

# Omnivex® DataPipe

## Data Management Software

### Acquire

Acquire from: SQL statements, XML, spreadsheets, web services, client and web-based text messages, motion sensors, RFID readers, phone switches, manufacturing equipment, touch screens, and data feeds.

### Contribute

As the data changes at the source, it automatically changes on the screen(s). Presentation formatted by color, font, size, static, sequenced, and scrolled.

### Distribute

Data distributes in real time. Automatic reconnection, servers can be clustered, primary/secondary redundancy, and master/slave distribution.

### Monitor

Tools to ensure data is updated, clients are connected, computers are accessible. Appropriate alerts raised if a problem is detected.

### Interact

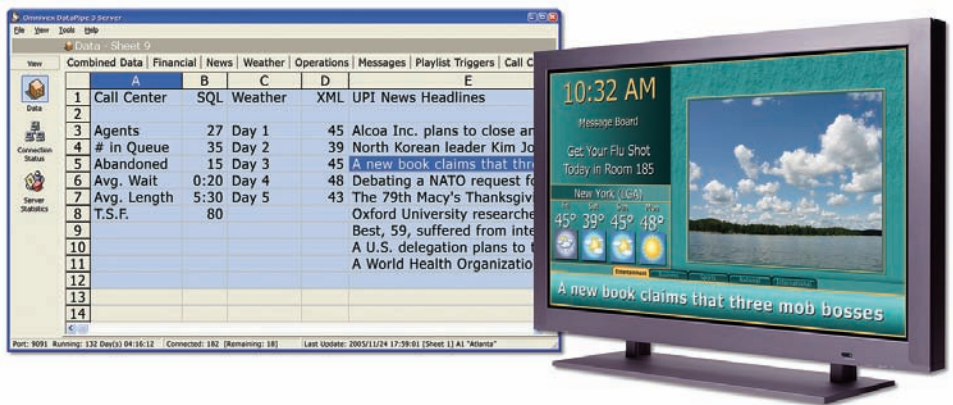
Trigger changes to content, control advertisement frequency, interrupt for emergency messages, turn screens on and off, play sounds, and activate relays.

### Report

All activity can be logged, generate usage reports and audit trails, specific item changes and client connection status. Interface to standard monitoring tools.

Data is everywhere. Sales figures, inventory levels, operational statistics, real time financial data, news, weather, web services and RSS feeds to name a few. Even the status of hardware devices like contact closures, facility monitoring systems and RFID tags are valuable data items. How do you acquire, interpret and distribute all of this data in a consistent manner? The answer is through Data Management software from Omnivex.

Omnivex DataPipe is the heart of Omnivex's data management system. This data collection, storage and distribution backbone connects to multiple Omnivex products. Regardless of where the data originates, once in Omnivex DataPipe it is managed in a system that is robust, flexible and reliable. Data is automatically kept current throughout the network.



The acquisition and distribution of live data is not only important for relaying information to viewers, it can also be used to trigger content or related events. As an example, Omnivex software can interface to a POS system in a retail application and automatically select the appropriate content based on local inventories. By placing intelligence at the point of sale, an Omnivex installation will respond to local conditions with no manual intervention, providing instant updates specific to that location. Omnivex software employs a unique data centric model in all our applications providing a key advantage over conventional display networks.

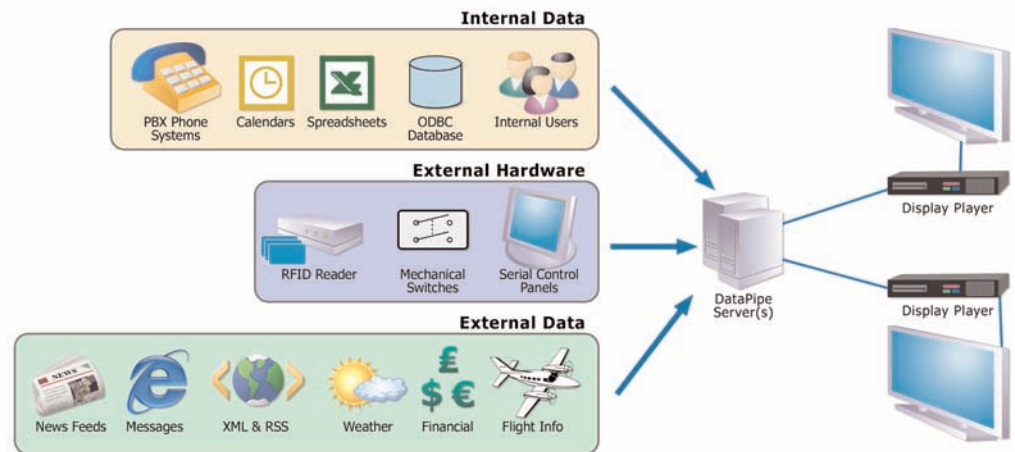
Omnivex DataPipe is the backbone of our data management system. DataPipe allows you to access and share information from multiple sources over TCP/IP networks in real-time. A DataPipe network can be both reactive and interactive, triggering actions based on a specific data value or an external device. The result is an extremely flexible system that can be adapted to different industries based on specific needs.

## Omnivex DataPipe Server

Omnivex DataPipe Server is the central clearing point or "hub" for all networked data activity. Multiple DataPipe Client applications can connect via TCP/IP to the DataPipe Server, enabling users across the network to share contributed data.

The DataPipe Server instantly receives any updates initiated by any client, and instantly relays that information to all other connected clients. If a connection is lost, the client and Server can retain last values while they attempt to reconnect. All connections are tracked and logged for system maintenance. Data is stored in a familiar spreadsheet format making it easy to manage your information. Connected devices are clearly visible from the management console.

DataPipe supports redundant server with automatic failover so your system can always be up and running. System monitoring software is available to ensure that clients are connected, data is flowing, and the Servers are accessible over the network. Should a problem occur the monitoring software can alert you via e-mail or through existing 3rd party network monitoring applications.



## Omnivex DataPipe Applications

Omnivex provides a host of data acquisition products to plug into your DataPipe network. Each of these applications is optimized to work with a specific data source and can be placed at different points on your network. In order to protect the integrity of your data, each application can be isolated in a secure environment. Some of these applications permit data input to trigger reactions and allow you to output signals to interface with 3rd party systems.

An Omnivex DataPipe network can grow with you. Once you have established a basic DataPipe network, you can add components as required to access information from different points or retrieve different kinds of data. Once information becomes part of a DataPipe network it can be combined to create dynamic messages from multiple sources. This data can also be used to control events; display content can be triggered when someone enters a room or picks up a product containing a RFID tag. Combining existing hardware with an Omnivex DataPipe network, you can create interactive digital display systems meeting all of your display needs with one easy to manage solution.

Omnivex is continually adding new data interfaces to extend the reach of your network. Contact Omnivex for more information on how your data can be part of a digital display solution.



## Supported Data Sources and Appropriate Omnivex Acquisition Tools

Data Source	Omnivex Application
XML Documents (URL or network) and RSS Feeds	Omnivex XMLLink
ODBC Accessible Databases	Omnivex SQLLink
Omnivex News and Weather Service	Omnivex NewsStand
Text Messages	Omnivex DataPipe Client or WebPad (browser-based)
DDE Sources (Microsoft® Excel® and most financial data feeds) Time Independent Data (including intra-day graphs)	Omnivex DataPipe Client
On-Screen Character Recognition (OCR)	Omnivex ScreenLink
Avaya® Phone Switch Data	Omnivex AvayaLink
Nortel® Symposium® Phone Switch Data	Omnivex SympLink
Reuters® Terminal Chains	Omnivex Chain
Reuters Terminal News Headlines and Trading Data	Omnivex NewsLink
Temperature Sensing	Omnivex ThermoLink
RFID Data	Omnivex RFIDLink
RS232 Strings (input and output)	Omnivex IOLink
Contact Closures (input and output)	Omnivex IOLink
Comstock® Financial Data	Omnivex PCQLink
Microsoft Outlook® Calendar Data	Omnivex CalendarLink
Newmarket® Delphi™ Hotel Management Data	Omnivex DelphiLink
Thomson™ ONE Financial Data and Headlines	Omnivex ThomsonLink

## General Specifications

Communication Protocol	TCP/IP (Ports configurable) DHCP is supported
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## System Requirements

Operating System	Microsoft® Windows® 2000, XP® Professional or 2003. Can run as a service or an application.
PC Hardware Requirements	Contact Omnivex for a recommendation based on your content requirements

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For more information on Omnivex software please visit [www.omnivex.com](http://www.omnivex.com).  
To contact a sales representative email: [sales@omnivex.com](mailto:sales@omnivex.com).  
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