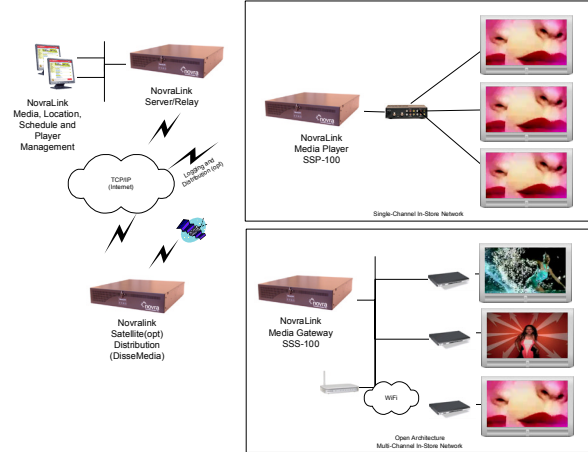**NovraLink** is a flexible content management system for all digital signage applications. Novra's experience with thousands of digital signage deployment locations demonstrates our ability to deliver solutions without borders. For example, Novra is offering Novralink Open Architecture to allow our customers to use third party network media players. On the other hand, you may decide that our reliable media playout appliances are best suited for your needs. Whatever the requirements may be, Novra can deliver with confidence.

NovraLink means digital signage WITHOUT BORDERS

Novra and Our Customers

Our **NovraLink** end to end solutions start with our powerful content management software providing complete control of your locations, media and playlist schedules. Using industry standard communication protocols we use Internet, satellite or hybrid networks to deliver your content and control files to each media server in your outlets.

Finally select your off-the-shelf media players that are supported by Novralink in-store media server that provides industry standard streaming or VOD access to the scheduled content.

Bring your **NovraLink** application to us and we can work with your service provider or help you select one from our partners. You choose whether to use satellite or Internet distribution depending on your local needs and available services.
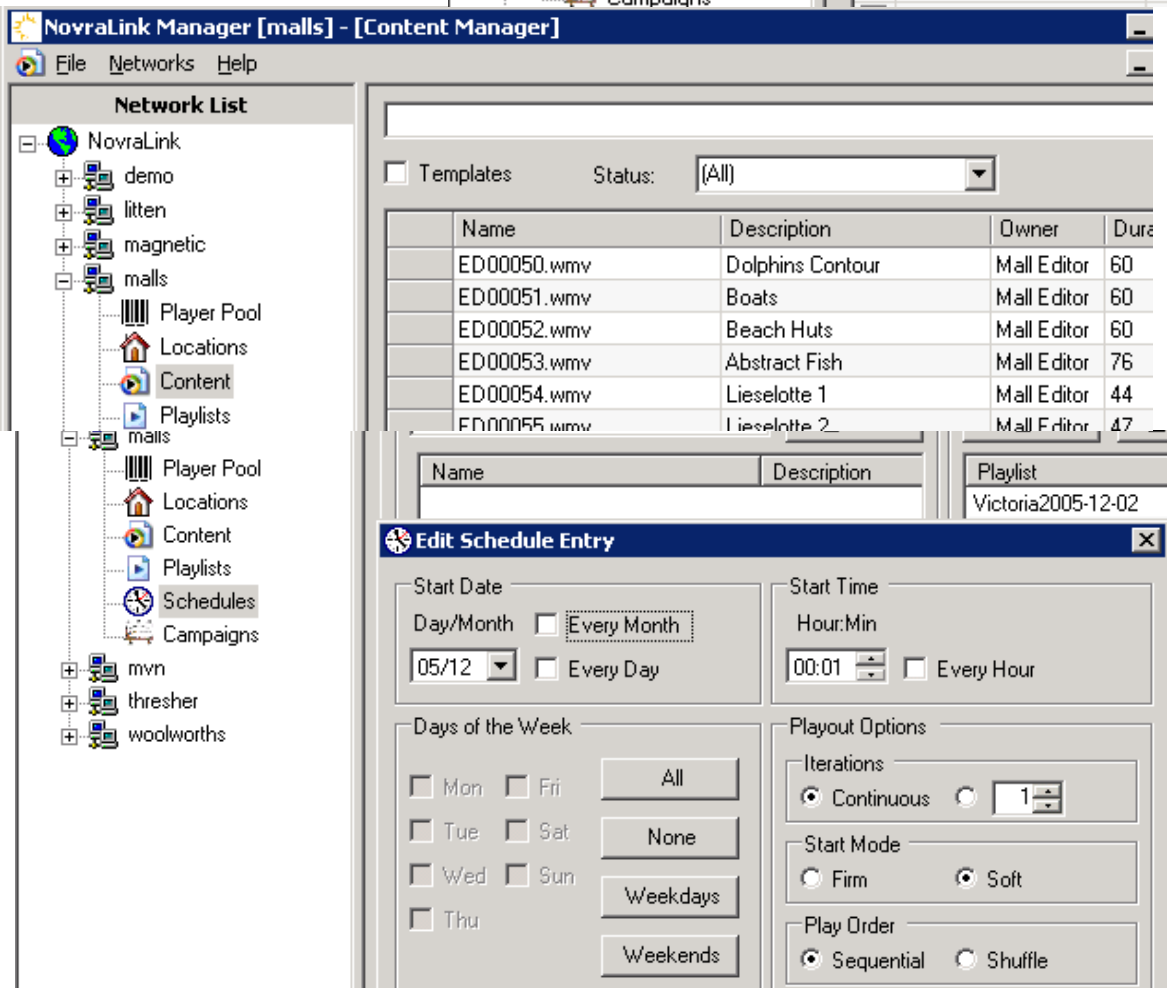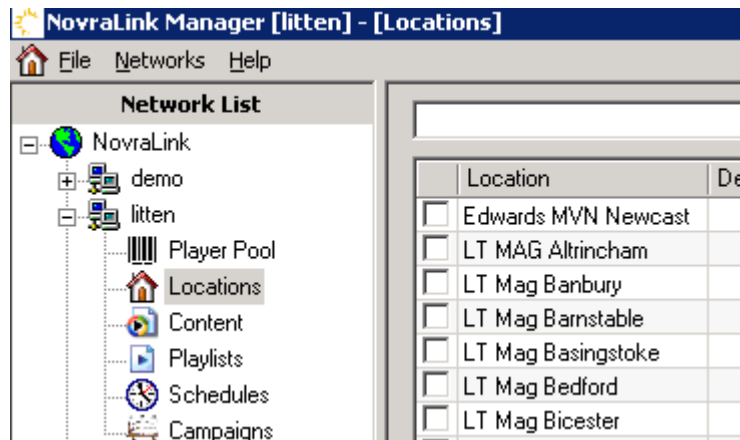
System Features

- Powerful and intuitive user interfaces
- Central content and location management with flexible playout scheduling
- Comprehensive advertising campaign management module with dynamic playout per location
- Fast, secure, cost-effective refresh
- Addressable receivers and receiver groups
- Internet or Satellite delivery
- Reliable in-store media servers providing either VOD or streaming services
- Compliant with industry standards to ensure interoperability with 3rd party equipment
- Supports virtually any common media file format

NovraLink Publisher

A key component of **NovraLink** is a very powerful publisher application that gives you the tools to manage your network, and manage your content and playout.

Through intuitive graphical user interfaces the publisher decides **WHAT** gets played, **WHERE** it plays out, and **WHEN** it will play out.

NovraLink Benefits

- Open architecture
- Intuitive user interfaces
- Industry standard communication protocols
- Support for off-the-shelf players

- Highly modular and scaleable
- Use the authoring tools that you are already familiar with