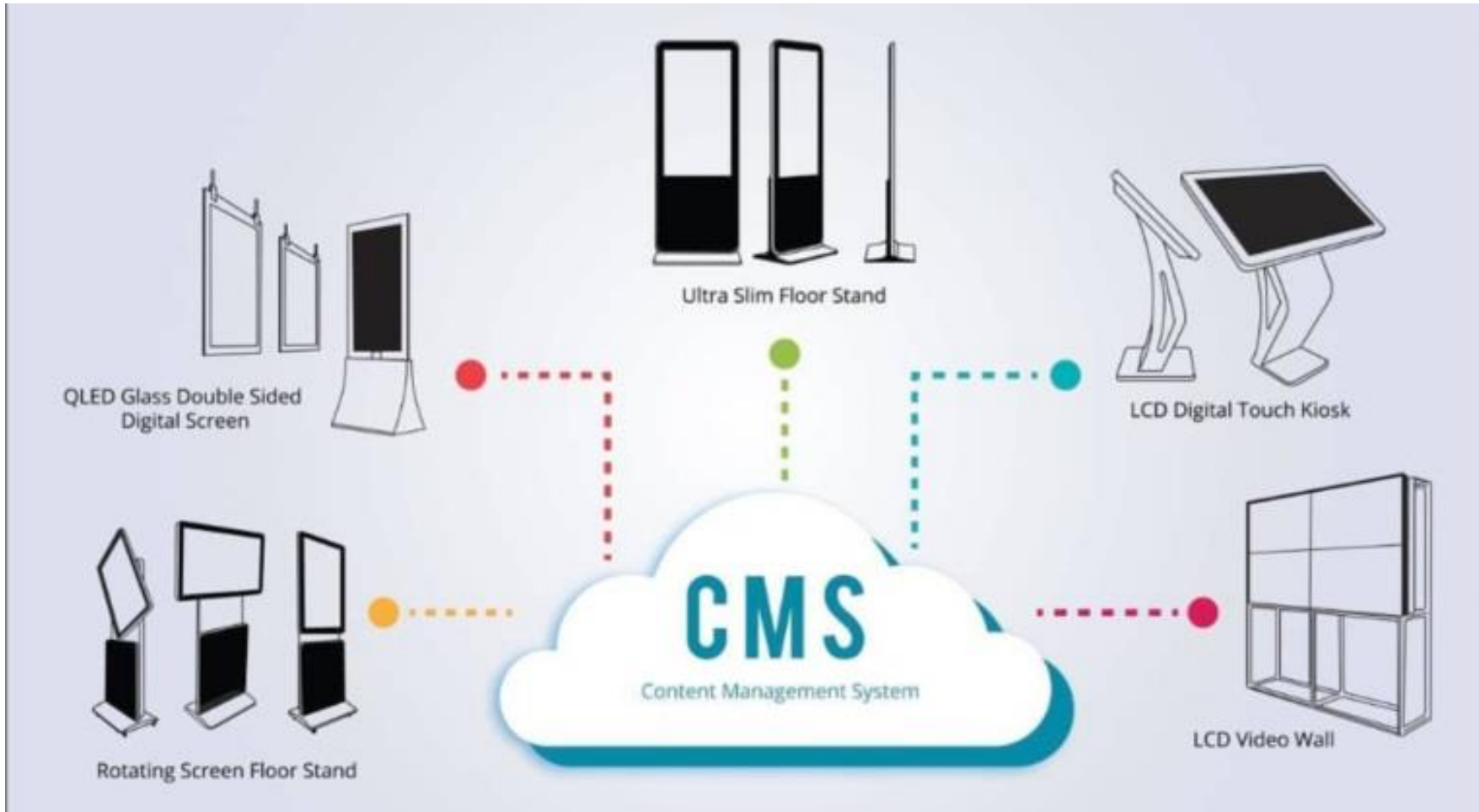




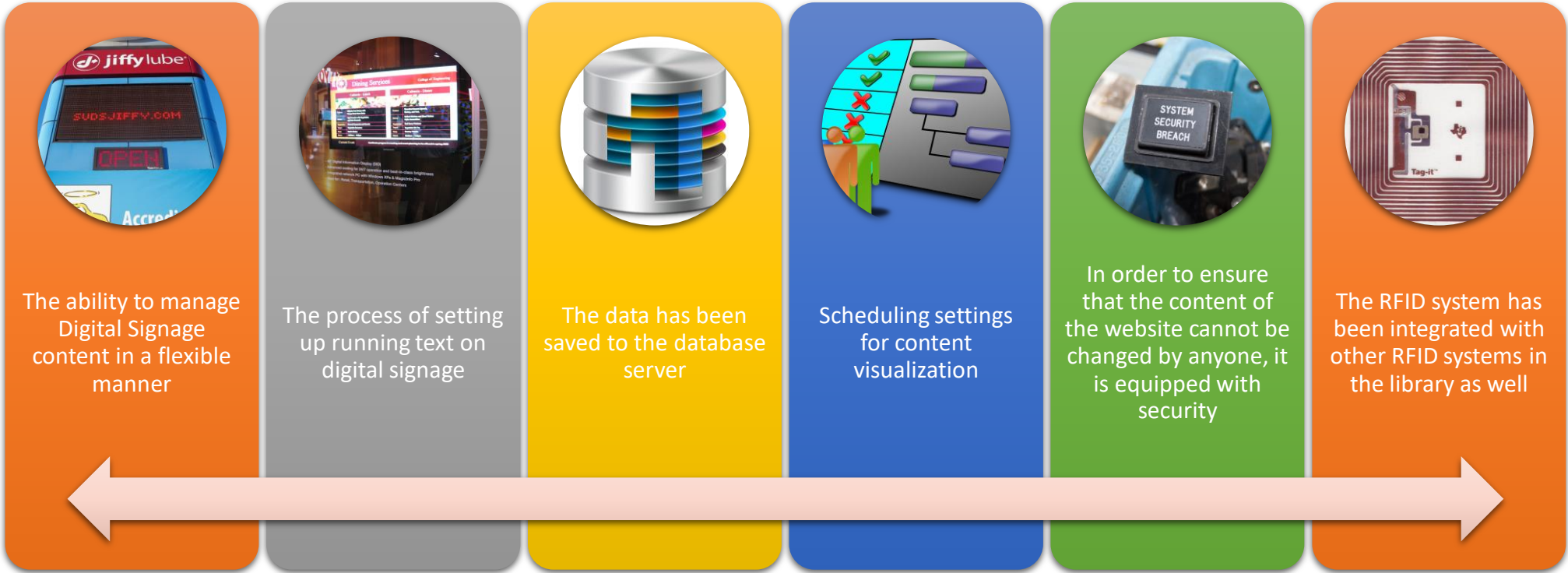
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Digital Signage Content Management System

Digital Signage CMS



Technical Specification



Features

Playlist-driven digital signage software

- Developing a playlist for digital signage content is a lot like putting together a music playlist on your iPod or smartphone. You create a list of content to be displayed and select whether it should loop continuously, follow a certain sequence or play in random order. It's a simple application that is in most digital signage software.

Scripted programming and rule-based software

- With this software, there are no playlists. Instead, you assign any number of rules to each content, determining where, when, and for how long it will play. The schedule is assigned to the media itself – e.g. play video X on the first Monday of every month – instead of creating a schedule and then adding multiple media to it. This software also supports meta-tag programming. Tags are assigned to content and the content will only play on the players that have been assigned a matching tag. Rule-based software makes it easy to handle larger networks with media players in different locations.

Hybrid digital signage software

- It's the best of both worlds. This software supports both types of content programming. The software lets you use playlists, assign rules to content, and even tag content and players.



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INTERNATIONAL PTE LTD – SINGAPORE

1 Coleman Street #10-06,
The Adelphi, Singapore 179803

+65 9654 9624

www.berkhans.com