



Arrival	Departure	Track	Direction	Details
11:33	11:38	5	Hamburg	ICE 1593
11:36	11:47	4	Koeln	IC 1964
11:43	11:50	5	Hannover	RB 2000
11:56	12:00	3	Berlin	RE 5591
12:01	12:05	2	Stuttgart	ICE 1888
12:13	12:17	1	Wolfsburg	RB 2048

The optional Adtraxion Data module is applied for real-time data insertion in an existing schedule. The Data module can fetch pre-defined data from any local (e.g. Microsoft Access) or external (e.g. WWW) database and display this data real-time on a screen.

### Main benefits

- > Live data insertion
- > Data filtering
- > Multiple data sources
- > Flexible data refresh timing
- > Network secure operation
- > User-friendly user interface

# Adtraxion Data

## Data filtering

The data filter queries databases on the specific data that is required. Only the specified data will be extracted from the database and travel over the network. This avoids unnecessary network traffic.

## Multiple data source

Multiple data sources allow the system to communicate with different data sources, like databases (e.g. ODBC) and web environments (e.g. XML), simultaneously.

## Network secure operation

To prevent unauthorized network activities different levels of security are implemented. All components of the Adtraxion software suite are based on highly secure protocols. Also an encryption is implemented as well as dedicated firewall settings.

## Unicast and Multicast

Data can be distributed via unicast, which means that a connection is made with individual players in the network, or via multicast where all players in the network are addressed simultaneously.

## Flexible refresh

The data that needs to be displayed is retrieved from a database. The change interval of the data is not always similar; the Adtraxion Data module allows you to pre-define the heart beat interval in which new data is retrieved. This ranges from every second to every day or week.

## Easy installation procedure

Installation of the Adtraxion software modules is made easy through the installation wizard.

## Adtraxion compatible

This optional software module can easily be integrated in the Adtraxion software suite and enhances the system functionality.

## Customer usage

### Numbers and graphs

One of our customers has simplified the process of keeping employees updated on crucial information, using the Adtraxion Data. In the production environment employees are provided production statistics, together with health & safety information, on large plasma monitors.

Data from different sources are published automatically, without interrupting the work process. The monitors are available on the high traffic areas within the production environment. So with a single glance employees can obtain fresh and relevant information.

This customer understands the necessity of being able to communicate quickly with co-workers and employees. Incorporating data has resulted in meeting their production targets, encourage production and recognize the performance of its employees.

### Management information dashboard

The headquarter of a large corporation has implemented digital signage for keeping their sales team on track. Using strategically placed digital video monitors, their employees are provided with the latest sales figures, obtained from the sales database.

This so called management information dashboard helps the company to motivate their sales staff significantly. Whereas in most organizations the sales figures are not easy to access, this company shares their continuously updated figures on monitors throughout the office.

In the reception area visitors are targeted with a different kind of message. Visitors are welcomed and provided with general information. This includes live news feeds, corporate videos and the latest traffic information. This is a prime example of how the corporation has successfully shares different information, for different audiences.

## Ordering information

ADX0401	Adtraxion Data
ADX0501	Adtraxion XL Data

**ADTRAXION**  
*awareness on the spot*  
[www.adtraxion.com](http://www.adtraxion.com)