

Multimedia advertising management system

System Overview

This system is suitable for office buildings, shopping malls and other public area and maintains convenient and efficient advertising management services. The platform will integrate the audio / video, pictures, text in different grouping methods. It will display on the customer terminals according what they need. This system reflects media convergence, customer focus and networking , and has great advertising business potentials.



Main features

- **Convergence**

The form of advertising is being transformed from simple single audio / video ads to video-based rich media (video + photo + text) format. A single pure advertising video is out dated and will be shifting to this unique system.

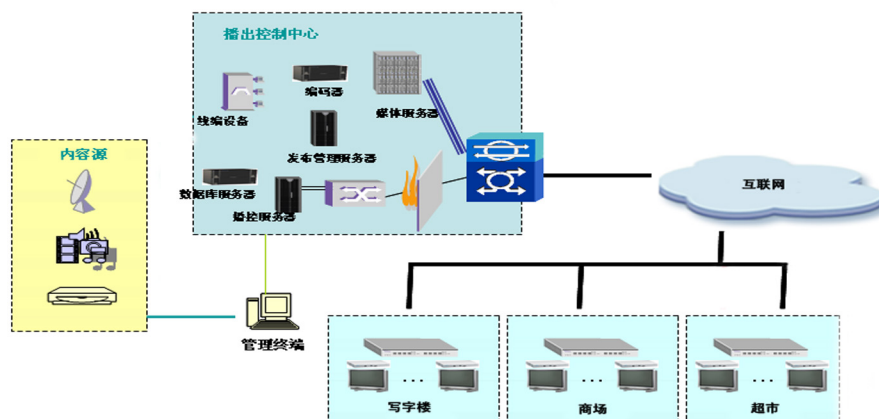
- **Customer focus**

This system will focus on customer's life expectancy and enjoyment. It will attract the advertising agency by improving the focus and achieving customized performance.

- **Networking**

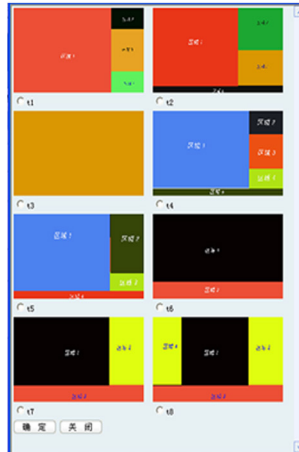
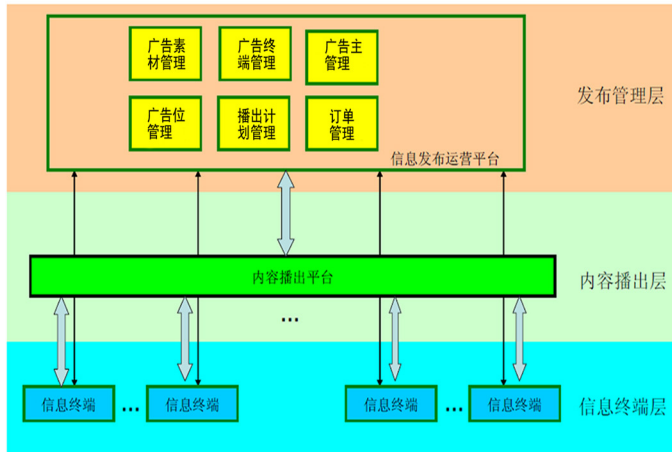
Networking will improve management efficiency and reduce operating costs. Networking makes it possible for the real-time content updates. Through area grouping, different timing, and billboards, the system will attract the advertising agency and bring a completely new business model.

The system structure



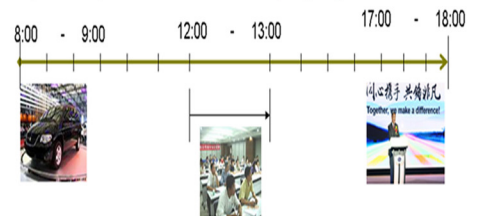
Canas Multimedia advertising management system

Powerful Play Control Management System



According to the time and area, select the template

By time period, and manage playlists



Improving statistical function

广告位统计报表

开始日期: 2009-7-31 结束日期: 2009-8-31

广告位	2009-7-31	2009-8-01	2009-8-02	2009-8-03	2009-8-04	2009-8-05	2009-8-06	2009-8-07
全屏视频广告位	1000	1000	1000	1000	1000	1000	1000	1000
全屏广告位	1000	1000	1000	1000	1000	1000	1000	1000
白底广告位	1000	1000	1000	1000	1000	1000	1000	1000
超白底广告位	1000	1000	1000	1000	1000	1000	1000	1000
白底广告位	1000	1000	1000	1000	1000	1000	1000	1000
文字广告位	1000	1000	1000	1000	1000	1000	1000	1000
图文混排广告位	1000	1000	1000	1000	1000	1000	1000	1000
全屏图片广告位	1000	1000	1000	1000	1000	1000	1000	1000
小图广告位	1000	1000	1000	1000	1000	1000	1000	1000
1seg广告位	1000	1000	1000	1000	1000	1000	1000	1000

