**TATA** ELXSI

www.tataelxsi.com

# Retail
## Multimedia Software
## Framework

# DIGITAL SIGNAGE SOFTWARE PLATFORM DEVELOPMENT TARGETED FOR RETAIL INDUSTRY

Development of a Media Player Reference Software solution for retail application.

## Scope

- Spec to Complete solution
- Integration with FFMPEG, VA-API interfaces & Weston compositor
- UI Framework comparison analysis (QT, HTML5, GTK+, Java)
- Benchmarking & Performance evaluation

## Tools and Technologies

- Qt Creator
- Intel System Studio
- Gcov, Lcov, Doxygen

## Challenges

- Open source and proprietary license code management for commercialisation
- Support for multiple zones (16), display units and orientation
- Multiple formats (Video, Audio, Image, widgets, RSS, Text, Tickers)
- Optimal utilization of platform to deliver KPI's



| Market | Business Benefit | Delivery model |
|--------|------------------|----------------|
| Retail | Opportunity to use platform for retail and surveillance | Fixed bid |