

MDS: Proof of Performance Plus Remote Management

Written by Bob Snyder
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At the upcoming at Screen Media Expo 2010 in London, Minicom Digital Signage (MDS) will demonstrate the first Remote Device Management solution with Proof of Performance capabilities.

The solution features a unique Media Feedback Mechanism for Proof of Performance so advertisers in DooH networks can validate and audit advertising to for quantity and quality of the broadcasted ad.

The proprietary RDM technology enables reliable remote monitoring and control of display assets of any DS and DooH network, and marks the conceptualization of managed displays. Operators can reduce system downtime and improve visibility.

The technology enables automatic triggering of support call so network operators can intervene to reduce operational expenses and TCO.

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