



News release from tightrope media systems

## Tightrope Media Systems announces XML support in Carousel digital messaging

For Immediate Release

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For a high-res image: [click here.](#)



**SAINT PAUL, MN** --- Imagine walking into your factory job and while passing through the gate, an LCD monitor welcomes you with a message that includes your picture. A nice touch, but more trouble than it's worth for organizations with standard digital signage systems.

Yet suppose that system had XML support, something Tightrope Media Systems just announced for their Carousel signage product. Suddenly it would be quick and easy to link digital messaging to almost any enterprise database, including personnel and security files.

"Digital signage, by itself, can be a nice benefit to business," says Andrew Starks, Co-Founder of Tightrope. "But we think there is limitless potential when linking to other information sources like news feeds, weather information, fire alarms, access control, security, inventory management, call center systems and paging systems. The possibilities are really endless."

XML, or Extensible Markup Language, is a specification that is easy for humans to read, but precise enough for computers to understand as well. Integrators can use Carousel's new XML abilities to tie it into systems that provide or consume data.

"For example, imagine that you wanted the Carousel system to tell you which fire alarm was tripped and to show you the exit plan," explains Starks. "Using Carousel Pro's Remote Data Adapter, which is Tightrope's XML specification, you can easily call up the exit plan pages and add relevant text that is driven by data in the fire alarm system."

Carousel is also able to provide information to external applications that can read a specific kind of XML feed, called Really Simple Syndication (RSS). Using RSS, a company's intranet web site could replay Carousel's messages as a banner ad that is integrated into the site's look. Carousel, in turn, is able to read in RSS data, reformatting it to an attractive layout and automatically updating itself as the data changes.

“RSS output and input is really special because there are so many applications that are plug-and-play with Carousel.” says JJ Parker, Co-Founder and head of development. “Just about every major, minor or industry news source on the Internet provides their content in RSS format. It’s like getting an edited news and information service from over 10,000 different sources on the internet.”

The company believes that RSS, and XML in general, provides it with strategic advantages, especially over systems that are limited to specific sources of news and information that must be programmed for and maintained as versions and services change.

If Tightrope is correct, the next time you look up and read the latest headlines or see your picture as you pass an access point, you’ll know that there wasn’t any time wasted creating the message. It’s just XML!

### **About Tightrope Media Systems**

Founded in 1997, Tightrope Media Systems is the pioneer of web-centric digital signage and audiovisual head end automation. Its award winning systems are used across North America in governments, hospitals, universities, businesses, schools and community television stations. You can reach Tightrope Media Systems at (866) 866-4118 or visit them on the web at <http://www.trms.com>.

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