

Navori's New Software Platform Makes "Quantum Leap" In Digital Signage Performance

Broadcast-quality HD video on entry-level PCs possible using precise, powerful, easy-to-use Navori QL digital signage software suite; showing for first time at ISE 2011 in Amsterdam

LAUSANNE, SWITZERLAND – The Navori QL digital signage software suite set to debut at the upcoming Integrated Systems Europe trade show makes playing broadcast-quality video possible even on low-cost PCs.

Navori's QL software suite uses the Swiss company's proprietary graphics rendering engine to optimize how computers play out full HD video and other rich media. QL enables high-end content features that have been limited, until now, to the complicated, expensive specialty software and hardware of broadcast vendors.

"We invested the time and resources to introduce a solution that makes even a \$350 PC capable of playing back flawless, seamless HD programming with banners, titling, transparency and overlays of unprecedented quality. We offer a true Broadcast TV experience, a face lift for the digital signage medium that was overdue. To achieve this, we designed our own proprietary graphic engine," says Jerome Moeri, Chairman of Navori International SA. "The Navori QL platform we'll be showing at ISE differs from any product now on the market. QL is easy to use and affordable, but doesn't require compromises.

While competing software products offer playback accuracy down to each second of video content, Navori QL's media playback engine has frame by frame video accuracy down to 1/30th of a second. The momentary black gaps common to most systems when playing back-to-back videos are gone using QL. If required, those gaps would need to be designed and programmed back in.

"We're proud of our Swiss heritage, and we try to apply the same precision and quality to our software platform as the companies that have made our country's timepieces so famous," explains Moeri. "Our idea of Swiss Movement is efficient design that leads to extraordinary performance."

Moeri noted that his Lausanne-based software engineering team reduced demands on computer processing power to roughly half that of competing platforms, elevating playback quality but also increasing the reliability of players by reducing and controlling CPU usage.

Navori's QL brand is the short form of "Quantum Leap," which the company feels reflects the magnitude of enhancements to a platform that was already widely-considered among the very best available in the digital signage marketplace. Operating since 1998, Lausanne-based Navori has clients in 90 countries and more than 75,000 active players in the field. The premise-based software is available in seven languages, and variations of Navori QL can power everything from single screens to huge enterprise networks with hundreds or thousands of screens.

Along with unparalleled playback quality, Navori QL's highlights include:

- **Broadcast sophistication:** QL makes media cropping, titling and perfect transitions look great on even entry-level PCs;
- **Multi-screen power:** Running Intel's i7 processor, it is technically possible to drive discrete, full HD content to as many as 12 screens driven from a single playback unit;

- **Flexibility:** QL's user interface has the breadth of a native Windows desktop application, but is delivered via web browser, with a friendly WYSIWYG operator experience;
- **Integrated creative toolset:** The simple-to-use, web-based template designer is as powerful as any stand-alone application;
- **Learned in minutes:** Casual and non-technical users can be trained in minutes, while getting to expert-level takes no more than four hours (other platforms need two and three-day courses);
- **Dynamic:** Sophisticated content automation – like data-driven menu boards and hotel and conference messaging – is simply managed by the Navori Web Designer, with no coding skills required;
- **Comprehensive:** Organizing and managing multiple groups of players is easy, and dozens of variations on user access rights can be defined;
- **A la carte pricing:** Customers can now purchase only those software features – from enhanced graphics to detailed management tools – when and if they are needed.
- **Multi standard:** QL Manager is web based so Windows, Linux and Mac users all have access to the system.

Extensive testing by Navori engineers on a broad range of CPUs confirmed the QL platform capably manages resource-intensive visuals like file transitions on even low-end PCs. Navori QL Player software can be installed on any PC hardware, giving end-users full control over budget and suppliers.

“We believe playback quality and content optimization represent the cornerstone of our industry. It is the foundation upon which a digital signage business will be evaluated,” says Moeri. “QL represents what we believe digital signage should be – the highest quality, and frame-by-frame accuracy, but at a price that’s affordable and with tools anyone can quickly and easily learn and use.”

The official launch of Navori QL is at the massive Integrated Systems Europe (ISE) show in Amsterdam, Feb. 1-3. Navori will be demonstrating the product and meeting customers, partners and resellers at booth #12E82.

Navori QL's North American launch will take place three weeks later at Digital Signage Expo in Las Vegas, Feb. 22-25, with a product demo and meeting area at booth 2028.

ABOUT NAVORI

Navori is a one of the largest, most well-established and successful digital signage software publishers in the world, with more than 75,000 active installations in 90 countries. Navori develops solutions used for all types of screen-based communications, including retail, corporate communications, advertising networks, public space signage, wayfinding and the food/hospitality sector. Headquartered in Switzerland, privately-held Navori also has offices in North America, South America and Australia.

Learn more at www.navori.com

Contact Information

Jan K. Suetens
 Business Development Manager
 NAVORI SA International
 World Trade Center
 Lausanne, Switzerland
 Phone: +41 21 641 19 60
j.suetens@navori.com