

For immediate release

Fuji Xerox Launches Cloud-Based Signage Service for Distributing Multi-Language Facility Information and Disaster Alert

SkyDesk Media Message Synchronizes Signage Screen and Audio Announcements

TOKYO, July 25, 2018 – Fuji Xerox Co., Ltd. today releases SkyDesk Media Message, a cloud-based digital signage service that can simultaneously distribute visual and audio information in multiple languages ^{Note 1} at commercial or public facilities. The new service also delivers disaster alert contents that are universally designed in terms of color and readability.

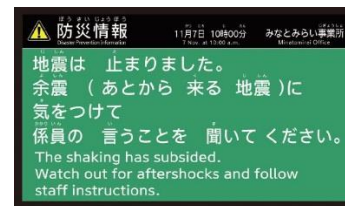
Because of synchronized signage screen and in-building audio announcements, the facility or disaster information can be delivered efficiently both visually and aurally. In addition, diversity of people including foreign visitors can easily follow universally-designed disaster alert contents in multiple languages.

The service includes creation of digital signage contents for normal operations, such as floor guides and event announcements, per user requests. In preparation for disasters, there are around 20 different types of visual contents together with audio announcements. These preset content variations comprise different scenarios, such as earthquake or fire, in sequence from outbreak to end. In terms of languages, users may choose either bilingual option (English and Japanese) or another option for four languages ^{Note 1}. The universal design features easy-to-read font for Japanese and English, and the audio announcement uses simple Japanese, which is understandable for even non-native Japanese speakers. In addition, the visual contents feature Color Universal Design ^{Note 2}.

<Samples of content variations for normal operations>



<Samples of disaster alerts>



The cloud-based Content Management System (CMS)^{Note 3} enables to distribute or update information over multiple signage screens all together. The integrated cloud monitoring system works 24-7-365 for detecting faults from application that operates digital signage screens to send immediate reports. Displaying normal contents can be scheduled by the CMS, but they can be promptly replaced with other content by the interrupt display function. For instance, facility staff can use this function with a tablet to display a facility guide temporarily when receiving inquiries from foreign nationals.

Moreover, the interrupt display function is used to distribute urgent disaster alerts. Selecting a disaster scenario out of the 20 preset ones on a tablet, the content on signage screen together with audio announcement is broadcasted. It is therefore possible to announce disaster alerts throughout facilities in multiple languages simply by using a tablet.

Using Fuji Xerox's [4K HDMI/IP Optical Transmission System](#) as an option, which can transmit video and voice data over a long distance via an optical cable, SkyDesk Media Message can distribute images to signage terminals scattered throughout a large-scale facility without any time lag.

With the recent increase in the number of inbound tourists, commercial and public facilities are required to provide easy-to-understand facility information in multiple languages. In light of the increasing frequency of natural disasters, it is also necessary to be prepared for swift information delivery.

Based on [Smart Work Innovation](#) strategy, Fuji Xerox will continue to provide services that improve operational efficiency and productivity by facilitating communication as well as liberating working people from various restraints.

Note 1: Display and audio are provided in two languages of Japanese and English, in principle, plus simplified Chinese and Korean. Other languages can be supported individually.

Note 2: Color Universal Design is certified by Color Universal Design Organization (CUD) as a product featuring color universal design which is accessible for people who have color vision variation.

Note 3: SkyDesk Media Message features a user friendly system that enables to display, manage and schedule audio visual contents on digital signage.

###

Xerox, Xerox and Design, as well as Fuji Xerox and Design are registered trademarks or trademarks of Xerox Corporation in Japan and/or other countries.

Other service and product names in the article are registered trademarks or trademarks of the respective companies.