Maxtell
LED Display Company

Leader in Digital Signage Software





ABOUT OUR LABS

ABOUT US

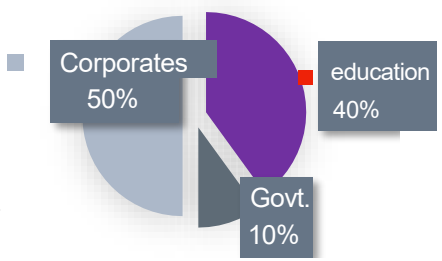
OUR REACH

OFFICES





CUSTOMER BASE



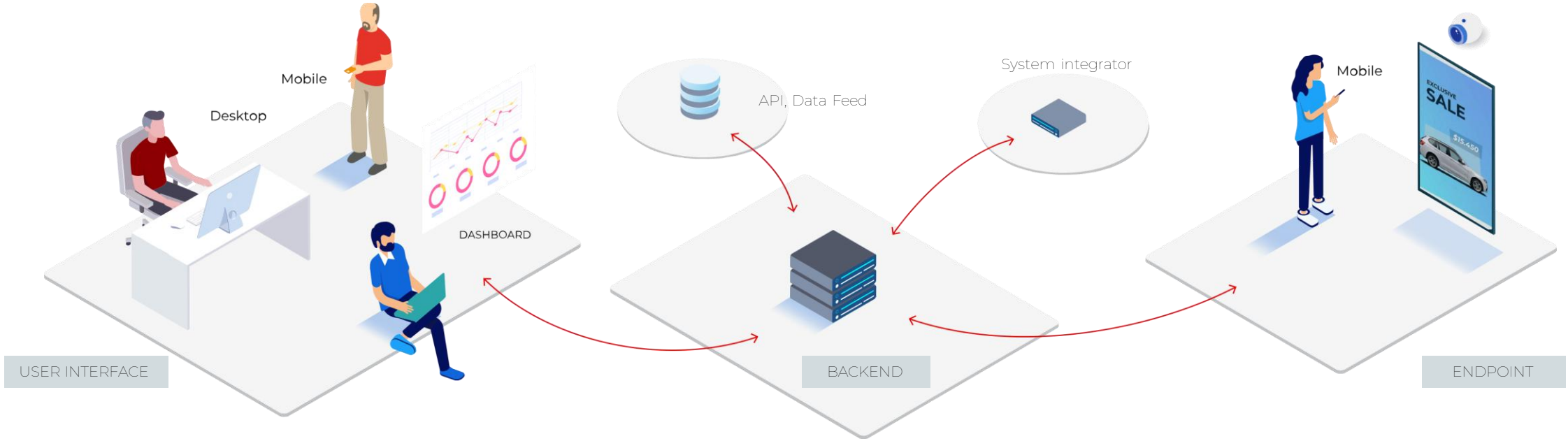
780+
Trusted Clients

Trusted by
28 Companies

Sales Offices in
4 Cities

WHY US?

WE ARE FUTURE PROOF



CONTENT MANAGER

- Built-in smart content toolsets: AI, Data Driven, Tag, Schedule, and Triggers
- Embedded professional template designer
- Custom user roles and permissions
- Monitoring, reporting and analytics toolsets

SERVER

- Secure and sustainable: SOC 2 Type I & II certified
- Advanced multi-tenancy
- Open architecture: Player and server-side APIs
- Microsoft compliant: Azure, AD, ADFS, SAML SSO
- Scalable in volume of players, hardware and

PLAYER

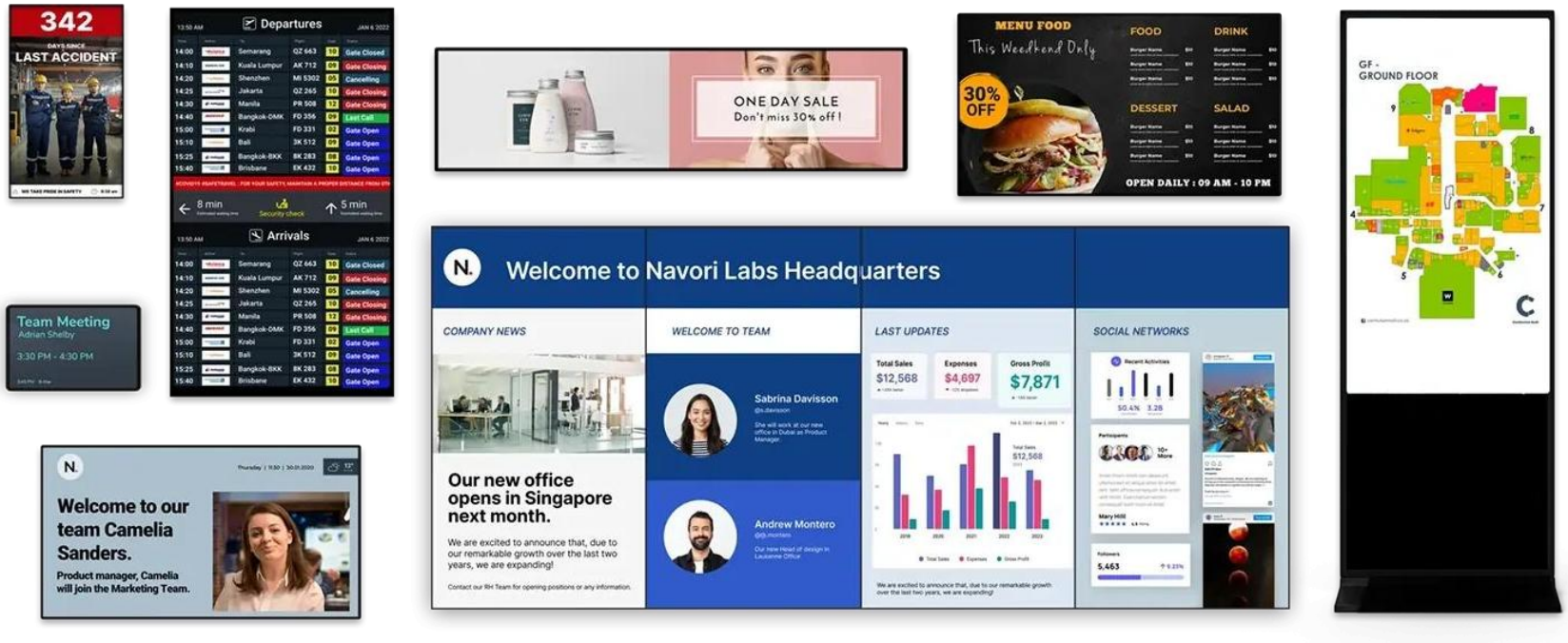
- Proprietary rendering engine
- Multi-platform, 100% interoperable
- Multi-player synchronization
- Rendering up to 8K per media player
- Reliable 24x7x365



OUR DIGITAL SIGNAGE SOFTWARE

PREMIUM DIGITAL SIGNAGE SOFTWARE

Display any content, anywhere, any way you like it.



Interoperable

Supporting all popular media players and SoC display platforms

SaaS or Self-Hosted

Any Content

Images, videos, templates, data, smart HTML5, live-web-based content and more

Open Architecture and APIs

Unlimited customization possibilities

OUR DIGITAL SIGNAGE SOFTWARE

INTUITIVE FULL-FEATURED CMS

Efficiently manage your digital signage with modern Content Manager.

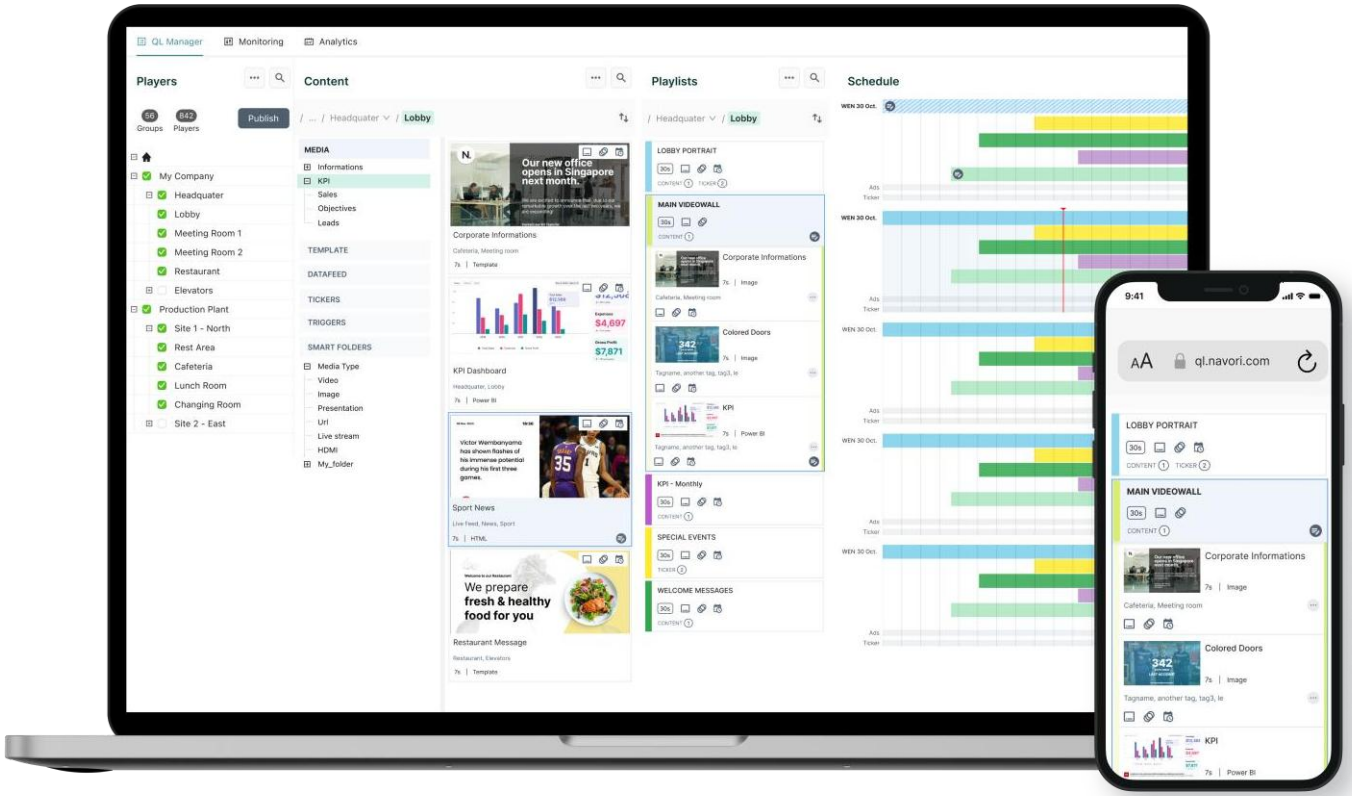


Image Video Streaming PowerPoint PDF Template HTML 5 Datagrid PowerBI

Centralized Control

Content management across multiple screens or locations, even on your mobile phones.

Content Versatility

Various multimedia formats supported

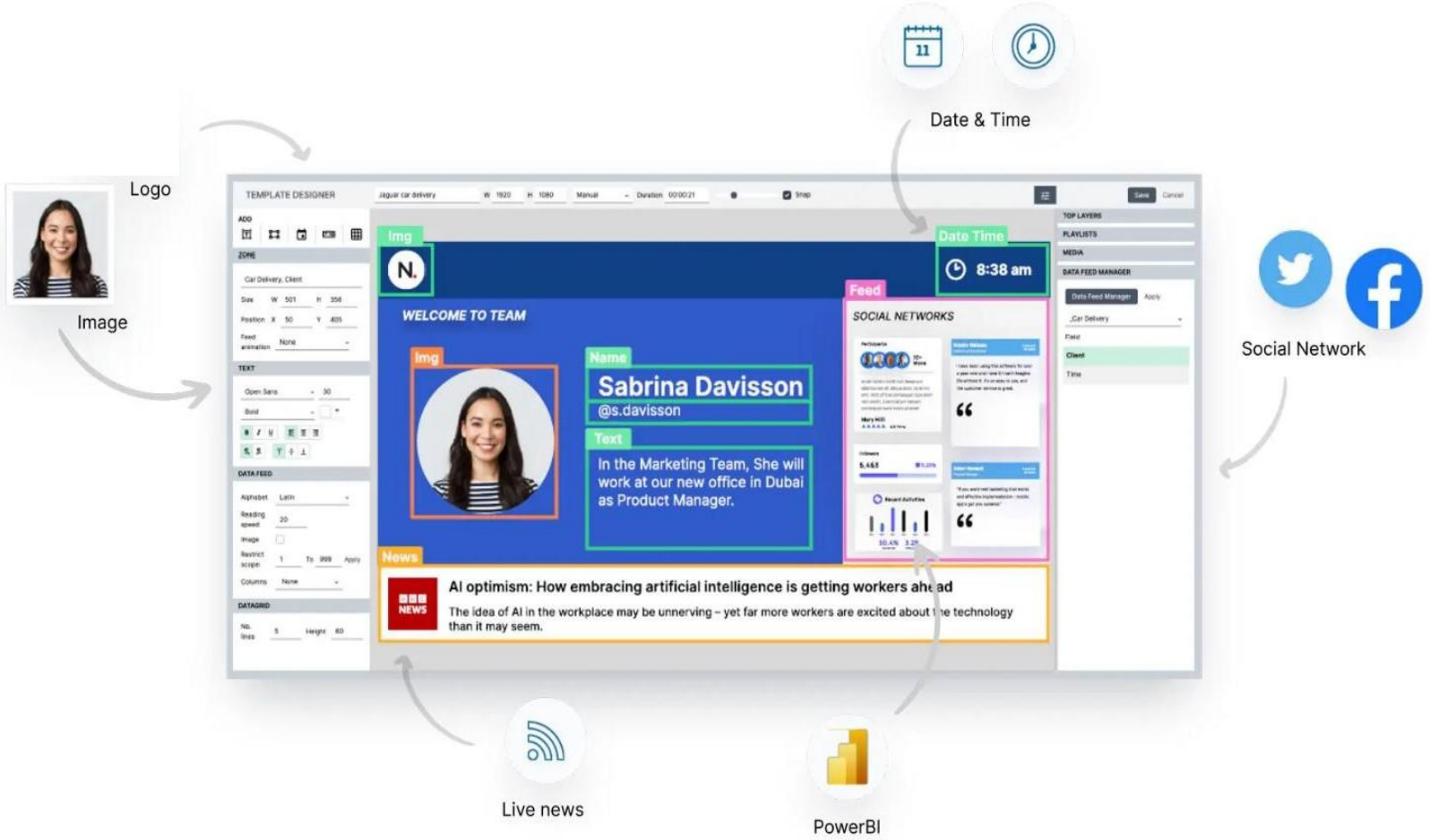
ZERO Ramp-Up UI

User interface is customizable based on user profiles and experience.

OUR DIGITAL SIGNAGE SOFTWARE

PROFESSIONAL TEMPLATE DESIGNER

Craft professional-grade digital signage templates effortlessly, responsive to any format.



Drag and Drop Workflow

Making template creation simple and fast.

No Coding Required

Integrating live data feeds into template without any coding.

Preview and Simulation Tools

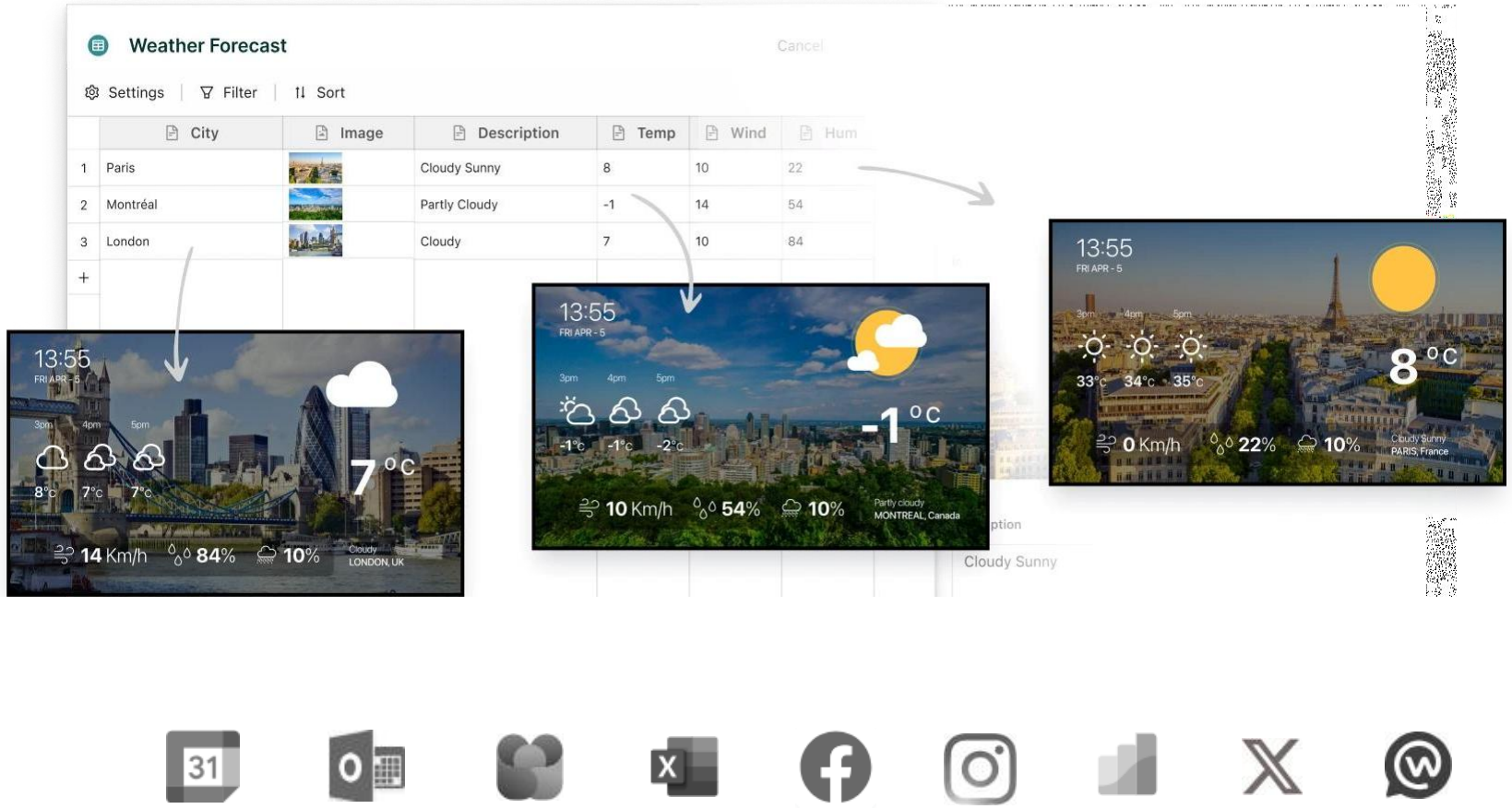
Preview your templates before publishing to make sure they look perfect before going live.

OUR DIGITAL SIGNAGE SOFTWARE

LIVE DATA MANAGEMENT

Effortlessly blend live data into your displays to ensure your audience stay engaged.

WATCH VIDEO >



All Feed Types

Synchronizing with all your feeds, from BI tools to RSS, XML, JSON, and more...

Customizable Connectors

Integrating data from any third-party source. Tailor your own connector using our API.

Data-Driven Content Automation

Let live data intelligently automate content choices for a tailored viewing experience.

OUR DIGITAL SIGNAGE SOFTWARE

MULTI-SCREEN CONTENT SYNC

Ensure consistent visual messages and an immersive experience on various devices or screens.

WATCH VIDEO >



Synch Any Type of Content

HD videos, animations, images and more.

Synch Across Hardware

Commercial screens, standalone devices or multi-head PCs. Perfect for retail spaces, corporate comms and more.

Synch Over IP

updating the time on each player device in real-time. No physical interconnection between the players needed.

TECHNICAL PARAMETER

Feature	Capability
Display Management	**Supports 100+ displays** for centralized content management and scheduling.
Emergency Content	**Emergency / priority content scheduling** for urgent announcements, alerts, warnings and critical communications.
Advanced Scheduling	Schedule content by date, time, day of week, recurring periods, playlists, individual displays or display groups.
Centralized Management	Manage content, layouts, playlists, schedules and devices from a centralized CMS.
Scalability	Suitable for deployments ranging from small installations to large multi-site enterprise networks.

Feature	Description
Content Management	Images, videos, audio, documents, web pages, HTML5 content, live feeds and other digital media.
Content Scheduling	Date/time scheduling, day-of-week schedules, recurring schedules, playlists and display/group-specific scheduling.
Playlists	Create and manage playlists with multiple media assets, playback order and content duration.
Multi-Zone Layouts	Divide a display into multiple zones for simultaneous playback of different content.
Screen Groups	Group displays by location, department, region, store, floor or other logical criteria.
Content Prioritization	Define priority levels so important content can override regular scheduled content.
Remote Management	Centrally manage content, playlists, layouts and schedules without physically accessing the media player.
Content Distribution	Distribute content to individual displays or selected groups of displays.
Media Player Management	Manage and monitor supported Windows and Android media players.
Real-Time Updates	Push updated content and schedules to connected players.
Synchronization	Synchronize playback across multiple displays/media players where required.
HTML5 & Web Content	Support web pages, HTML5 applications and web-based content.
Live Data Integration	Display dynamic information such as RSS feeds, web content, dashboards and external data sources.
Templates	Create reusable content templates and layouts for consistent communication.
Dynamic Content	Support dynamic and data-driven content based on application requirements.
Proof of Play	Playback reporting to verify when scheduled content has been played.
Monitoring	Centralized monitoring of media player status, connectivity and operational state.
User Management	Role-based user access and permissions for administrators and operators.
Multi-Threaded Network	Scalable multi-threaded network publishing capable of delivering synchronized media streams and asset packages to at least 100 simultaneous endpoints across LAN/WAN/Cloud.
Interface and Management	Intuitive, simplified GUI layout design interface supporting drag-and-drop playlist assembly, multi-zone screen splitting, dynamic widgets, and status logging.

TECHNICAL PARAMETER

Feature	Description
Multi-Site Management	Manage displays across multiple locations from a centralized CMS.
Remote Troubleshooting	Remote monitoring and management capabilities to reduce on-site intervention.
Content Approval	Support controlled content publishing and approval workflows where configured.
Security	User authentication, access control and controlled CMS-to-player communication.
Reporting & Analytics	Reports related to content playback, devices and system activity.

- ## Scheduling – Brief Description

The CMS allows administrators to schedule content based on specific dates, time ranges, days of the week, recurring schedules, playlists, displays or display groups. Different schedules can be created for different locations and screens, while priority rules can be used for important or emergency content.

- ## Emergency / Priority Playback

Authorized users can schedule or trigger priority messages and emergency announcements that take precedence over normal scheduled content. Typical applications include evacuation instructions, safety alerts, operational announcements and other time-sensitive communications.

- ## Typical Applications

Retail • Corporate • Hospitality • Education • Healthcare • Transportation • Banking • Government • Public Information • Advertising Networks • Multi-Site Enterprise Communications

Note: Feature availability may vary depending on the selected software edition, media player, deployment architecture and applicable integrations.

Maxtell
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