



eralogika

NewsCast, now sold in an attractive Communications Center package consisting of:

- ✱ the NewsCast 1.2 software
- ✱ a 42 inch plasma TV
- ✱ a CPU

at a price of RM19,000 only (inclusive of installation\* and a 12-month warranty)

### NewsCast - Communicate!

NewsCast combines the power of video, images, sound and text to produce a powerful communications center for your organization. Place the NewsCast Communications Center in your visitors lounge, customer center or your outlets and deliver your advertisements, notices, corporate information and other messages effectively.



With the built-in Administrator feature, you will be able to manage everything you wish to display quickly and easily. Add your own video, images, sound and text to produce high-quality and attractive news, notices and announcements.



This makes the following locations as highly desirable areas at which NewsCast can be installed:

- Reception and waiting areas
- Public halls
- Banking halls
- Transport stations

### NewsCast Features

- ✱ Project your corporate image
  - ✱ Deliver your message
  - ✱ Attract the attention of your customers and communicate effectively to them with the use of the latest in multimedia technology
- Combine the elements of
- ✱ video
  - ✱ images
  - ✱ audio
  - ✱ text
- to produce a multimedia communications board which is unique, attractive and effective. Eliminate boring posters and notice boards



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*The progress of Information Technology in Malaysia has taken large leaps. From its early beginnings of providing data processing solutions, IT in Malaysia has grown to become a critical component for organizations to perform their tasks efficiently. This has happened because of the awareness amongst Malaysians about the importance of having access to real time information in performing their daily tasks.*

*Organizations also became aware of the importance of real-time information as a success factor and thus, began investing in new technology to realize the need. This led to the use of the internet as a means, especially for remote or mobile users to access real-time information. Even though effective, the internet still had its shortcomings. People could not immediately access information as they had to stop to find internet access points in order to connect to the World Wide Web. So, it was still not a 100% solution. A communications void still existed between organizations and customers.*

*What was required was a means to allow organizations to effectively communicate their ideas, products, philosophy to the market. This led to the birth of Newscast.*

## ***NewsCast***

*NewsCast is a graphically-enhanced, database-driven public bulletin board system developed by our team using open-source technology. NewsCast allows you to display news with images, notices and announcements on a standard monitor or television. All content is stored in a database on a single centrally-located server allowing for easy and controlled management. NewsCast content can be displayed on multiple monitors accessible within an intranet or the internet.*



*Through high-resolution graphics and color, Newscast attracts the attention of the masses, thus resulting in high exposure of the content being displayed. Company advertisements, promotions, rates and price information as well as general information are just some of the content which can be displayed effectively on Newscast.*

*This makes the following locations as highly desirable areas at which Newscast can be installed:*

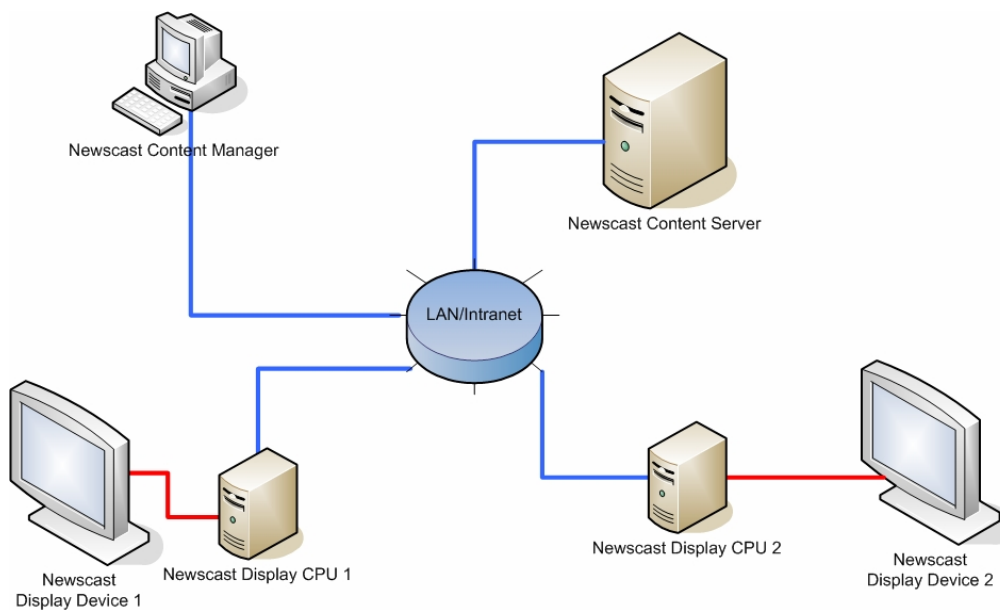
- *Reception and waiting areas*
- *Public halls*
- *Banking halls*
- *Transport stations*



## NewsCast Features

### Database driven

*NewsCast utilizes its own database to store content and schedule information. Using this, NewsCast checks this database every 10 minutes to look for fresh information. This allows content to be updated and displayed automatically without the need to stop and restart the system. Content can be updated from any PC which is connected to the intranet of Local Area Network on which NewsCast is installed.*



### Scheduler-enabled

*Content on NewsCast can be scheduled to automatically start and stop easily with the use of the built-in scheduler feature. This allows for content displays to be planned allowing for minimal yet easy maintenance.*



### **Multiple display devices**

Newscast content can be displayed on the following types of devices:

- *Televisions: CRT, LCD, DLP, Projection and Plasma*
- *Projectors: LCD, DLP*
- *Monitors*

### **Multiple display locations**

Newscast was designed to operate on local area networks or intranets. As such, multiple display locations can be setup to display content from a single server.



Display via monitors, televisions, projectors.



Conventions/ Exhibitions



Manage centrally and broadcast to multiple locations instantly



Public Halls



Waiting Areas

## Multiple content types

Newscast separates content into 5 segments, which are:

1. *Headline news*
2. *Announcements*
3. *Teletext news*
4. *Postcard images*

The above content is displayed using the following types of media:

1. *Video with audio*
2. *Still images*
3. *Teletext information*

The image shows a news broadcast interface with several content segments and labels. The interface is set against a dark blue background. The main content area is a light green rounded rectangle. At the top left, there is an 'Animated Company Logo' (a blue 'V' shape) and 'Current Date And Time' (Mon 5 Dec 05 8:42:52 am). Below the logo is a 'Views' section with a photo of two boys and the text 'VI Boys'. At the bottom left, there is a logo for 'Eralogika' with the text 'Hakcipta terpelihara © Eralogika Sdn Bhd. 2004'. The main content area features a large image of a car show at night, with a 'Pengumuman' (Notice) section on the right containing a megaphone icon and the text 'Kursus Macromedia Flash pada 22.09.2004'. Below the car image is a headline: 'MIMS The Malaysian International Motor Show is coming....11 - 15th December 2005'. At the bottom, there is a 'Teletext information' section with the text 'Waktu Solat Bagi Hari Ini: Subuh 5:00 AM Zohor 2:00 PM Asar 4:00 PM Mag'. Labels with arrows point to various elements: 'Animated Company Logo', 'Current Date And Time', 'Notices', 'Video or Image-based News', 'News Headlines and snippets', 'Teletext information', and 'Rotation of Images'.

## **Technology Requirements**

*Newscast will require the following technology and hardware to operate:*

*1. Any of the following display devices:*

- Televisions (CRT, LCD, Plasma, DLP) with RCA Video-input or S-Cable Video input*
- Digital Projectors (LCD, DLP)*
- Normal PC monitors*

*2. Pentium 4 or greater Personal Computer with:*

- a. an installed graphics card and video outputs (RCA or S-Cable)*
- b. Windows XP and Internet Explorer 4 or above*
- c. Installed network card*

*3. Content Server*

- a. Pentium 4 PC or greater*
- b. Windows XP or greater*
- c. MySQL RDBMS Database*
- d. Apache Internet Server*
- e. Installed Network card*