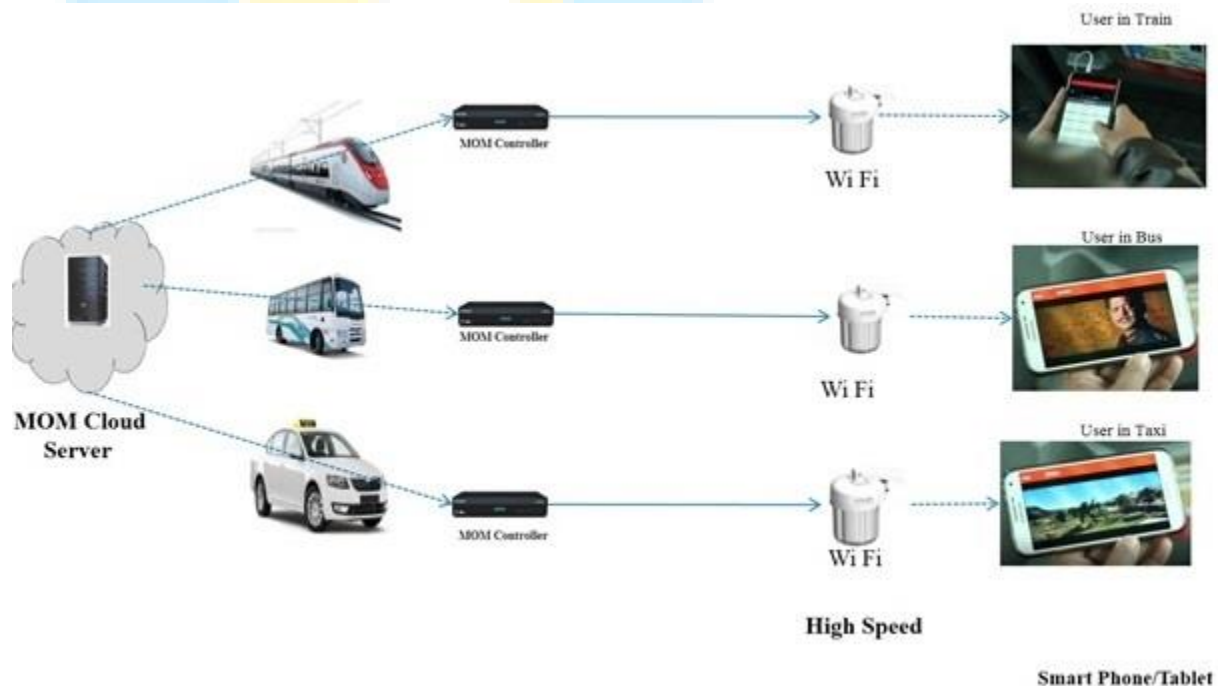# Media On Move – WIFI Entertainment

Wi-Fi Entertainment System and software

Out Of Home Media Platform Media On Move is based on Unique, Innovative, Patented & Indigenous Technology – A Make In India Initiative. OOHMP – MOM solution comprises creating a dedicated Wi-Fi network within a specified area such as a bus, train coach or airplane, or even a fixed location such a museum and distributing multimedia content to smart devices within that area using a local server. It also includes a customized user app for Android and iOS platforms to enable users to consume content on his/her smart devices. Unlike other solutions that are provider-centric, OOHMP follows the User-Centric Approach, thereby providing complete flexibility to the user and, at the same time, reducing hassles for the provider. OOHMP-MOM uses the BYOD (Bring Your Own Device) concept, which has gained acceptance worldwide for quick and efficient content delivery.

Salient features

1) Video On Demand:

- Audience can watch from a wide variety of video content in different genres. Categorizing video content under a popular category will attract more viewers. Hence more revenue will be generated by the business.

2) Audio On-Demand:

- Some travelers love to listen to music. Having a selection of a variety of audio will get them hooked for the journey.

3) Information Display:

- News highlights, traffic updates, weather info, sports scores, arrival/departure, promotional or social messages, etc. are additional ways to achieve viewer's engagements.

4) Use of standard Wi-Fi:

- Passengers get to connect to the free Wi-Fi available in the transport vehicle. No expense will be incurred by the passenger to watch the entertainment content. Also, the content streamed from the local Wi-Fi will give a fantastic viewing experience.

5) Instantaneous Streaming:

- Out systems are well integrated with the latest and efficient streaming formats. Several video streaming profiles catering to mobile phones, tablets, and desktops are supported.

6) Smart Phones/Tablets:

- BYOD (Bring Your Own Device) are very popular these days. Watching the entertainment content of one's device puts the user at ease as they know how to operate their smartphones.

7) App-based or Browser-based access:

- The system supports apps based approach for Android, IOS, or browser-based approaches for Desktop as well as mobile browsers.

8) Wireless network:

- No cables, no hassles! Nowadays, people prefer to go wireless. It is effortless for the end-user to connect to a Wi-Fi network.

9) Live TV:

- Integration with FTA as well as paid TV channels. By installing an additional special antenna, configure TV channels as well.

10) Internet Connectivity:

- Paid /Free internet connectivity. There are times when the businesses would want to provide free or paid time-bound internet connectivity.

11) Advertisement insertion:

- Insert advertisement at fixed intervals. Ads will be played at intervals, as specified. Changing the advertisement intervals as well as the total advertisement break can be altered and reflected with ease.

12) Information capture:

- User's demographic information capture is supported. When the user login the application for the first time, capture demographics information. This module is optional.

13) As run logs:

- Logs like content, advertisements played will get auto-generated. Additionally, app download logs, content sync log, internet used logs, OTP logs, etc. are also available.

14) Auto-sync content and component:

- From cloud servers, entertainment media, as well as system needed software components, are auto-synced. Content syncs over the Wi-Fi or internet or using Pen drive.

15) Auto processing:

- The raw logs received either over the internet or pen drives are auto-processed. Business heads receive a summary of the same.

16) Integration with OTP:

- For validating valid mobile numbers, we have a built-in OTP integration.

17) Statics and Reports:

- Daily and Weekly reports on content and advertisement usage.