



Karora

Broadreach adds significant value to the Cisco® Digital Media Systems solution

Karora tightly integrates with Cisco Digital Media System (DMS) to provide additional functionality, streamline content creation workflow and simplify scheduling. These enhancements extend the power of the Cisco DMS to make digital signage, messaging and streaming more engaging and localised than ever before.

Karora provides an easy-to-use interface to ensure that dynamic content generated from a variety of sources (news, weather, localised messaging) is delivered to multiple and specific screens for a display that is unique to each location.

Karora is a turn-key solution that can be deployed alongside new or existing DMS infrastructure. Administrators and content creators can immediately enhance their signage applications with no modifications to the Cisco Digital Media Manager (DMM) or Digital Media Players (DMPs).

The Karora solution enables highly dynamic messaging to be managed and deployed to individual or groups of DMPs. It also builds upon the Cisco DMS by providing the ability to authorise and validate content to be published, simplified scheduling and the ability to localise information to specific DMPs or groups of DMPs.

Karora can automatically archive dynamic messages for compliance and auditing purposes. Administrators can verify when and where messages were displayed.

Karora has modular and scalable system architecture. Its component basis significantly reduces ongoing maintenance and overall lifecycle management costs by simplifying the process for function updates and releases. Different SAN and NAS devices can be utilised to increase available storage space. Hardware redundancy for mission-critical applications can also be incorporated.





FEATURES

- **Dynamic Messaging** – localised messaging to individual or groups of players through custom xml data.
- **Asset Management** – multiple asset types are available for use, including video, images, Flash and Microsoft PowerPoint. Videos that are incompatible with DMPs are automatically transcoded to a compatible format (via transparent integration with Cisco's Media Experience Engine – Cisco MXE 3000 series).
- **Deployment Management** – deployment times and bandwidth limits can be set per player for bandwidth sensitive installations.
- **User Classes** – determine the level of access to the system, workflows, players and assets.
- **Workflow Approval** – assets and schedules can be marked for approval before they appear on display. This allows users to add assets and create playlists but another user with publishing rights can sanction the content before it is pushed to screens.
- **Asset Access Rights** – Individual assets can be published with private or public access rights extending to individual users or groups of users.
- **Player Access Rights** – Individual players can be authorised for access by individual users or groups of users.

KEY BENEFITS

- Removes complexity and easy to use.
- A very powerful means of providing localised content, such as news, weather and localised messaging.
- Allows role based authorisation and approval based workflows – User / Publisher / Administrator.
- Inspects DMPs and ensures that content has been successfully distributed before including it in a playlist.
- Intelligent asset deployment – player deployment windows and bandwidth limits.
- Enhanced asset management.
- Automated transcoding of incompatible assets (with Cisco MXE).
- Microsoft PowerPoint file support.

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