Cyber DAN
Digital Advertising Network

Cyber DAN is an extremely cost-effective, user-friendly solution for the display of any media. By requiring little in the way of resources and maintenance, Cyber DAN can dramatically increase control and reduce your costs for media distribution.

Features and Benefits

- Cyber DAN securely controls players from an easy to use web interface.

- Customize the number of viewports and crawls on each screen. Adjust their placement and size to personalize each display.

- Display automatically updating time, date, weather, etc. for customer reference while attracting more viewers of advertisements.

- Intelligent Media Scheduling allows clips to be scheduled to play at a certain date, time of day, or particular day of the week and also play for a specified amount of times.

- Add crawls with custom background and text colors to announce special information or display RSS feeds.

- Crawls can include pictures to add attention-drawing content.

- Supports all of the most common file formats and Cyber DAN supports both interactive and non-interactive flash.

- Live web streams with both audio and video can be played onscreen.

Highlights

- No special skills are required, Cyber DAN is easy to use.

- Cyber DAN has cellular support to deploy content anywhere.

- Cyber DAN can function as a kiosk with touchscreen option for interaction with users.

- All media is stored online for easy management of playlists from anywhere.

- Cyber DAN has 24/7 reliability.

- 16x9 horizontal, 9x16 vertical, and traditional 4x3 layouts supported as well as custom layouts.

Applications

- Retail
- Financial Sevices
- Real Estate
- Casinos
- Healthcare
- Restaurants
- Hospitality/ Corporate
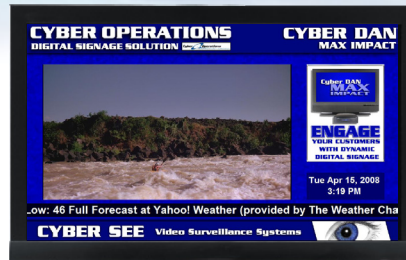
Intelligent Media Scheduling

Schedule a movie to play at a future time
Restrict display playing hours for particular clips
Play a movie on weekends only
Play advertisers' ads during business hours, and play company ads after hours
Play ads randomly using shuffle mode

In-depth Reporting

Number of times each ad has played
Current play list on the Cyber DAN unit
Report on a player, theme, file, folder, or playlist
Customize reports for direct use for billing to customers
Last call-in time, Next call-in time
Selectable date range
Configuration data
ID Number, Description, and Location

Screen Crawl

Control text color and size
Control background color; can be transparent, opaque
Control scroll speed
Include self-updating date and time in text
Optionally feed text from a website
Display pictures

Technical Features

Formats: .mpg, .mp3, .mp3 (some .mp4), .avi, .asf, .qt, .mov, .fli, .flc, .wav, .wma, .wmv, .ra, .rm, .m2v, and still .jpeg, and many more
Stream live web feeds with auido and video to a specific viewport
Can display web pages for interactive kiosk applications or to display dynamic content on a screen
Dynamic direct messaging to quickly delivery information without media creation
Show specific weather information based on a Cyber DAN's location
Playlists and media can be shared among accounts allowing advertisers management of content, while keeping control of Cyber DAN in the hands of the administrator
Simple changes to media library automatically propogates to all affected Cyber DANs in the network
Optional TV input for custom applications
Operates wirelessly over the Internet or broadband connection for maximum flexibility
Names each receiver, complete with location information in the Cyber DAN interface
Player intelligently maintains media library to reduce network traffic

Contact Us Today
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