



technology & production

Netpresenter Enables YouTube Content On Digital Signage Player

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Netpresenter, the Netherlands based digital signage software company, has launched Netpresenter Player 5.0. Key new feature include its support for Adobe Flash content and YouTube videos, enabling delivery and playback of these content types on PC desktops, large (digital signage) screens and even mobile devices.

Because of the extended support in this version, users can include a broad range of dynamic content to their presentations, including Flash animations, live news feeds, live streaming video, TV channels, and even YouTube videos. It also allows the addition of smooth running, CNN like, ticker tapes to the screens, and transparent GIF images, often used for weather and traffic maps.

"The new generation Player allows users to really improve their digital signage and PC desktop presentations, screensaver and alert messages, commented Frank Hoen, Netpresenter's Chief Executive.

AKA COMMENT

The benefits of offering video through flash are that it is a very effective player, on a common standard that is easy to ouput to, and on a platform for which there are many thousands of well trained creatives.

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appearance of more of this sort of player technology in the coming months.

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