



## iOraSis InfoPoint customer profile

www.xvue.com

“InfoPoint met all our expectations for an integrated public announcement and advertisement system”  
ELF CEO Dimitris Psillas

### A complete digital signage solution for the Athens Central Public Bus Station



ELF Ltd. Is active in the digital signage – large panel advertising sector in several regions and activity areas around Greece. The Central Public Bus Station of Athens required an audio-visual announcement system that could also provide news and tourist information from several different sources. ELF installed InfoPoint in order to fulfill the station requirements and offer an advertising solution in a hot spot of metropolitan Athens. This is a quite attractive combination for both marketing and information purposes.

The professional quality of the video-audio output offers a flexible professional platform for advertising media clips in full or half size DVEs. Animated graphics like banners or images are also scheduled in conjunction with announcements. Finally the collection of news from XML and other data sources, as well as images from web cameras offers a wealth of information to the perspective traveler.

CEO of ELF Dimitris Psilas explains: “We decided to follow a new approach to the static appearance of conventional announcement systems. That was the only way to make the product attractive to advertising. The versatility and automated way of operation makes InfoPoint from **XVUE** an excellent solution to our needs”.

ELF is currently considering the expansion of **iOraSis InfoPoint** in other Public Transportation Terminals and other hot spots that require dynamic update of information and offer advertising opportunities.

### Product Highlights

**iOraSis InfoPoint** is based on the same engine with **iOraSis Studio** and focuses on information driven applications, used mainly in digital signage and public area announcement-information solutions. The main goal is to offer an easy integration of dynamic data sources with attractive video-audio content and graphics in order to produce superior output for information display systems.

- Powerful layered graphics engine capable of animated graphics layers.
- Database connectivity for information display of both audio and video content.
- Tickers, crawls, rolls dynamic components fed from database stored data or xml feeds for news, stock market information etc.
- Real-time graphics text layers.
- Intuitive user interface and template designer in standard PC.
- Advanced scheduling and logging of media clips for advertising applications.
- Broadcast Quality Anti-aliased text.



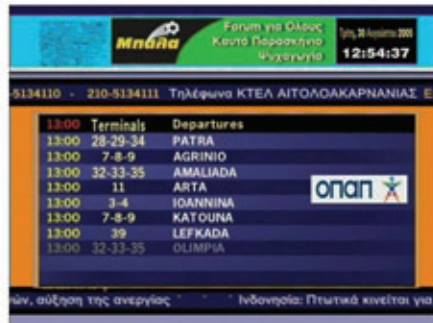
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## About XVUE

**XVUE** is a privately owned company established in early 2004, providing turn key systems and software solutions for the professional broadcast and digital video industry.

Although **XVUE** has been around for a short time, the customer list includes several channels, like MAD TV (including six new music interactive channels until the end of 2006) and GBC in Greece, and NRK, NRK2, NRK sports, TV Vestfold, Drammen TV through Mediateket, as, our Nordic distributor for Norway,

The combination of live input, playlist capabilities and graphics in a single system, the numerous 2D and 3D effects and the advanced audio mixing of live and files available in **iOrasis**, helped to create eye catching channel branding systems, SMS voting channels and interactive TV shows in a minimal time frame with bullet proof, cost effective, all in a box systems.



**iOrasis Infopoint** is being used in the Central Bus Station in Athens and other public interest hot-spots in Greece, as announcements and information systems, providing rich media and real time data content

These fine results are the outcome of the long-term career of its founders in the broadcasting industry and the commitment of all **XVUE** staff to fill the client's needs as fast and accurate as possible.



*"The successful operation in Athens Bus Station drives ELF to the expansion of InfoPoint in several transportation terminals in Greece"*  
 ELF CEO Dimitris Psillas

●●●● [www.xvue.com](http://www.xvue.com)



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