

Prodokol™

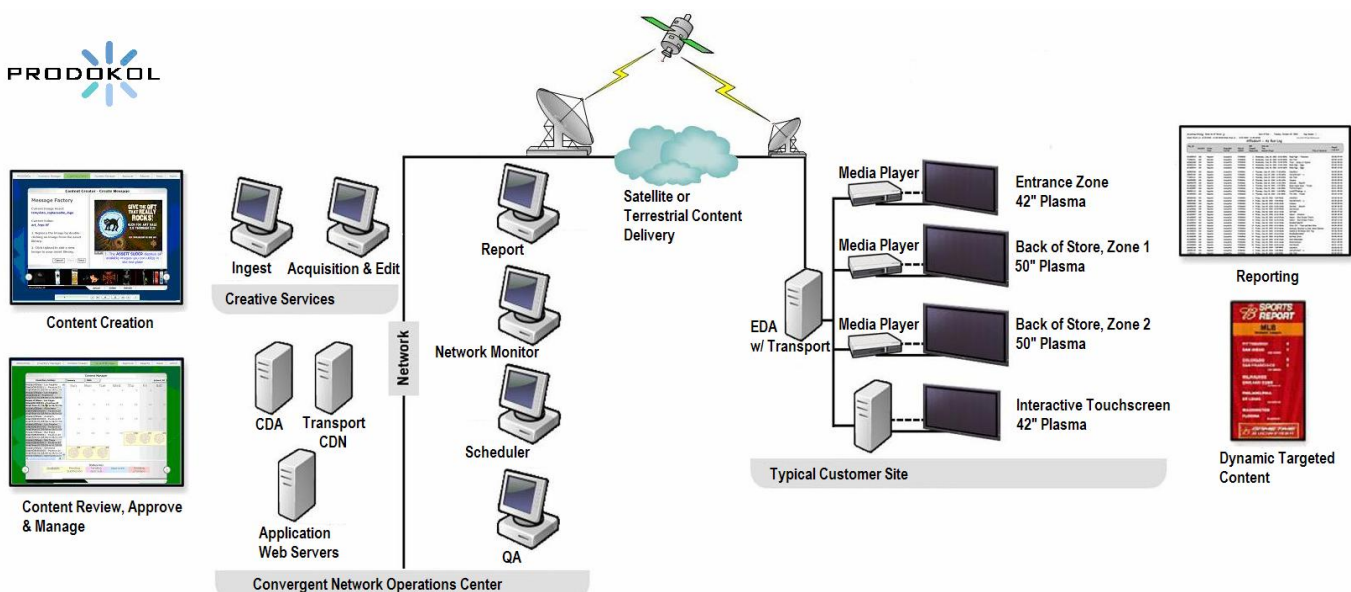
The Prodokol™ platform is the heart of Convergent's digital signage offering. Prodokol is a managed service that provides Convergent customers the ability to manage key components of their digital signage network. As a web-based application, Prodokol gives users access to enhanced network management, content management, content creation, workflow and reporting capabilities. This functionality enables users to efficiently create, manage, schedule and distribute unique content and messages to the right audience at the right time.

Prodokol combines the scalability of a fully managed service with the flexibility of a traditional client based system. As a managed service, Prodokol removes the burden of having to maintain a complex system and infrastructure while offering a highly scalable architecture. This scalability enables Prodokol to efficiently manage thousands of pieces of content, playlists and playlist inventories while ensuring the accurate distribution of digital signage messages to a single zone or to thousands of locations. Prodokol also has the flexibility of a client based system by providing customers complete control over key components of their digital signage network such as content creation, content management, inventory management, message scheduling and reporting.

One of the most appealing features of Prodokol is it enables authorized users to easily create custom, dynamic digital signage messages. Each message can be applied across the entire network or targeted for playback a particular location or region. Even more, Prodokol's Content Creation Wizard allows users to create highly targeted messages, while at the same time it ensures a consistent message design and structure across the enterprise.

By combining local content creation with a consistent structure and design, Prodokol provides Convergent customers the ability to deliver more compelling content at the time when customers are more inclined to buy. For example, in response to unexpected winter weather, a local store manager can create a custom message to promote ice melt and snow shovels simply by accessing Prodokol from a networked PC. A few minutes later once the message is approved, the newly created message will be displayed in the store and will have the same look and feel as all other messages.

The Prodokol platform also utilizes a rules-based workflow system which is critical in complex network infrastructures. Prodokol allows network owners to apply business rules to certain tasks or functions, allowing them to manage and adjust the amount of flexibility and control. For example, the network operator can apply a rule that makes it possible for some users to create and publish custom content, while others require manager level approval.



Prodokol Highlights

- Provides scalability and reliability of a fully managed service with flexibility of local control
- Enables authorized users to quickly and efficiently create template-based content to reduce time to market
- Allows localized messaging with the consistency of a unified national brand
- Allows efficient creation of playlists that can be applied at any level of the network
- Provides the flexibility to accurately target the right audience at the right time
- Enables the system administrator to determine the mix of national, regional or store based messages
- Provides the flexibility to manage syndicated content
- Adapts to other content distribution systems through the Adaptor Module Design
- Creates efficiencies in content creation, management and scheduling through its rules-based workflow system
- Provides interactive live monitoring of each component of the delivery system, down to the display
- Confirms the delivery of messages and provides robust content playout reports

Convergent provides solutions to meet your business objectives.

To find out more about Convergent's networked digital signage offerings, please contact us at (800) 877-7804 or visit www.convergent.com.

Convergent, a unit of Technicolor Network Services

One Convergent Center • 190 Bluegrass Valley Parkway • Alpharetta, GA 30005
Telephone: (800) 877-7804 • Email: convergent@convergent.com • www.convergent.com

Convergent and the Convergent logo are registered trademarks of Convergent Media Systems Corporation. "Intelligent Media Distribution" is a service mark of Convergent Media Systems Corporation © 2006 Convergent Media Systems Corporation. All rights reserved.

