

Ref: CO/ITD/998/R1/2021-22

19.08.2021

**1. Specification for Centralized Workstation**

Sr.No	Required Functionalities/ Features	Complied (Yes/No)
1.	Hardware Sizing need to be provided in technical bid submission. Server and storage for the Digital Signage solution will be provided from Bank.	

**2. Digital Signage Solution Administration Software/CMS**

**Name:**

**Version:**

Sr.No	General Specifications/ High level requirements	Complied (Yes/No)
1	Central web enabled console to push content to monitors. The user interface must be browser-based for both administrator and typical user access. This is to allow all users, regardless of role, to access the system from anywhere on the network without requiring installation of specialized client-side software.	
2	The system must have the ability to customize delivery of content and scheduling to displays based on specific parameters such as: Grouping of Displays, Individual Display, Day of week, Time of day	
3	Deployment of signage Screen at a particular location and provide it with Unique Identification Number (UIN) for future reference.	
4	Capability to identify UIN should be a logical combination for easy identification - ( fields such as IP address, Branch code, Branch Name, Address, Contact Info, Type of screen etc to be added)	
5	Transmitting/downloading/deploying content to a logically grouped branches/locations/Circles.	
6	Ability to display real-time information (e.g... Emergency messages to specific sites)	
7	Ability to power ON/OFF media player in a scheduled and as on when required, Mute/unmute from a centralized location.	
<b>Content Management</b>		
8	Should support Multi-lingual/ regional language contents as per the location/region of the Digital Signage Screen.	
9	Ability to manage display layout/design on individual screen from a centralized location based on clustering. Single screen or split screen with independently controlled frames. Facility of Scrolling ticker to separate multiple display on separate regions on the screen.	
10	Must have multiple customizable templates available.	
11	Must have a programmable content that will continue to run, even if the connection to the server is lost.	

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12	<p><b>Format Supported:</b>  Videos : WMV, MP4,MOV,AVI, MPEG , with all major codecs support  Ticker: Live RSS &amp; Static Text Ticker  Images: JPEG, PNG, BMP, GIF Documents  Files: PDF, PPT*,Doc*  Audio: MP3  Web Pages: http, https  Be capable of running live streaming content from HTTP Live Streaming (HLS) , MPEG-DASH and RTSP</p>	
13	Ability to display Social Media Feeds i.e. Twitter, Facebook, RSS Feeds	
14	Content Repository facility for reusing the content.	
15	Add/modify/delete/combine content in any of the file formats which results in audio, video, text format (this includes pdf, ppt, media files, etc)	
16	Add textual content on image, video and scrolling messages.	
17	Ability to manage the Content deployment from a central location on a real time basis as well as on offline basis (scheduled date and time) for Better bandwidth management. i.e. Store and show technique.	
18	Ability to view the final content before the final upload. <b>In-built preview</b> of display allows checking before publishing.	
19	Facility to remotely view the current playback status of any screens by way of screen shots(thumbnail images), same display on screen, etc	
20	Transmitting/downloading/deploying and scheduling content to a Logically grouped on signage screen/Media player by location/Region/Subsidiaries etc. without any limitations.	
21	System must offer support for the display of video streams. Authorized users will be able to schedule the display of streaming video, per player.	
22	System must provide an automated slideshow of scheduled still-image content. There should be a library of special effects to enhance viewing experience for content transitions.	
23	Software support different aspect ratios of the screen. Like 16:9, 4:3 etc. Software should be flexible for selection of any standard resolution in pixels. Screen orientations supported, portrait or landscape. The software support FHD/UHD. The software support all available resolutions compatible with the hardware and display combinations.	
<b>Administration /CMS</b>		
24	Users should be allowed to access the status of a Player, which playlist is currently being displayed, the user name of the person that sent the last update, the state of the Player's content download progress and confirmation of its successful completion. All this information to be provided in real time.	



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25	System must allow authorized users to override the display of normal content with alert content.	
<b>Connectivity</b>		
26	The Solution should be capable of connecting with the existing LAN network within Bank network.	
27	Schedule/content download can be initiated during off-peak hours.	
28	If content deployment has failed to a particular location, then redeployment process should be initiated automatically at least for a prefixed number of times. Only failed media content need to be retransmitted.	
29	Ability to delete content from Digital Media Player/screens (Ensure one copy at central server is never deleted)	
30	Players must be network-based and capable of receiving content updates from content server via TCP/IP without user intervention.	
<b>Monitoring and Control Module</b>		
31	Provision to identify the Media Player not getting updates due to Media Player switched off, network failure etc.	
32	System must allow IT to check the status of the entire system, including the status of all players from the content server and generate report w.r.t the digital signage i.e. Downtime, uptime, content created, content deployed, Digital Media working status etc.	
33	Email notification should be notify failure status of Devices like media player, Display, etc.	
34	Report on what content played where and at what time.	
35	Proof of play reports: Audit log report on content played for each player.	
36	Users should be allowed to review a list of previously recorded alerts and events relative to each Player under their control.	
<b>User Management and Security Module</b>		
37	The solution must be able to support single sign-on login authentication from the Bank's existing Active Directory environment. The user authentication integration must map users' credentials, such as group membership, from the Bank's AD.	
38	Accounts that must be synchronized so that disabling a user, adding a user, changing password or changing group membership in the Active Directory has the same affect in the system.	
39	User management - Create users and groups with different access levels.	
40	Password protected access and Forgot Password option. Super admin can login and regenerate password.	
41	In addition, there must be the ability for administrators to assign the following rights to each user such as: <ul style="list-style-type: none"> <li>• Which network (group/sub-group) of Players each user can see and access.</li> <li>• Which content library users can see and access.</li> <li>• Which playlist users can see and access.</li> <li>• Which tasks each user is authorized to perform.</li> </ul>	



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42	System must allow an unlimited number of user accounts to be created at no additional cost.	
<b>Security requirements</b>		
43	Compatibility with all current virtualization and cloud computing technologies.	
44	Compatibility with any internet proxy server.	
45	Compatibility with http and https connections.	
46	Ability to specify which communication ports the application will use.	
47	Security requirements do not require an open internet connection to download and activate the software.	
48	System must support strong passwords and will allow Customer to define a logout time for inactive web browser sessions.	
49	Facility to manage display remotely i.e disabling and enabling of USB, Wi-Fi, Bluetooth, Screen mirroring, updating of Signage IP address and updating of date and time from a centralized CMS.	
<b>Other Capabilities - Additional Modules</b>		
50	Ability to integrate and show MIS reports	
51	Display Database reports in the form of Chart/Gauge and Table	

**3. CMS software installation and configuration:**

Sr.No	Description	Complied (Yes/No)
1	The successful bidder shall provide end to end solution and should be responsible for supply, install/commission, support and maintain the solution at central location of the Bank for Digital Signage Systems.	
2	The successful bidder shall Install and configure the server at the central location to ensure successful working of the Digital Signage Systems.	
3	The successful bidder shall provide training to Bank official or vendor selected by bank on using the CMS solution and uploading content to it.	