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Digital Signage Solutions

**ZIRIS**  
canvas™

[www.sonybiz.net/digitalsignage](http://www.sonybiz.net/digitalsignage)

# Your new power in visual engagement

Images matter more than ever.

To attract attention in today's increasingly fast-paced world, moving images are replacing static, text-based communications. But as image-based communications such as video walls have become more prevalent, their impact has diminished.



## Releasing imagination

Ziris Canvas is the next-generation Digital Signage solution that breaks down the traditional concept of video walls. Extraordinarily powerful and configurable, it enables you to engage with your audience, drive customer interest and attract attention in an imaginatively new and exciting way.

Created for forward-looking businesses that are keen to attract and influence audiences, add value to their offerings and strengthen loyalty to their brands, Ziris Canvas delivers unprecedented impact.

Whatever the application – from retail and entertainment to business and sport, from exhibitions and public spaces to travel, education and the arts – Ziris Canvas transforms environments into highly engaging audience experiences.



# Unlimited creative possibilities

Ziris Canvas gives you the freedom to create eye-catching screen layouts, with each screen in HD resolution and in any size, shape and orientation. Using the phenomenal power of the Cell Processor within the Sony PlayStation3 (PS3), Ziris Canvas ensures your image quality always delivers stunning visual impact.

## Unlimited HD resolution

Because each screen within a Ziris Canvas system is driven by our Cell Processor, there is no limit to the number of screens you can use. Images and video can be shown in unlimited HD quality across as many screens as you want.

For example, you could have a configuration of 5 screens wide by 5 screens high, giving you a total pixel resolution of 5400 x 9600. Your video content can run on each of the individual screens or be scaled to run across all screens at the same time. As each screen is driven by a Cell Processor, you can add as many screens to your video wall as you want – giving you unlimited possibilities for screen design, with each one at HD resolution.

## Unlimited screens in unlimited configurations

By removing the restrictions on the number of screens, their positioning and their orientation, Ziris Canvas lets you unleash your creativity. Giving you the freedom to build video walls on a new scale – to whatever size you choose – opens up opportunities not only to communicate with larger numbers of viewers, but also to heighten the dramatic impact of your messaging.

Your creative team can not only combine portrait and landscape formats of any size, they can also position each screen at whatever angle they choose, to create unique and captivating environments.

The flexibility built into the content authoring process enables you to combine both higher than HD and stretched HD media. Plus, you can have the same content across all your screens, different content on each screen, or any combination of both.

You can have any screen configurations you choose – from concentric circles to a corner set-up with adjacent groups of screens on the floor, the walls and even the ceiling to create a totally immersive 3D effect. With the power to display video content that interacts between each group of screens, the impact is extraordinary. Audiences can be drawn into your communications – experiencing a sense of participation rather than just observation.

By encouraging creativity that breaks traditional boundaries, Ziris Canvas equips you with limitless artistic possibilities for deeper audience involvement. Your brand is perceived as more engaging and innovative, the profile of your venue is raised and loyalty is strengthened.

## The power of PlayStation3

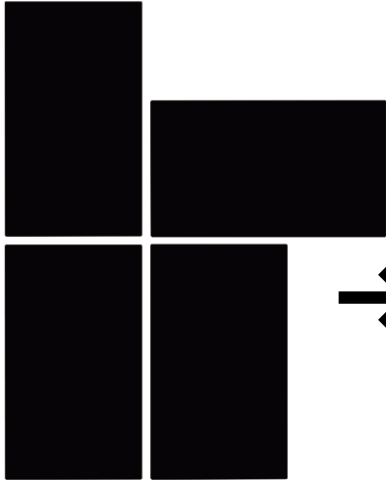
Driven by a customised PS3 Cell Processor, Ziris Canvas has immense video processing power. With its operational stability and stunning graphics capability robustly proven through gaming and media centre applications – and a maximum video bit rate of 41 mb/s – the PS3 Cell Processor delivers engagingly smooth, accurate HD image rendering.

You can display multiple, related content elements such as images and logos next to video, and scrolling text can be overlaid without any quality degradation or image slowdown. Dolby Surround Sound audio can also be added, giving your audiences a total audio-visual experience.



# Ziris Canvas gives you three approaches to artistic expression

## 1 Pre-render content for each screen



Define your screen layout

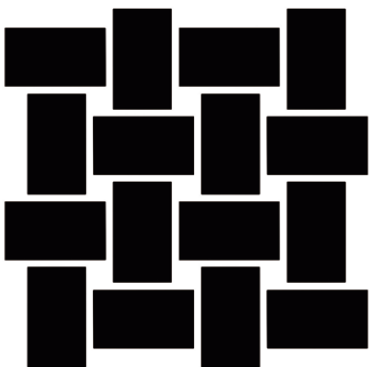


Prepare your ultra-resolution image



Cut out your image based on your screen layout and encode image sequence as individual HD video

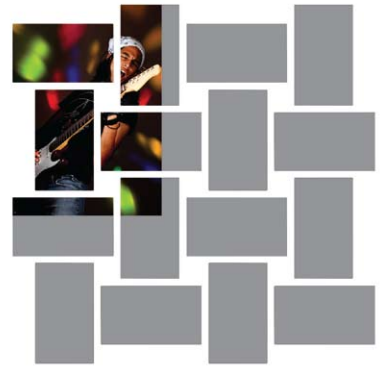
## 2 Stretch full HD content across multiple screens



Define your layout based on your desired creative expression, screen sizes and positioning, plus space available



Prepare your HD content




Stretch your image in Ziris Create

Creating content for Ziris Canvas is no different from creating content for a single screen – except that your unlimited display options opens up a rich seam of creativity. Whilst there are several layout templates pre-configured, you have the freedom to configure completely new, unique designs.



Your sequence plays out as virtual ultra HD video with resolutions x times HD



Your sequence plays out as scaled HD images

### 3 Rotate screens



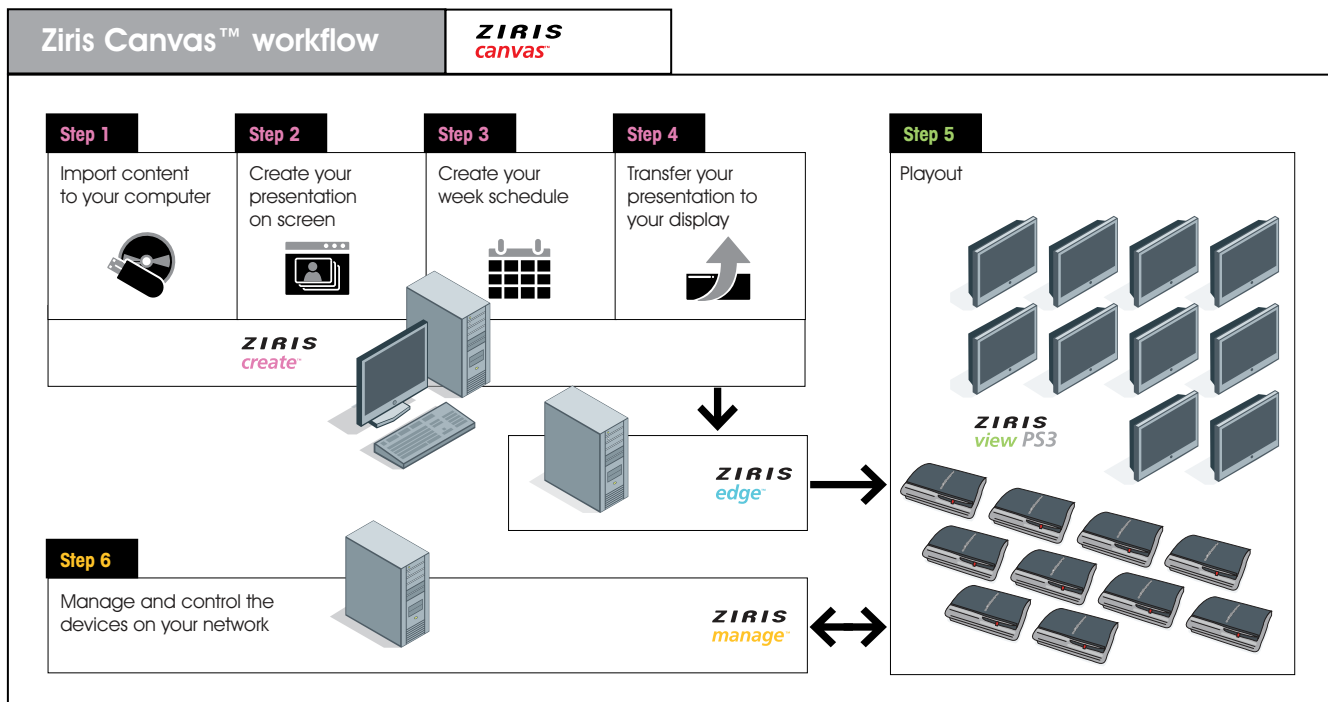
You can rotate and arrange your screens – whatever their sizes – to create new and exciting screen designs that support your messaging

# Creative impact, operational ease

Combining the power of PS3 with a customised version of our leading, user-friendly Ziris Digital Signage software, Ziris Canvas is intuitively easy to operate. From your layouts and targeted playlist scheduling with our powerful content authoring software, to playout and monitoring, everything is simple.

You can quickly and easily adapt and re-allocate content whenever you choose, letting you target your messages to take advantage of changing circumstances, so that you maintain maximum relevance and impact.

Ziris Canvas is also highly scalable. As it supports an unlimited number of screens and playout devices, you can simply expand your installations as and when you want.



The infrastructure of a Ziris Canvas installation is simple. Each screen is connected to a single, modified PS3. In turn, the PS3s are connected by a hub to the internet-based management software. The set-up of the PS3s can be controlled by keyboard or by the console controller. The simplicity of this set-up enables you to get up and running quickly – so you can spend time exploring your creative possibilities rather than contending with complex wiring.

### The authoring environment

The system uses our web-based Ziris Create application for creating, administering and checking content. This software operates by simply logging on over the internet to a page that corresponds to a user's job. For example, users of the system can be authors who are responsible for creating, composing and scheduling media content, or observers responsible for checking and uploading the content. Each has their own simple, intuitive web page within the system.

The authoring environment is based on the software designed by the European research team (BPRL) for Sony Corporation. It allows authors to easily:

- Import files to create media content (including MPEG-2 and MPEG-4 video, JPG and PNG image files and AAC MP3 audio files).
- Create or edit playlists or slide shows.
- Upload scheduling information for playout.
- Send and receive messages with other members of their team.
- View and edit metadata.

### Automatic monitoring and support

Giving you the reassurance you need that Ziris Canvas is operating smoothly, the system features built-in network connectivity to equip you with real-time, remote device monitoring and control. With immediate notification of any issues, you can resolve them straightaway from a remote PC to minimise any potential downtime.

You can also make remote changes to your content, playlists and playout schedule.

Giving you the peace of mind of on-demand back-up, Ziris Canvas comes with our PrimeSupport® package for three years. This includes a telephone helpdesk for instant answers to technical queries plus next-day hardware replacement.



# Transforming the potency of images into business value

At Sony Professional, we focus all our multi-industry experience, deep customer insights and comprehensive systems capability on delivering what we call Intelligent Image Technology (IIT). For us, IIT is the application of our expertise to harness the power of images – creating tangible business value for you.

With over 25 years' experience of creating innovative, market-leading AV/IT solutions for businesses across a wide variety of sectors, we will work with you to ensure your Ziris Canvas solution adds value to your customers, your business and your brand.

Depending on your particular objectives, Ziris Canvas can:

- Generate income through the increased spend that follows from heightened audience experiences, lengthened dwell times and enhanced venue and brand loyalty.
- Heighten the profile and visibility of your venue and brand to attract new visitors, customers and business.
- Extract more usage from your existing visual communications – you can easily add or replace new content to your video and image-based assets for playout on Ziris Canvas, delivering cost-savings against generating entirely new content.
- Equip you with a communication solution that is infinitely scalable, enabling you to increase the size of your installation in the most cost-effective way.
- Add an income stream through third-party advertising.

For more information and to see Ziris Canvas in action, please contact your local Sony Professional Solutions Specialist.



# Technical specifications

System	
BZSQ-VW1	<ul style="list-style-type: none"> <li>Ziris Create: Authoring and scheduling software.</li> <li>Ziris Manage: Real-time monitoring and control software.</li> <li>Ziris Edge: Content delivery software platform.</li> <li>Ziris View PS3: Digital Signage player software for PS3-kiosk running from Blu-ray disc.</li> <li>Sony PS3-kiosk model with customised system software (note that this is different from the standard PlayStation3 which is available to consumers).</li> </ul>
Central software versions	<ul style="list-style-type: none"> <li>Ziris Create v4.00 build 79</li> <li>Ziris Manage v4.00 build 54</li> <li>Ziris Edge v4.00 build 4</li> </ul>
Ziris View PS3 video	PS3 provides following video outputs to connect to your display device: <ul style="list-style-type: none"> <li>HDMI (preferred connection)</li> <li>Component</li> <li>S-Video</li> <li>AV (RCA Phono connectors)</li> <li>AV (SCART)</li> </ul>
Ziris View PS3 audio	<ul style="list-style-type: none"> <li>HDMI</li> <li>Digital Out (Optical)</li> <li>AV (RCA Phono connectors)</li> </ul>

Ziris View PS3 supported formats						
Image format	Extension	Maximum size	Other details			
JPEG	.jpg	2048x2048	Baseline-only; 'Progressive' JPEG is not supported			
PNG	.png	2048x2048	-			
Video format	Extension	Maximum size	Minimum duration	Maximum duration	Bit rate	Frame rate
MPEG 2 Elementary Stream MP @ HL	.mpg	1920x1080	1 second	2 hours	Up to 25 Mbit/s recommended Absolute maximum 51 Mbit/s	24 fps 25 fps 30 fps
MPEG 4 Elementary Stream (HiP @ Level 4, AVC)	.mp4	1920x1080	1 second	2 hours	Up to 10 Mbit/s recommended Absolute maximum 16 Mbit/s	24 fps 25 fps 30 fps
Audio format	Extension	Channels	Minimum duration	Maximum duration	Maximum Bit rate	Sample rate
Dolby Digital	.ac3	2.0 or 5.1	1 second	2 hours	640 kbit/s	48 kHz

Requirements	
Description	Limit
Minimum duration	5 seconds
Maximum duration	24 hours
Maximum concurrent video items	2
Maximum concurrent audio items	2
Maximum bit rate for 1 video item	51 Mbit/s
Maximum total bit rate for 2 video items	41 Mbit/s
Maximum concurrent pixels of source media e.g. 1 full screen 1920x1080 images requires 2073600	12441600

PC requirements (the minimum requirements of the hardware platform on which you install Ziris Create, Ziris Manage or Ziris Edge)

Item	Specification
Operating System	Windows 2003 Server, Service Pack 2
CPU	Intel Core 2 Duo 1.8 GHz or faster
RAM	1 GB or greater
HDD	40GB or greater
GPU	WXGA (not NVIDIA)

At Sony Professional we believe images  
have immeasurable power

Images nurture life  
connect cultures  
grow economics  
deliver justice  
inspire education  
energise entertainment  
advance science  
liberate imagination  
capture history  
even promote peace

We use the power of images to increase  
business value

We turn images into assets

**This is Visual Wealth**

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**About Sony Professional**

Sony Professional is the leading supplier of AV/IT solutions to businesses across a wide variety of sectors including, **Media and Broadcast, Video Security and Retail, Transport & Large Venue markets**. It delivers products, systems and applications to enable the creation, manipulation and distribution of digital audio-visual content that add value to businesses and their customers. With over 25 years' experience in delivering innovative market-leading products, **Sony Professional** is ideally placed to deliver exceptional quality and value to its customers. **Sony's Professional Services** division, its systems integration arm, offers its customers access to the expertise and local knowledge of skilled professionals across Europe. Collaborating with a network of established technology partners, Sony Professional delivers end to end solutions that address the customer's needs, integrating software and systems to achieve each organisations' individual business goals. For more information please visit [www.sonybiz.net](http://www.sonybiz.net)

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