VUKUNET Technical Documentation

Overview

The VUKUNET web-based platform is used to schedule campaigns and distribute uploaded and approved ad spots, with network operators using the VUKUNET portal to register and profile their available media properties, while the advertising/media planning community uses the ADVUKU site to find and negotiate ad buys with network operators.

The only software that is installed is an Ad-Player on the network's Windows-based PCs. The Ad-Player communicates with the central, hosted system to send heartbeats on its status, and to download schedule changes and content. On a scheduled basis, a process is initiated that activates the Ad-Player and takes control of the screen, returning it to the incumbent CMS once the scheduled Ad time window has finished. The Ad-Player does its work based on the PC's system clock.

The Ad-Player runs independently and does not talk to the incumbent CMS system or coordinate playback. All Ads will play in full-screen.

Minimum hardware and installed software requirements *(Updated Q1 2010)*

Common:

- Microsoft Windows XP Professional SP3, Windows XP Pro Embedded, Vista SP2
- Port 80 open (inbound and outbound) to the Internet
- Windows Task Scheduler Activated
- Microsoft .NET 3.5 or higher
- DirectX 9.0c or higher
- Windows Media Player 11 or higher
- Internet Explorer 7+ or Firefox 3+
- DivX Player 6.6 or higher
- Xvid Codec 1.0.2 or higher
- Java JRE version 6 or higher
- Adobe Flash Player - current version for Digital Signage Use
- Adobe Shockwave Player - current version for Digital Signage Use
- Apple Quick Time - current version for Digital Signage Use
- RealPlayer - current version for Digital Signage Use
- Silverlight 3.0 or higher
- Sound requires an on-board or PCI or PCIe sound card

Usage-Specific:

VUKUNET Ad-Player on PC with 3rd Party CMS also running

- Processor: Duo Core 1.8 GHz. or Quad Core 1.8 GHz. Or Equal (Celeron and ATOM with integrated graphics not suggested)
- RAM: 2+ GB
- Video: Integrated Add-on Graphics Card: 128 MB – 1 GB
- Hard Drive: 120+ Gigabytes

VUKUNET CMS Player

- Processor: P4, Duo Core, ION or Equal (Celeron and ATOM with integrated graphics not suggested)
- RAM: 2 GB
- Video: Integrated Add-on Graphics Card: 128 MB – 1 GB
- Hard Drive: 40+ Gigabytes

VUKUNET Ad-Player or CMS with 3rd Party Audience Measurement Software also running

- Processor: Duo Core 2.5 GHz. or Quad Core 2.5 GHz. Or Equal (Celeron and ATOM with integrated graphics not suggested)
- RAM: 4+ GB
- Video: Integrated Add-on Graphics Card: 128 MB – 1 GB
- Hard Drive: 120+ Gigabytes

Supported media file formats
- MPG (1,2,3)
- WMV video
- JPEG
- PNG
- GIF
- MOV
- BMP
- Adobe Flash

Linux and Apple OS support?
Linux targeted for late 2010

Web browser and browser settings for VUKUNET and ADVUKU
Microsoft Internet Explorer 7 and greater, and Firefox 3.0 and greater. You must accept cookies.

Is there a developer API?
In development for later release.

Security Overview

VUKUNET is a fully hosted service, with clients not required to manage any central server infrastructure or support any local software or workstations beyond a simple Web Browser and Ad or CMS Player.

The mission-critical VUKUNET systems are hosted at a data center run by Savvis, an IT infrastructure management company that also hosts 40% of the top 100 companies in the Fortune 500.

Players that have the VUKUNET Ad or CMS Player installed only require Internet connections and one open port (port 80) to talk to and work with the VUKUNET central management system. The player PC pulls the data from the central servers, so there is no need for network operators to establish VPN or other protocols to protect their networks. The devices (PCs) initiate all the communications and pull down instructions and media material (the ads).

NEC has taken all the necessary steps to have a fully secured environment. Some examples of the security implemented in VUKUNET and ADVUKU:
- The application requires individual user accounts that are password-protected.
- Role-based security restricts user access to certain functions in the system.
- Industry best practices have been applied to the software development and hosting environments to insure secure operations.
- Secured communication is used between the player and the central system.
- SSL encryption is used to secure sensitive data entry and transaction processing.

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