



## C-nario Financial - C-nario's Special Digital Signage Application for Financial Institutions Involved in Stock Markets

*An application at NYSE Stock Exchange retrieves data from Thomson Reuter's server*

C-nario, a global leader in digital signage software solutions, has recently launched a new application, C-nario Financial, addressing the needs of stock market professionals at all levels: fund managers, brokers, market analysts, investment advisers, and others.



### Meeting the Challenge- Full Graphic Picture

C-nario Financial utilizes the opportunity opened by new and affordable display technologies to deliver and present massive amount of real-time information on large visual displays and video walls at the highest playback quality. Data is retrieved from multiple sources and presented in real-time in an easy, intuitive, vivid and clear manner, yet providing as much information as possible at the same time.

### Answering Stock Market Demands

- Enables stock market professionals to define easily a wide variety of analysis displays to fit their needs and priorities.
- Answering the growing demand for large visual display formats utilizing the new generation of display technology
- Enables investors and employees of financial institutions involved in stock markets to gain immediate insight in real time, helping them make better decisions and increase profitability.



## **C-nario Financial Highlights:**

- Includes special mechanism that enables building a variety of output formats, such as various types of graphs and tables based on input from various sources.
- Graphs provide an intuitive display of various stock market indices and/or specific stock information, as it progresses during market trading hours.
- C-nario Financial's symbols graph provides a graphical method to compare selected stocks.
- Stock information is displayed on the screen in a scroll, which can be shown in any direction.
- Transparently supports any number of displays as one canvas (video wall). For example, NYSE installation includes 8 X 1, 4 X 4 and 5 X 3 displays arrangements. Video walls have no practical limits on size; C-nario software drives a video wall in Shanghai having 64 display elements.
- Exceptional quality, pixel perfect rendering, information is rendered to match the combined resolution of the display area.
- Movement and visual effects are absolutely smooth, no stuttering.
- Exceptional reliability, designed to work 24/7, support for automatic redundancy, no single point of failure.
- Video rich, shows dozens of high definition video sources including live high definition video.
- Flexible, when external computer feeds are required, full frame rate of multiple computer inputs is supported.
- Open platform – can be easily customized to suit specific customers' needs

The new application is based on C-nario's flagship platform, C-nario Messenger – a complete digital signage display, distribution and management platform for informational, educational, and commercial messaging better than broadcast quality playback.

### **About C-nario**

C-nario is a world-class provider of end-to-end software-based digital signage solutions across all industries, including advertising, retail, corporate, public, media and entertainment sectors. C-nario's cutting edge technology enables unparalleled playback and management capabilities of complex better-than-broadcast quality video displays in an extensive range of high traffic environments. To date, the company has deployed in 40 countries through its global partners and international value-added resellers. The company has offices in the United States, Europe, Asia and Israel. For more information about C-nario visit [www.c-nario.com](http://www.c-nario.com)

