



Get a modernized digital signage solution for the Enterprise

Leveraging software-defined Enterprise AV-over-IP for maximum flexibility, interoperability and scalability for large-scale digital signage deployments.

Introduction

Traditionally in the enterprise, digital signage was purchased, deployed and managed in silos using a variety of proprietary hardware solutions or DIY tools. Over time, these solutions lacked the standard infrastructure requirements needed to scale efficiently and manage changes effectively.

Not having the ability to standardize infrastructure is a common IT burden. That's why today, many large organizations are switching to software-defined AV-over-IP to standardize their digital signage infrastructure. Allowing I&O leaders to think more strategically about the overall corporate communication goals and pick the right technology that will support the evolution of the business in the different areas.

Userful's Corporate Signage Solution

Userful's Visual Networking Platform replaces all proprietary hardware limitations with a single software-defined AV-over-IP platform and standardized hardware infrastructure to stream any video source onto any digital signage display.

Benefits of Software-defined AV-over-IP

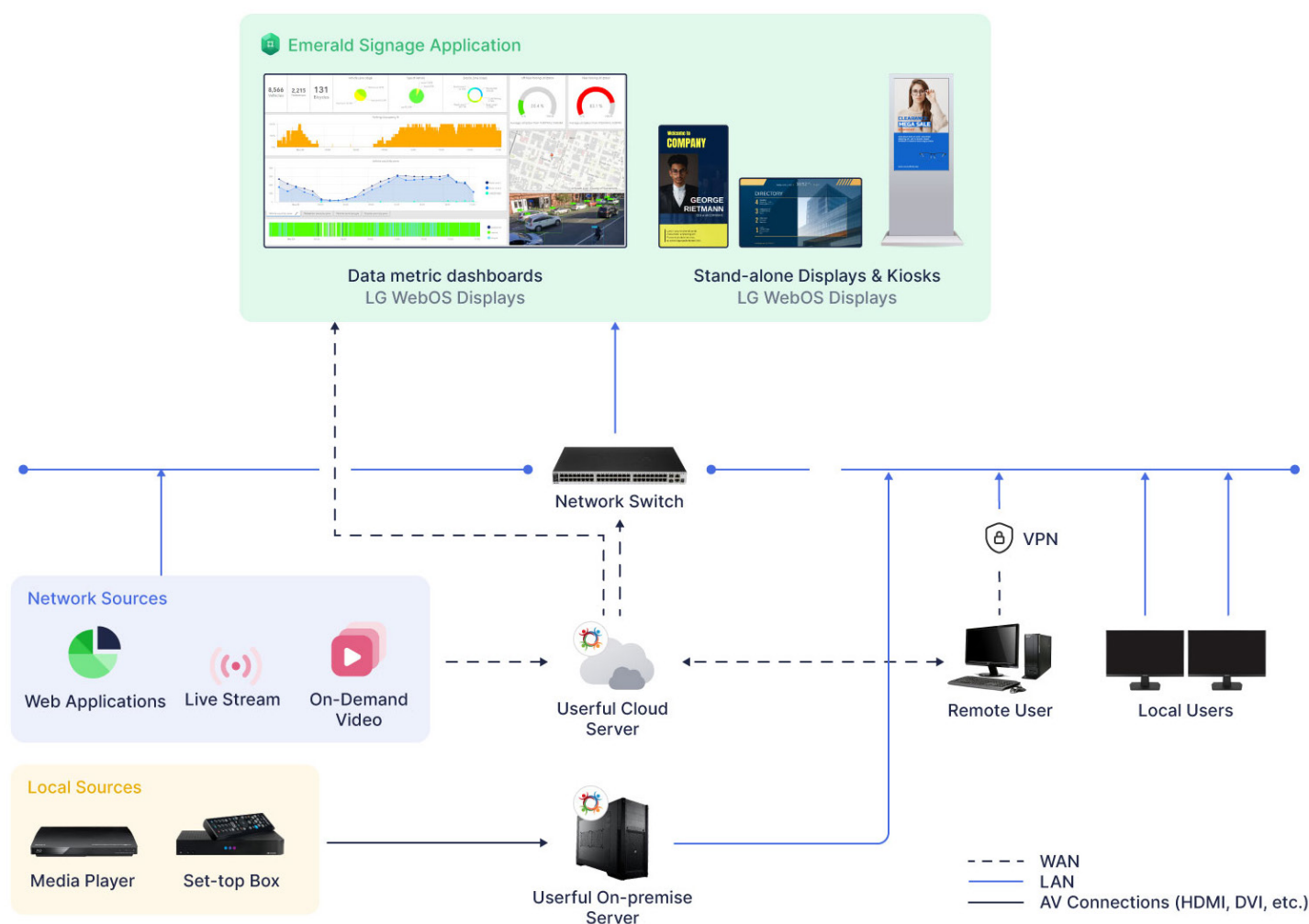
- Global distribution and scalability
- Easy to use content creation and authoring tools.
- Optimized to run on a corporate network.
- Centralized control and end-to-end management of displays and end-points.
- Supports both local and network content sources

Userful Av-over-IP Architecture Diagram

Userful's software-defined approach offers flexible deployment options to render and distribute sources via a standard network, connected to uClients running on SoCs displays from major manufacturers, or any display using a standard android-based uClient adapter.

The built-in Emerald Signage CMS application provides an ease to create a content management system with integrations to commonly used applications, all while giving the flexibility to control large amounts of single screens, touch screens or video walls in any configuration.

Architecture Diagram



Corporate Signage Applications

Userful's software-defined enterprise AV-over-IP solution modernizes digital signage deployments by providing the ability to deploy in just about every environment and use case. Giving

IT teams the global management required to scale and under centralized control. At the same time, it allows end-users to re-imagine how we share and inform employees and customers of relevant information.



Operations Dashboards



Experience Centers



Common Areas/Hallways



Lobbies & Lounge Areas



Factory & Warehouse Signage



Interactive Kiosk Signage

Key Features

- **CMS Canvas Content Creator** - Create designs from scratch or use one of 400+ templates.
- **Built-in Integrations** - Leverage existing content sources and live content sources to update in real-time.
- **Connect Any Source** - Leverage multiple content sources including secure sources, physical local sources, desktop streams, for virtually any use case.
- **REST API** - Integrate other communication tools, third-party applications and device triggers.
- **User Roles and Access Controls** - Control who can create content and give different permission levels, including viewing, proposing content and approving content changes.
- **End-to-end Management** - Connect to and manage all of your on-premise servers or cloud instances, end-points and displays from a single interface.

Emerald Signage: Native Content Management System

- **Canvas Content Creator** - Create designs from scratch or use one of 400+ templates for different messaging needs. From employee recognition, to event announcements, campus messaging, health and safety messaging, and much more.
- **Built-in Integrations** - Leverage existing content sources and live content sources to update in real-time. Organizations can showcase social media content, news, weather, any RSS feed and more to have self updating and engaging content.
- **Templating** - Template single screens into different sections. The content manager can have a main section for videos, a news feed scroller on the bottom and weather info on the right of the screen.
- **Tagging** - Displays can be tagged for targeted content distribution, ie, per location, per department, public-facing, etc. Tagging is also helpful for pushing emergency messaging to specific locations.
- **Playlists and Scheduling** - Any asset (widget or content) can be placed in a playlist that can be tuned to the second. Content can also be scheduled up to months in advance.
- **User Roles and Access Controls** - Control who can create content and what makes it to the screens. With user roles admins can give different permission levels, including viewing, proposing content and approving content changes.

uClient App & Adapter Features: Endpoint

- **4k High Resolution** - Userful's uClient Adapter can output up to 4K @ 60FPS per display and unlimited resolution on video walls.
- **Any Content** - The uClient Adapter can support any type of content available from a server in the Userful Network.
- **Supports Any Display Technology** - LCD, OLED, Direct-view LED.
- **End-point Manageability** - Userful uClients feature full manageability for the admins, including remote reboot capability, power management, locked external accessibility, remote updates, and more.
- **Pair With On-Premise or Cloud Servers** - Compatible with all of Userful's server architectures, including being run directly from the cloud, enabling any display or video wall to show any type of content.
- **High Performance** - The uClient Adapter is a robust solid-state device featuring 32GB of local storage and a cutting-edge chipset optimized to run smooth video.

Enterprise AV-over-IP Platform Features

- **Any Content Source** - Use the same screens to leverage other content sources including canned content, live content, local sources, or desktop streams.
- **Display Mapping & Management** - Userful Control Center is used to assign and manage individual displays and zones, and also create and manage content sources.
- **End-to-end Management** - Connect to and manage all of your on-premise servers or cloud instances, end-points and displays from a single interface.
- **Secure** - Userful uses a secured server, with locked-down OS and no use of apps to ensure peace of mind.
- **24/7 Support** - Increase up-time and troubleshoot issues with our 24 hour support team. Fail-over options ensure continuous up-time.
- **API** - REST API available for custom deployments and integrations, ties into other communication tools, third-party applications and device triggers.
- **Monitoring Tools** - Live dashboard on on-premise deployment for IT to supervise servers, network traffic, CPU and GPU performance to maintain peak visual network performance.
- **Single Sign On (SSO)** - Single Sign On options available to enable a more seamless user experience and comply with customer authentication protocols.

About Userful

Userful is the world's leading provider of software-defined platforms in the AV-over-IP market. Userful's Visual Networking Platform allows customers to choose from a suite of highly-integrated AV applications to support high-quality AV needs across the enterprise.

From corporate signage to control room solutions to streaming platforms and data metrics, Userful's solutions enable modernized business operations for IT leaders and the functional departments they support. Userful helps organizations advance the way they work, learn and govern with secure, scalable and centrally managed solutions for employee and customer engagement worldwide.

Userful's Visual Networking Platform replaces all proprietary hardware limitations with a single software-defined platform to stream any video source onto any digital signage display. No more independent systems or maintenance complexity.

[Explore the Userful Visual Networking Platform](#)

Consult with a Userful Specialist

Consult with one of our subject matter experts to understand how we can simplify your AV infrastructure and increase manageability for your next large-scale digital signage project.

[Schedule Consultation](#)

