

# DSS-SW

## CONTENT MANAGEMENT SYSTEM

### FLEXIBLE AND SCALABLE SOLUTIONS

DSS-SW from Starview is our cloud-based/on-premise digital signage software which is flexible, cost-effective, and infinitely scalable for users. DSS-SW includes a comprehensive CMS solution and advanced remote display management features. It provides users the freedom to edit and publish content while ensuring it looks great across all displays in a system. It is a powerful, effective and easy to use tool to manage content and control your displays at anytime from anywhere.



- Drag-and-drop visual editor
- Supports website integration
- Supports Widgets
- Media Management
- API/SDK support for 3rd party integration
- Offline content playback
- Program preview and publish approval
- Advanced program scheduler
- Custom template layouts
- Playback statistics
- Rich Pre-set Templates
- Supports Videowall split-screen feature.

### THE COMPLETE SOLUTION

#### 1. Intelligent Content Management

Effortlessly manage, customize and deliver your message with our intuitive CMS platform. Streamline content creation and engage your audience with our powerful, user-friendly platform.

#### 2. Enterprise-Grade Device Management

Empower your business with remote monitoring and control of displays on an installation. Safeguard your digital content with the robust security features of DSS-SW. Protect your displays and marketing content from cyber threats, ensure data privacy, and enjoy total peace of mind.

#### 3. Enhanced Data Management

Unlock the power of data with our advanced analytics and reporting feature within DSS-SW. Gain valuable insights, make data-driven decisions, and maximize the performance of your content.

## DSS-SW CONTENT

DSS-SW Content is a professional content publish platform, providing content management, device management, release management and data report statistics and other functions, to help customers integrate and optimize the digital whole process from content creation, release and device management, to achieve intelligent LED screen operation, enhance the value of the LED screen.

For different customers, Starview has made detailed versions: DSS-SW Content universal version, DSS-SW Content media version. DSS-SW Content universal version is a remote content management and display control service for LED control system, with the content release management mode via light application, interface design is simple and clear, program production is convenient and efficient, program publish can be done by one-click production, which makes it can be widely used in government and enterprise, exhibition, hotel, light pole screen and other scenes.

DSS-SW Content media version supports pre-set screen control plan in advance, supports personalized customized program scheduling, emergency interrupt sudden notification, and sets to play spacer programs, etc., which is closer to the use habits of media customers.

## SOLUTION FEATURES

- **Rich choice**

Two software versions, general version for common use, media version for professional broadcast control

- **Various functions**

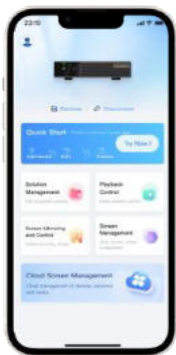
Visual scheduling, one-click display, display log

- **Authority management**

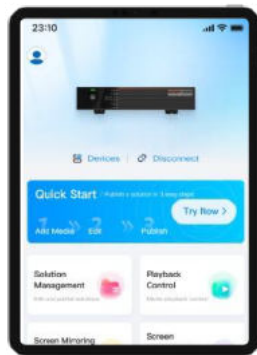
Custom user roles, group management data isolation

- **Safe and reliable**

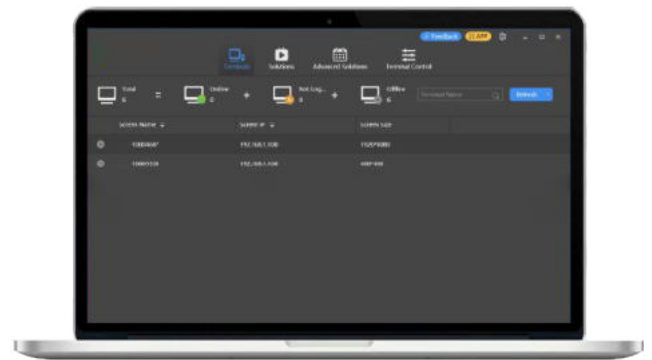
Media audit, real-time screen control



Mobile phone



Tablet



Computer

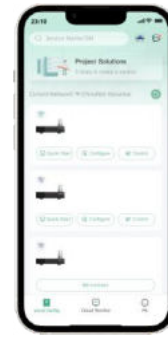
## DSS-SW SUPERVISION

DSS-SW Supervision is the LED screen one-stop service platform launched by Starview. As a pioneering product in the industry, it realized the various parts of the screen display link are really connected, changed the traditional service model of the industry, to provide digital management of the whole process of program design, construction delivery, after-sales maintenance, to help industry customers achieve digital transformation, cost reduction and efficiency.

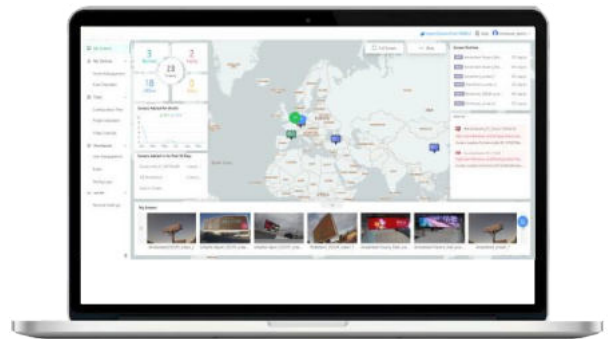
In the program design phase, our key function - project plan production, is 0 cost for using and learning, simply input the demand parameters, 1 second to obtain the full case calculation results that meet the requirements of the loading capacity, reduce the time of ordering, reduce the technical threshold of ordering, greatly liberating the difficulty and manpower of pre-sales work.

In the construction phase, the DSS-SW Supervision integrates the configuration file library disclosed by the manufacturers, which can be read by the cloud with one click and quickly configure the screen. In addition, the project management module covers all the processes of project construction, running through all the links of project site, construction order dispatch, acceptance and report, so that the construction delivery efficiency can be improved by 50%.

In the after-sales maintenance phase, through the screen status monitoring, fault alarm, one-click diagnosis and other functions, to achieve efficient operation and maintenance of screen assets, accurate troubleshooting, cloud full-screen backup, active monitoring, to ensure the long-term reliable operation and maximize the application value of the screen, improve service reputation, enhance customer stickiness.



Mobile phone



Computer

### SOLUTION FEATURES

- **Real-time monitoring**

Data, screen status monitoring

- **Fault diagnosis**

Online fault detection/diagnosis, professional diagnosis report, greatly reduce the troubleshooting time.

- **Fault alarm**

Zero errors and false positives. View the operating status of the screen anytime and anywhere, real-time fault warning

- **One-click recovery**

Cloud backup a recovery, the core parameters are never lost

## KEY FEATURES

### Visual Reporting

DSS-SW presents data and analytics in a visual format, such as charts, graphs, and interactive dashboards, device activity history report. It enables users to easily understand and interpret complex data sets related to content performance, audience metrics, engagement levels, and other key indicators. Allows full recording of application logs and system access reports. The system is capable of processing and extracting data.

### Content Creation

Utilise the powerful features within the DSS-SW platform to create, editor, publish, and manage digital content (suitable for various resolutions for different display vertical/ horizontal), empowering users to produce and distribute engaging materials for their audience, allows previewing of displayed content, saving history of content modifications.

### Data Analysis

The Data Analysis module enables interpretation of the data generated within the DSS-SW platform. This includes analysing engagement and device behaviour to gain insights into content performance and audience preferences. This analysis helps inform content strategy and decision-making to enhance user experience.

### Content Publishing

DSS-SW makes it effortless to create, edit and organise digital content within our CMS platform. Users have full control making content available to the intended audience through a simplified publishing process. Multi-channel distribution and setting up content to be played on each channel.

### Remote Monitoring and Control

Remote monitoring within DSS-SW allows users to track and monitor the status (status of connection to server, monitor the display content of each device, allowing screenshots or live viewing of the display content on each device), settings and health of any display within an installation (such as images, sound, time, options, server settings,...). This includes monitoring key metrics such as uptime, content delivery, user activity and security.

### Drag-and-Drop Visual Editor

Utilise the drag-and-drop feature within the DSS-SW platform to view and organise widgets, videos, images, webpages, weather reports and clocks. Users can then easily drag and drop input media and sources into the layout, Zoom in, Zoom out of the design, Preview the content being designed.

### Media Management

DSS-SW allows users to create folders and tags to categorize media, making it easier to manage, Distribute content to devices based on tag settings.

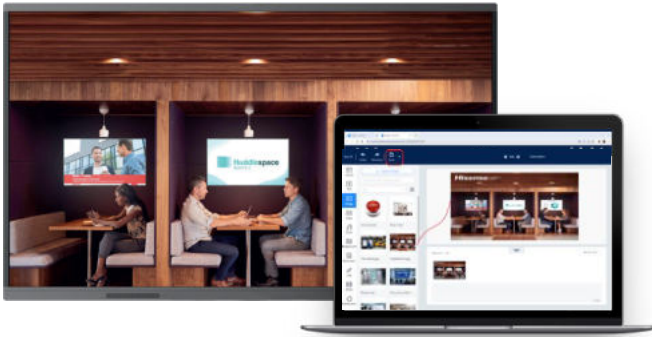
### Error Notifications

DSS-SW automatically monitors your devices and notifies administrators of any issues, such as high CPU temperature, insufficient storage space, or display anomalies. By enabling rapid issue resolution, DSS-SW offers greater peace of mind, allowing organizations to focus on scaling and growth. The system alerts the device when it loses connection to the server. Warn when content fails to load.

## KEY FEATURES (CONT.)

### Routine Automation

Routine automation within DSS-SW allows users to create automated processes within the software to streamline repetitive tasks and workflows. It involves interactive tools to automate content publishing, updating applications and display maintenance. This dramatically improves efficiency and ensures consistent quality across the CMS environment.



### Enhanced Remote Control

DSS-SW has significantly enhanced the experience of remote control to make it more intuitive than ever. With the virtual remote control feature, users can easily manage devices remotely, including the homepage, settings, security, personalization, and more. All changes made through DSS-SW are applied in real time, offering a smoother and more convenient experience.

### Error Notifications

Error notifications are a vital element within any remote system allowing users to be notified instantly when an error or issue occurs within the CMS environment.

## KEY VERTICALS

### Real-time information for transport hubs

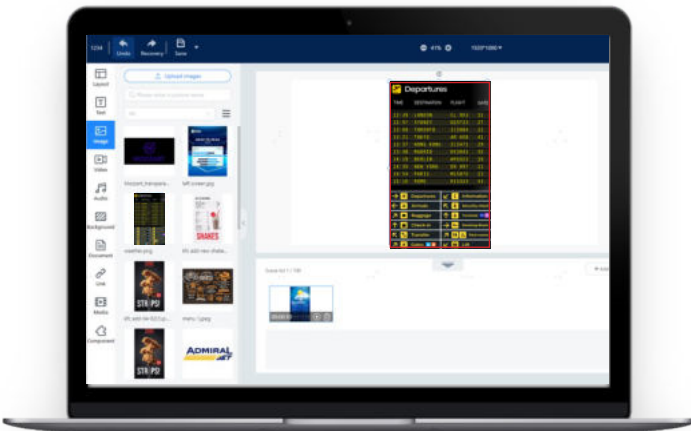
DSS-SW enhances communication, provides real-time information updates, improves wayfinding, enables advertising opportunities, supports emergency management and streamlines operations. It creates a more informed, efficient, and passenger-friendly environment within any train station, airport or bus terminal.

In the event of emergencies or critical situations, DSS-SW enables quick dissemination of important alerts or safety notifications to passengers. This helps ensure their safety, provide instructions, and manage the flow of passengers during emergency situations.

Transport hubs can leverage DSS-SW to display targeted advertising content on digital signage screens. This opens up opportunities for generating revenue through advertising partnerships with businesses or promoting station amenities, services, or local attractions.



## KEY VERTICALS (CONT.)



### Diversify your content management

Transport hubs often serve diverse international travelers. DSS-SW allows for multilingual content management, ensuring that information is accessible to passengers in their preferred language. This improves communication and provides a more inclusive experience.

Display dynamic and real-time content on digital signage, such as arrival and departure information, platform details, delays, and other updates.

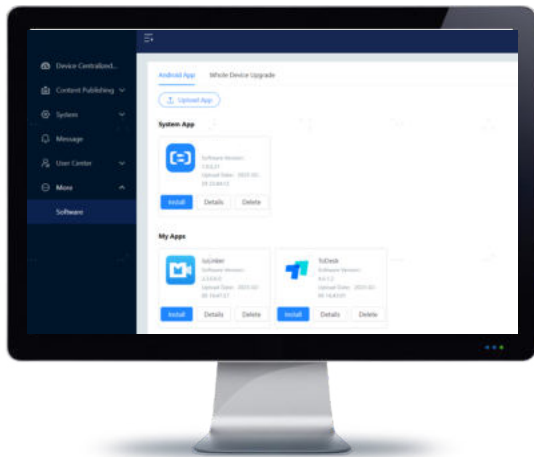
## SECURITY

### System security design

Encrypted https transmission is used to provide access control with the basic granularity of software functions and user operating behavior characteristics. User login requires encrypted verification, terminal access requires ID authentication and core data is stored encrypted.

### Login security

Users log in with a valid password and verification code. We enforce delayed logins for a number of failures over a specific threshold and forced logout for long periods of no operation. Encrypted transmission of sensitive user data, users can be forced to change their passwords regularly.



### Transmission security

DSS-SW uses encrypted transmission of programmed data and control commands. This becomes tamperproof ensuring absolute data security for information distribution and system control.

### Access security

DSS-SW is based on a modular design with multiple levels of authority allocation. We have support terminals for resource auditing and user role permissions configuration.

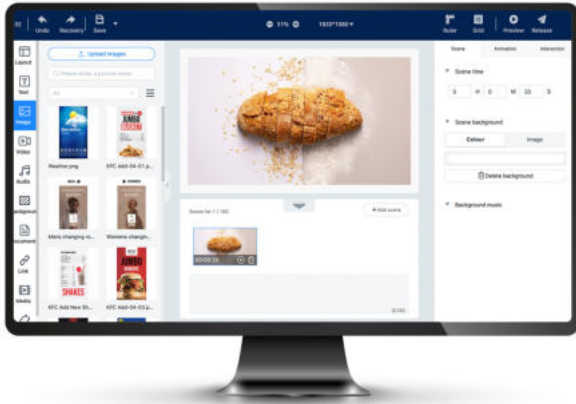
### Data security

DSS-SW prevents SQL injection, cross-site scripting and other attacks. We also utilise regular database backups for peace of mind.

### Environmental security

Access control can be based on IP/port, following the principle of minimal access opening so only the necessary IPs and ports and following the principle of maximum control limiting access to source IPs.

## INTELLIGENT CONTENT AND DISPLAY MANAGEMENT



### Powerful playback supporting real-time modification

DSS-SW supports real-time modification capability within the system to modify and update schedules and video content. Scheduling is easily done using drag and drop. This feature enables users to make instant changes to the playback parameters, such as source, volume, effects, or other aspects, without interrupting the playback itself.

### Off-line Playback

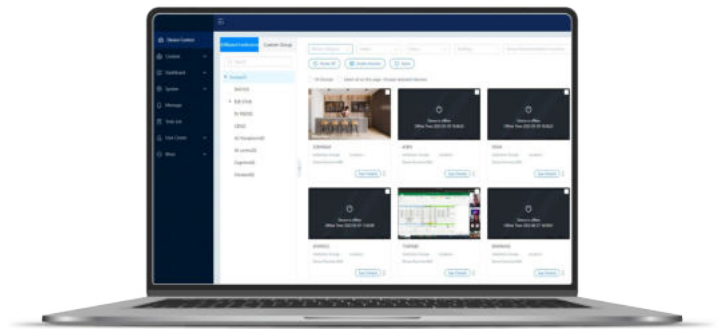
Even when the network is disconnected, DSS-SW ensures the displays can utilise internal memory for off-line playback, ensuring that the display is always showing engaging content. Display content may continue to be updated when reconnected.

### Drag-and-drop visual editor

A clear view of widgets list including video, image, webpage, and weather, clock listed as a tool bar. Users can easily drag and drop widgets and input media sources in to edit layout. Entire editing tool is designed for easily accessible in WYSIWYG concept.

### Rich Component support

Rich components and effects such as text, images, Microsoft Office documents, PDF's, web pages, weather, streaming media, backgrounds, clocks and QR codes are all supported to help users easily create cooler and more stunning content with better promotional effects.



### Expanded insight with proof of play analysis

By incorporating expanded insight with proof of play analysis, DSS-SW goes beyond content management and provides valuable data-driven insights. It helps organisations understand how their content is being consumed, make data-backed decisions, and optimise their content strategies for improved outcomes.

For technical or sales support, please visit:

[www.starviewint.asia](http://www.starviewint.asia)

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