

Navori Brings Out its QL 2.1 Software

Written by Roger Douglas
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First shown at ISE 2019 and soon at Digital Signage Expo, Navori brings out its QL 2.1 software, with new features to capture the trend of greater intelligence in digital signage today.



The QL 2.1 software release also extends Navori’s System on a Chip (SoC) interoperability to new platforms, adds IPR technology-- and introduces Common Alerting Protocol (CAP) support for the first time.

“Navori is amplifying the power of data in digital signage for more sophisticated needs such as audience analytics, inventory tracking, room scheduling and emergency notification,” says Jeffrey Weitzman, MD, Navori. “Our customers want content to be dynamic and responsive as opposed to being pre-planned and scheduled. The QL 2.1 digital signage software release delivers that flexibility.”

Navori will directly address these trends with its new conditional playback and triggering software. The application leverages data-tagging of media assets, players and scenarios, along with real-time data integration with systems. For example, now retailers can use inventory levels or deliveries to base decisions on what to play on specific screens in stores. Or they can be remove a sales promotion from digital signage playlists if inventory levels run low—or set a threshold that triggers the promotional spot to expire.

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Navori's new conditional triggering capabilities will analyze data sets and respond with relevant content based on what's happening at the moment. For the end user, there is no need for extra programming or to face complex technical operations.

Other new features for QL 2.1 on demonstration at Digital Signage Expo included:

Navori's "wow factor" in QL 2.1 is its IPR technology, which drives 8K video walls or four clusters of 4K digital signage displays from a single media player. IPR uses only 20% of the CPU when displaying 8K content due to its efficient processing power, and can frame-accurately synchronize with any content type, including HTML5 and tickers, since the entire workflow is centralized on one workstation.

Common Alerting Protocol (CAP) Support: To be introduced for the first time at DSE, QL 2.1 now supports the XML-based data format for CAP, which exchanges public warnings and emergencies between alerting technologies.

New mobile interaction app: that streamlines digital signage content management for businesses and organizations.

The QL 2.1 software release extends Navori's native support for SoC displays to LG's webOS platform.

"The mobile interaction app is an especially exciting development that extends the potential pool of content contributors, and makes it easy to update content from iOS and Android devices," notes Jerome Moeri, CEO, Navori. "Pre-defined control reduces the number of steps it takes to review, manage and publish digital signage content, which ensures that content and messaging is fresher, more dynamic and quickly up-to-date."

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