ISE Tech Talk

The Issue Enterprise IT is Facing

Userful, LG, Southwest Water, Housing Bank Jordan

February 1, 2023

Meet the Panel

Robert Huijsmans
COO, Userful

Borja Janariz
Head of European LED LG

Mark Webber
Service Support
Centre Manager,
South West Water

Emran Gharaibeh
Security & Central Alarm
Center Manager,
Housing Bank Jordan

Userful is Disrupting AV with a Software-Defined Platform

Industry Leadership

2020

#1 Global Leader in Software AV-over-IP

maia
Maia Research

2021

Leader in AV-over-IP Software for the Enterprise

HNY
RESEARCH

2022

Leading software-defined AV-over-IP platform

SoftwareReviews

★★★★⯪

Rated 4.6 Stars Independent G2 Reviews

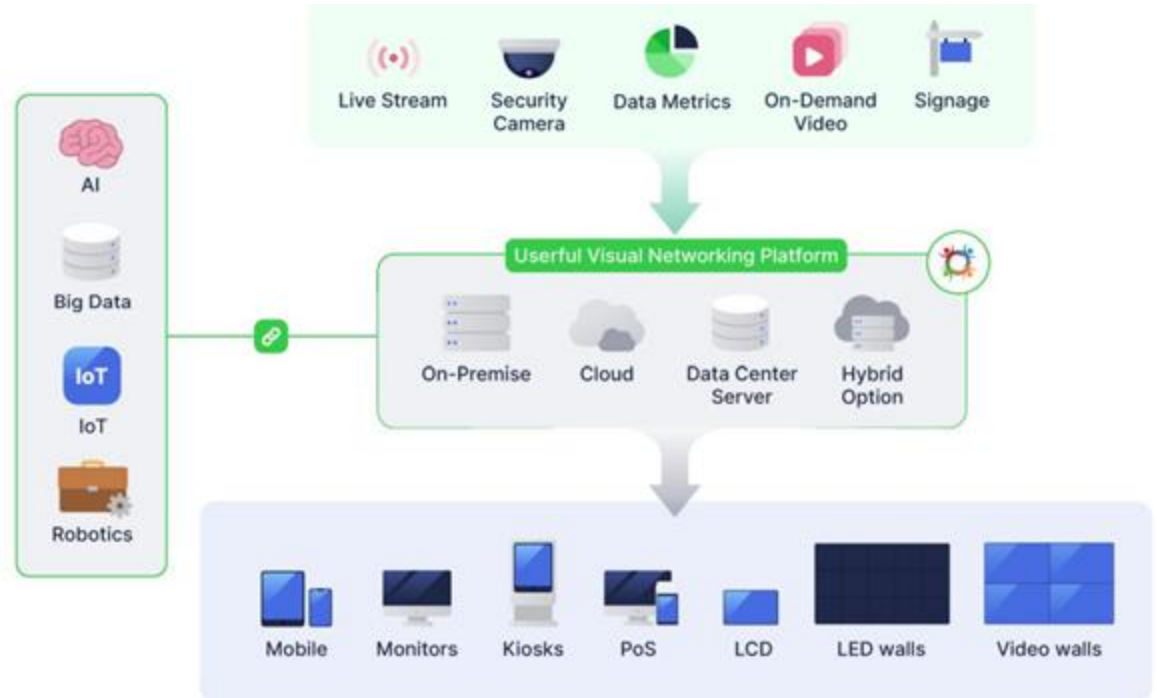| Users Love Us | Leader WINTER 2022 | Leader FALL 2022 | Leader SUMMER 2022 | Leader SPRING 2022 |

Hardware-Defined vs. Software-Defined
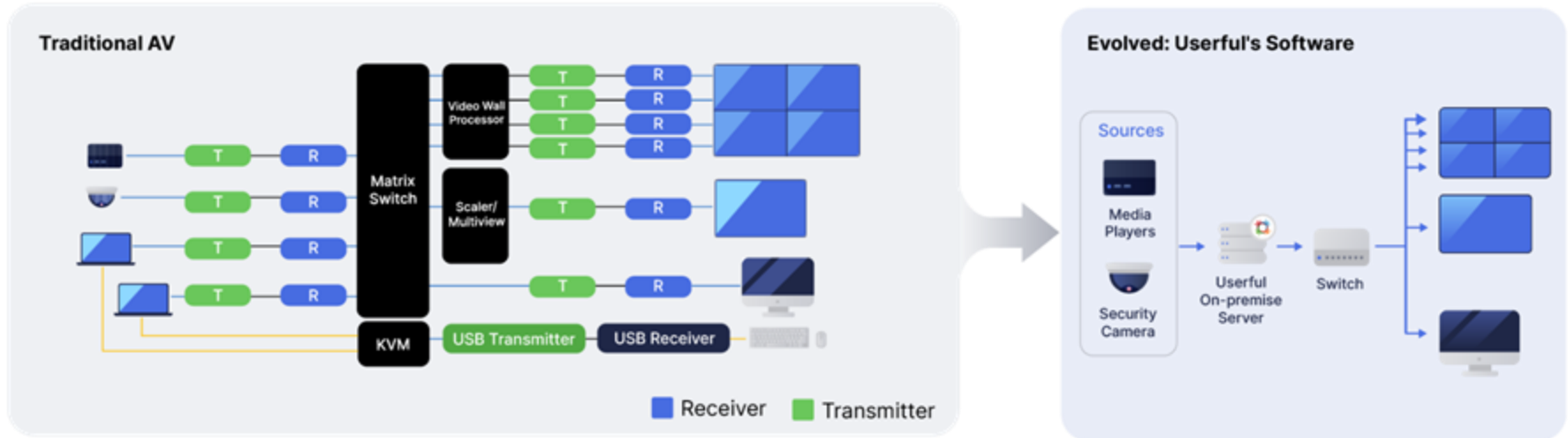
Software-Defined has Revolutionized AV

- Security
- Scalability
- Interoperability
- Manageability
- Insights into Software as the new standard of AV

Why are enterprise IT professionals saying software is the key to success when it comes to enterprise AV?

Southwest Water UK & Userful

South West Water Control Room Refurbishment 2019

- 2 Display Walls –
  Main Display: 2x4 55 LG VL5F screens
  Other Display: 2x2 55 LG VL5F screens

- Looking ahead, how could project and utilise data to help support our Control Room Staff in critical decision making

- Userful stood out – simplified & 'cleaner' integration very appealing with an innovative flexible way of controlling the system

Southwest Water UK

As an IT professional here is what I am looking for in a future proof AV solution and the benefits to software-defined AV with regards to:

- **Security** - Security very important consideration due to the nature of our operation. Special consideration for our scada telemetry system in connecting/projecting scada data/screens. IT Security specific requirements

- **Scalability** - Multiple sources of data we had an ambition to project. Reports, BI data, IOT data, operational dashboards. Possibility or extending around our head office, or to operational sites

- **Interoperability** - Ability to manage displays from multiple sources, to provide greater flexibility for handlers to be able to holistically share data/information

Southwest Water UK

As an IT professional here is what I am looking for in a future proof AV solution and the benefits to software-defined AV with regards to:

- **Manageability** - Great ease in using console server to setup our displays

- **Insights into Software as the new standard for AV** - Simplistic setup, zero clients easy to install and setup. Userful web support tools very user friendly, easy to follow with embedded web pages

Housing Bank Jordan & Userful

As a Security Center team member, here is what I'm looking for in a future-proof AV solution:

- Cyber Security
- Redundancy
- Scalability
- User friendly control
- Support for multi-locations IO
- Aligned with shifts and operational requirements
- Unified stations
- Cost effective

Housing Bank Jordan

For the future, I am looking for the following:

- Application Based Streaming
- More AI features (Like recognizing the major alerts and pop them in a different way)
- Unified appearance in terms of showing the different systems on the VW

IP based VW is the another example of technological transformation toward using CAT6 just like the CCTV systems.

Software integration Userful and LG webOS

- Technical integration that offers an end-to-end, software-defined AV-over-IP solution that combines Userful's Visual Networking Platform and LG's webOS Signage™

- Digitally-integrated enterprises in key markets around the world can deploy IT-managed services from virtually any source to webOS displays with advanced streaming capabilities, flexibility in deployment and NIST-caliber security.

- Recently certified compatibility between webOS 4.0, 4.1, 6.0 and Userful's next generation platform

Userful + LG webOS

- Userful runs its uClient application directly on webOS commercial displays eliminating the need for a player/device/computer at the display.

- Integrates management of displays into the overall software platform.

- Single end to end integrated solution.

- Easier to scale – all that's needed is an LG webOS commercial display.

Concluding Remarks

Q&A

Thank you

To learn more go to: www.userful.com
info@userful.com