

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 is shifting to this unique system.

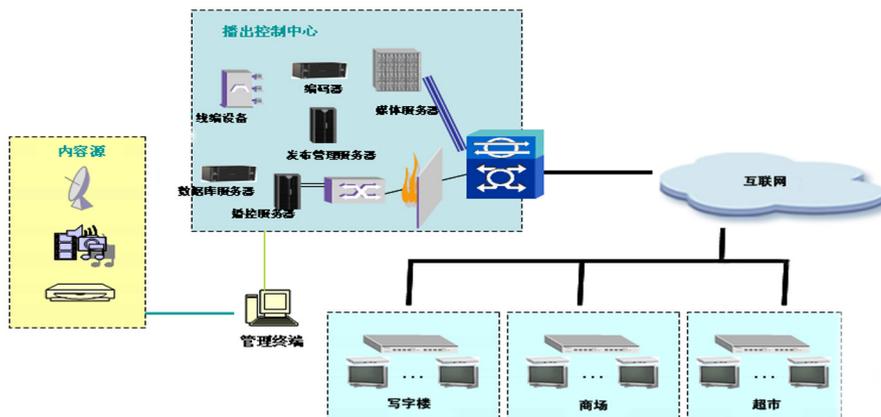
- **Customer focus**

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

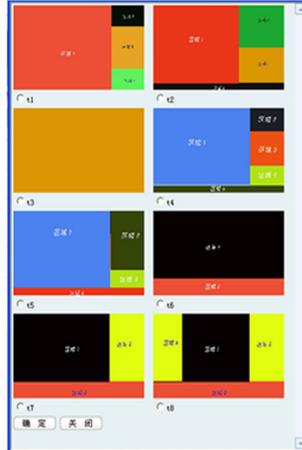
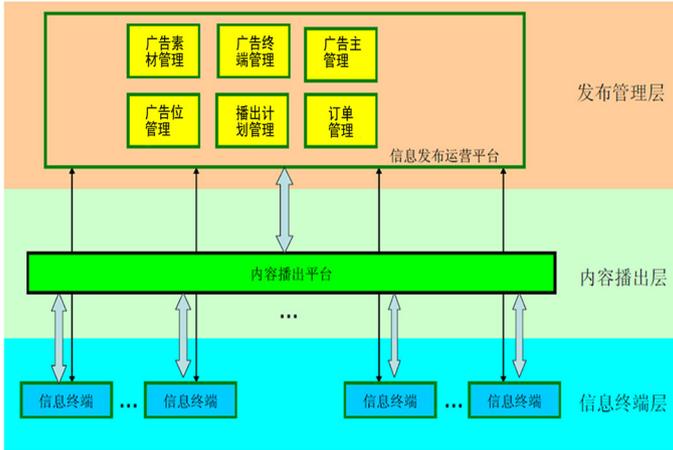
- **Networking**

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

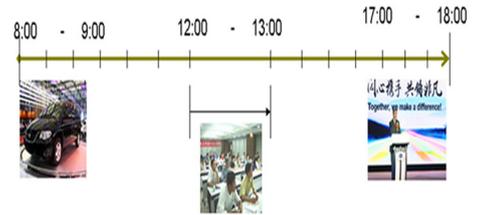


Powerful Play Control Management System



According to the time and area, select the template

By time period, and manage playlists



Improving statistical function

广告位销售情况查询

广告位	日期	2009-7-31	2009-8-31	2009-9-30	2009-10-31	2009-11-30	2009-12-31
金属铁板广告位		红	绿	绿	绿	绿	绿
金属广告位		绿	绿	绿	绿	绿	绿
白金广告位		绿	绿	绿	绿	绿	绿
超白金广告位		绿	绿	绿	绿	绿	绿
白银广告位		绿	绿	绿	绿	绿	绿
文字广告位		绿	绿	绿	绿	绿	绿
固定品牌广告位		绿	绿	绿	绿	绿	绿
品牌展示广告位		绿	绿	绿	绿	绿	绿
小屏广告位		绿	绿	绿	绿	绿	绿
1mp广告位		绿	绿	绿	绿	绿	绿

