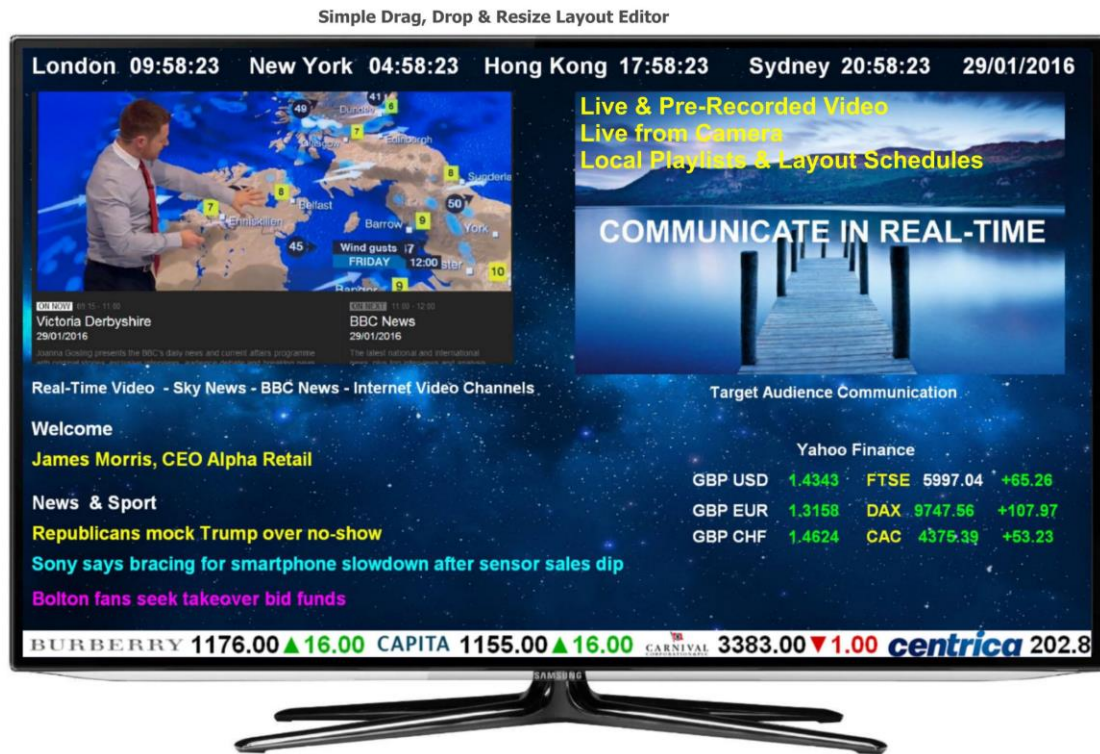


Looking into 2016

Telefax Data Systems has enjoyed a great start to 2016, adding two new financial clients for its OmniDisplay digital media software applications. OmniDisplay allows businesses and individuals to extract, aggregate, compose and publish live real-time data to multiple displays including smart TVs, video monitors, video walls and large-scale LED displays.



Is it time to communicate better?

We pass through many business reception areas every year. What is striking is how few use these areas to promote themselves and their partners or to welcome their customers. We often see a TV on the wall showing a news channel (Sky and BBC usually), but rarely do we see one that actually promotes a company's business. True, in larger businesses we see video walls and sometimes large-scale LED displays, but for smaller businesses the cost and complexity of these displays could deter many from considering the idea.

At Telefax we take a simple but very effective approach to deliver a corporate communications display to a business reception or any other area. Yes, we can display your chosen news channel streamed from the internet alongside any RSS news feeds you want, but we can display any information from your own internal systems too, via easy to use interfaces. All that is required is a standard Windows desktop, smart TV or video monitor and OmniDisplay.

OmniDisplay is of course not constrained to operating with only one display device; it can interoperate with video walls and video wall software to create virtual displays of any size and place them in any position on a video wall. Each virtual display is a channel and content delivered by that channel can itself include composite data sources in any format of the user's choice.

Maybe it is time to freshen up your corporate communications?

Making live real-time communication work for you

The world of digital signage and command and control systems are converging. Not driven by technology per se, but by content, and the desire to show live real-time information more so than just classic schedules of static promotional images.

The latest version of OmniDisplay takes an interesting IPTV approach to this challenge. OmniDisplay's Media Layout Editor is a free-form WYSIWYG media editor. Each layout is sized in pixels (height x width), creating a 1-2-1 pixel map for content.

Media objects are created using simple layout tools and dropped onto the layout. They can be moved and resized using standard drag and drop functions, akin to many website development applications.

Telefax Data Systems - OmniDisplay Network Topology



Any layout can be published to any monitor by assigning that layout to a display using the extended display function within Windows and by assigning that layout to a physical display using a Media Network Manager. In a multi-display environment the latter typically operates by matching physical encoders and decoders to stream layout content to IP addressable displays. Each individual display layout requires a video graphics card, but the same layout can be published to any number of displays using the Media Network Server.

OmniDisplay will interoperate with third party video walls and media servers where each layout is a single input stream. Live real-time data streaming composition provides for the extraction and aggregation of multiple data sources into a single IPTV stream, which becomes a single data input to a video wall.

Integrating digital signage with internal systems

The worlds of AV and IT may well collide when it comes to the best approach for integrating data from internal systems into digital signage. What remains true though is that whatever approach is taken, the user expectation is data is live and published in real-time; publishing time-based snapshots is history, users want current information in their chosen format.

Telefax takes a twin approach to data extraction and aggregation using application frames where data from any open window can be selected and placed onto the OmniDisplay Media Layout Editor with real-time synchronisation. Alternatively, we use APIs to interoperate with a customer's internal systems to ensure what is being viewed by the user is in live real-time.

In the simple example below, we have taken data from a live Excel spreadsheet and pasted a selected group of cells onto the Layout Editor; at the same we have created an Application Frame to transpose the corresponding graph onto the same layout.

On that same layout, we have used our OmniRSS data feed manager to extract and publish real-time news feeds and financial data from Yahoo Finance, adding user-defined welcome messages for our visitors. We have then two scrolling real-time tickers at the bottom of the display with all this being managed as a single IPTV stream, that can be encoded and compressed for network distribution.

Extract, Calculate, Aggregate & Publish Live Real-Time Data, Internal & External, with Conditional Formatting

OmniDisplay London 18:32:16 New York 13:32:16 Hong Kong 02:32:16 14/01/2016

£800,000,000

FTSE 5918.23 ▲42.74 CAC 4312.89 ▲78.00 DAX 9794.2 ▲186.76
GBP USD 1.4415 GBP EUR 1.329 GBP CHF 1.4526

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OmniRSS

OmniTicker

Category	Percentage
Software Licenses	33%
Software Services	21%
IT Services	12%
Managed Services	34%

Category	Value
Software Licenses	£2,367,589
Software Services	£1,478,645
IT Services	£835,000
Managed Services	£2,450,000
Total Revenues	£7,131,234