CBS Outdoor implements remote-monitoring of its motorised outdoor advertising by choosing Anyware Technologies

Anyware Technologies, the expert in Machine to Machine solutions, is working with CBS Outdoor, a leader in outdoor advertising, in implementing a centralised remote-monitoring solution operated using the GPRS communication network.

Toulouse, February 2009 - With the aim of optimising the quality of service and offering its customers a service provision that combines return on investment and reliability, CBS Outdoor spreads their advertising campaign messages on latest generation motorised advertising hoardings. From this starting point the repair and maintenance of the hoardings becomes a priority that is synonymous with effectiveness and quality. It is about being able to reassure advertisers that their advertising campaigns are running smoothly.

The Machine to Machine approach is thus best placed to fulfil these expectations. Following an experiment carried out on a limited scope in 2001, CBS Outdoor took the decision to launch an invitation for tenders for the extension of the remote-monitoring of its various installations. For this, extremely detailed specifications were drawn up, incorporating its own business specific data (controlling a variety of equipment from a central location, monitoring supplementary data transmitted via packages built into the hoardings, etc.).

Anyware Technologies was chosen because of the relevance of its response, the quality of the mock-up produced and its competitive financial proposal. The decision to choose Anyware Technologies was also related to its pragmatic way of working and its ability to simplify and industrialise complex processes. This last point is a strategic consideration. Thus, Anyware, rather than proposing a solution that communicated with the hoardings control devices, has implemented a monitoring process for the operational part, thereby guaranteeing the compatibility of the system with all of the installations operated by CBS Outdoor.

Anyware Technologies and its partner, Noval, have thus developed an electronic package to control the operative part of the hoarding and the GPRS telecommunications with the centralised remote-monitoring system. The package that is used is thus universal; it simply requires a download of software to adapt for each hoarding type in use. Program downloads and updates are all carried out using GPRS. The management and remote-monitoring functions are centralised on an ASP mode M2M services platform, enabling the managing of alerts, data storage, communications with the module, etc. A customised business-specific application finally completes this generic platform in order to comply with the specific requirements for the administration interface, historisation of incidents and data relating to the equipment.

Then, using the Internet, the managers of local CBS Outdoor offices can get real-time access to information relating to the installations. In addition they can also access all incidents that have occurred and a variety of statistics that will help in improving the analysis of any malfunctions detected. In the event of a malfunction the application sends an email or SMS to the technician responsible for the maintenance who can then quickly take the appropriate action.

This system is currently in use with 660 advertising hoardings, with the need for inspection rounds thus eliminated. Based on this success, the entire stock of motorised advertising hoardings is due to be fitted out over the coming years.

About Anyware Technologies:
Anyware Technologies offers advanced software solutions, tailor made applications and development tools to leading companies and small and medium sized companies in various business sectors.
Internationally recognised for its expertise in the field of open source technology and machine-to-machine solutions, it is a subsidiary of the French company Wavecom. Its technological skills focus on two complementary business sectors:

- Open Source Solutions & Services: development of web applications, open source CMS Ametys, applications based on the Eclipse platform
- Machine-to-Machine Solutions: Centralised management of remote equipment based on a comprehensive services platform

http://www.anyware-tech.com

About CBS Outdoor
CBS Outdoor is an outdoor advertising company. CBS Outdoor is part of CBS Corporation, a reference in the media world for more than 80 years. CBS Corporation includes a number of media and entertainment businesses: television, radio, outdoor advertising and publishing. CBS Outdoor France, the leader in large format hoardings, operates throughout the country through a network of 31 offices and markets 60,000 sign faces to more than 10,000 advertisers.
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