

EnQii 'MediaMaster' is a dedicated local media server which enables customers to host and locally manage their own content. It is designed to work seamlessly within EnQii's RemoteTransfer rich content management eco-system.

Benefits:

- MediaMaster allows content to be transmitted from a location under the customer's control, such as their own network or local data centre.
- As content can be downloaded to a local MediaMaster for local distribution, international bandwidth costs can be significantly reduced.
- The overall time taken to update all media players that are connected to the MediaMaster via a high bandwidth local network can be less than those downloading content direct from RemoteTransfer.

Flow of data:

1. User sends new content
2. Content is copied to MediaMaster
3. Players "talk to" RemoteTransfer
4. Players pick up content via FTP

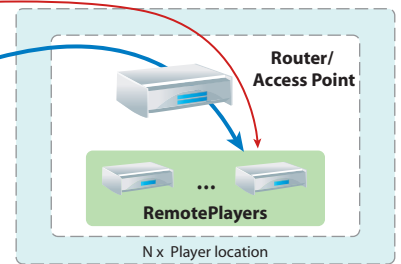
Management Workstation[s]
(Uploads, Management)



The **MediaMaster**

Downloads content using CIMP client, and serves this to players via FTP. This CP/XT can be at customer location or at budget co-locate.

Internet



How it Works:

MediaMaster is a Linux-based appliance that acts as a robust and reliable local media server.

It is the ideal companion to EnQii installations that need their actual media content served from a separate location (for example, a local co-locate facility, a higher-bandwidth location, or a location within the customer's own network).

MediaMaster works as follows:

1. Using the CIMP™ protocol, the MediaMaster connects as an intelligent remote device to RemoteTransfer.
2. When new content is available in any groups it serves, the MediaMaster downloads it.
3. The RemoteTransfer server then tells the media players to pick up the content from the MediaMaster.
4. The media players download the content from the MediaMaster.

Technical Specifications:

Hardware	Intel x86 server; specs determined on a per-project custom basis
Redundancy (standard).	Dual Power Supplies; Dual disks, used as RAID-array
Redundancy (optional)	Second "warm standby" server
OS	Linux (2.6 kernel)
Disk Storage	Typically, 30-300 GB (determined on a per-project custom basis)
Number of Player Groups Supported	1-100
On Board Protocols	FTP / HTTP / CIMP™
Suitable for Clients	EnQii Media Players
Server used for Connection	EnQii RemoteTransfer™ (www.remotetransfer.com)

About

RemoteTransfer™

RemoteTransfer is a world-leading, state-of-the-art content distribution and content management system for out-of-home digital media applications. Whether you are a media owner, retailer, or distributor, RemoteTransfer enables you to efficiently and reliably manage large networks of remote digital signage players and displays. Internet based, it provides easy management of very large networks, from player and network management, real-time monitoring and content distribution to media scheduling, play reporting and historical performance analysis. Visit www.enqii.com for more information.