Expression of interest in participating in the Workshop WEB DIGITAL SIGNAGE

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Participant's interest

We are very interested in the topics of the workshop, especially the relationship between HTML5 and SMIL.

We have developed digital signage player SMIL+CSS3+Javascript based.

Our reference implementation is based on Mozilla Gecko Framework. We used the SMIL faculties dedicated to SVG with specific code C++ based.

We wrote a techwath for ITU last year with participation at the Japan workshop organizes by ITU in December 2011. The goal was to promote a declarative + script approach and talk about standard needs.

Point of View

1. Player SMIL + CSS3 + Javascript Based

A digital signage player must be controlled by a command file. This file format is in many market player owners. Innes wanted adopted in an open format.
Our first implementation was based exclusively on the SMIL standard but only declarative approach had its limitations and the layout model too restrictive. We then specified a format taking the best of SMIL and HTML5.
The model uses CSS3 region, allowing us to define scenarios of transitions very advanced. The dynamic game is made of pure SMIL (SEQ, PAR, etc.). We bring the Javascript to interact in the document (SMIL DOM). As with mobile or tablet, a player could expose a WebAPI IDL (Infrared, camera, sensor, etc...). We also completed the ISO-8601 wallclock by iCalendar for more features. The state module of SMIL is too restrictive; we propose to use SCXML W3C.

2. HTML5 like a content format

Our expertise of over 7 years in the digital signage confirms that HTML5 should be seen as a form of media, not the format of player control. HTML5 provides many advantages over the dissemination of Adobe Flash or MS-Powerpoint. This format takes an interesting form in a zip-type container WGT or equivalent.

3. Interactivity, multi-touch/multi-user

The file format that must be defined to include a notion of interactivity. The integration of HTML5 web form is a good track. The use of SCXML in addition would define the dynamics of navigation.

4. Monitoring

A player must be having proof of play and proof of good operation. The formalism of POPOAI Playlog is commonly used for proof of play in different digital signage solution. About supervision, Innes has focused on the WS-Management protocol rather than SNMP. The interest is its strong integration into IP/HTTP protocol stack while SNMP requires a specific port.
This approach is driven by Intel (see workshop itu december 2011) under the AMT. Microsoft built into the protocol of the framework through Power Shell. We identified a need to bump the information DCC / CI from screens.

About Innes

Innes was created in 2005 in France (Rennes) with a focus on digital signage. We develop software player (Playzilla) and a content distribution server based (PlugnCast).
We are also manufacturer of digital signage player and AV encoder.

Innes is considered a major player in France with around 10 distributors and more 500 customers.