - Flash player layers: 1
  - HTML layers: 1
  - Audio: 1 stereo pair
- MEDIAEDGE software player:
  - Video channels: 4
  - Still image layers: 16

- Scrolling text layers: 2
- Flash player layers: 4
- HTML layers: 4
- Audio: 4 stereo pairs

### Layout Resolution and Zones

- HDMA-4000 and MEDIAEDGE set-top box players:
  - Video layer: high-definition (1920x1080)
  - Graphics layers: 960x540 (with scaling up to 1920x1080)

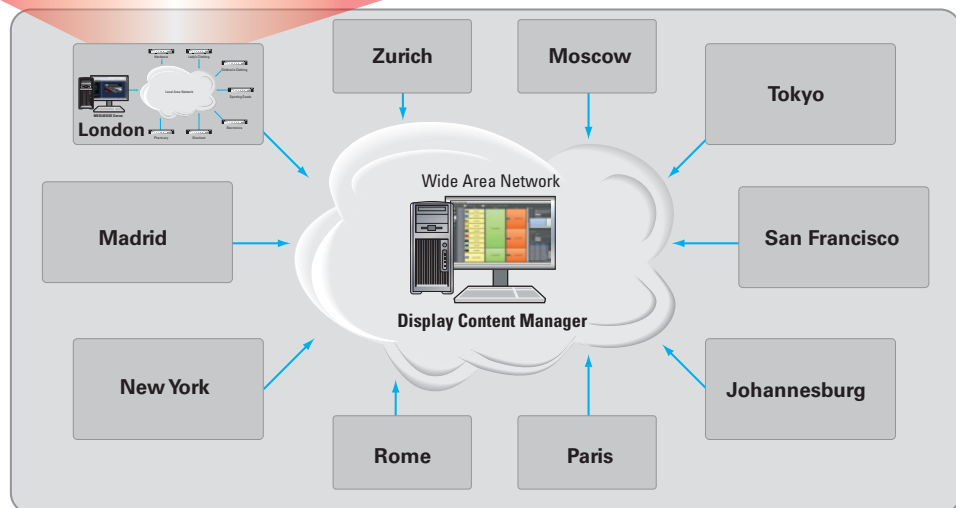
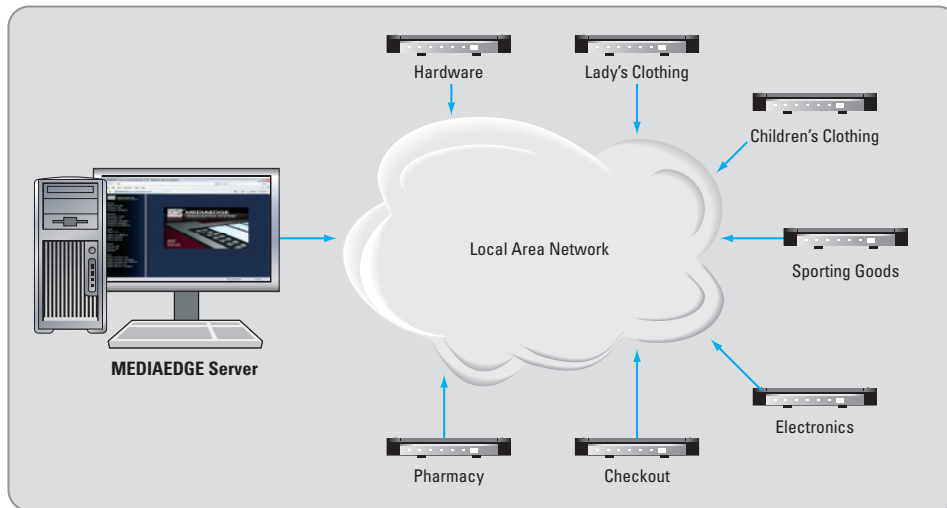
### Playlists

- Minimum length: 15 seconds
- Maximum length: 23 hours, 59 minutes, and 59 seconds
- Up to 1,000 elements per playlist

### Schedules

- Minimum length: 15 seconds
- Maximum length: 23 hours, 59 minutes, and 59 seconds
- Up to 1,000 playlists per channel per day
- Total available zones per layout: 20

## DIGITAL SIGNAGE NETWORK



## DEALERS/RESELLERS

To find your local reseller or dealer for Grass Valley professional audio video products, please visit [professional.grassvalley.com/sales/](http://professional.grassvalley.com/sales/).

## SERVICE & SUPPORT

90-day limited warranty with service provided through local resellers. Additional support available on a contractual basis.