Admira **Music**
in-store music platform

The cloud solution for the professional management of background music and loudspeakers.

admira

Admira Music is a background music and loudspeakers cloud platform. A tool specifically designed to manage these tasks, but integrated into the Admira Platform. Thus, Admira Music owns on the reliability and resources of the whole Admira solution.

Management, Maintenance and Control in one place

It is aimed at the management of in-store audio, at the different emission points within the commercial space.

It allows to carry out all the tasks of background music and advertising spots in a only platform, without external tools, being able to be complemented with them for other functions such as loudspeakers or internal communication.

On Cloud working: wherever you want, whenever you want

It is a cloud tool, so you can access through a web browser or applications developed for this purpose, being able to work at different levels of accessibility and security according to needs. .

Likewise, it allows immediate remote monitoring and maintenance by the support team if necessary.

Simple operation. Absolute control

Content upload can be done from the platform itself or via FTP, according to the needs of each project. Admira Music supports audio content in the main most common formats on the market, including: WAV, AIFF, MP3, OGG.

Admira Music follows a structure and operation similar to the Admira Platform, making it extremely easy and intuitive to use.
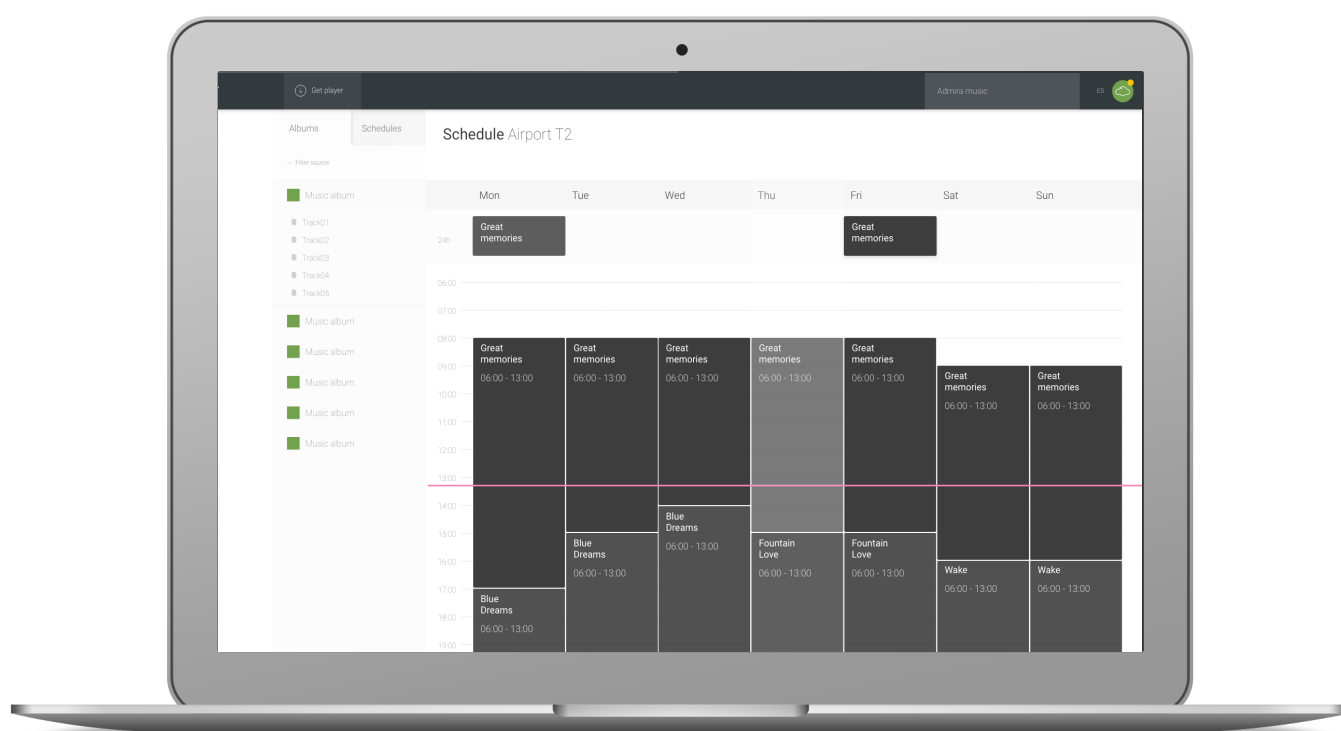
All circuit control at a glance

Albums

Content loading and organization in playlists, being able to associate them with different criteria for scheduling.

Players

The different points of emission of the content. They can be tagged and geolocated for monitoring and scheduling.

Schedules

The different schedules assigned to Albums and Players. These schedules can be done both automatically and manually, by store, floor, section, channel and time zone.

Settings

It includes the different configuration options for the broadcast, such as the automatic switching off and on of the players, volume management, etc.

More than piped music in your establishments

Professional audio control functions

- Crossfade control by player. Continuity between songs.

- Normalization of files to the EBU R128 broadcast standard. Continuous volume between songs.

- Decentralized file management (contents assigned directly to its own container directory).

- Content categorization by reading metadata from the file.

- Customization of the appearance of the different container elements.

Advantages of Admira Music for your digital circuit

- Simplified and specialized management for audio management.

- Simplified album creation and management.

- More intuitive interface, diversifying the actions to be carried out on many fewer pages.

- Centralized information in 3 sections.

- New more intuitive Drag & Drop scheduling.

- Improvements in the filtering and categorization of the various elements (album, playlist and schedules).

Provision of material and management of rights

We work with the best music content providers, being able to integrate consulting, curation and delivery services of digital material as well as the management of broadcasting rights around the world.

We also have a wide portfolio of collaborators in the field of composition of musical pieces, voice over, recording and editing of content and development of sound branding.

About Admira Digital Networks, SL

Admira is the leading Spanish digital signage and retail analytics company. We provide advanced intelligence services and innovative digital signage and audience analytics functionalities in all sectors: airports, shopping centers, luxury stores, pharmacies, cinemas, corporate offices, supermarkets and outdoors. Our 15 years of experience guarantee us as the best digital transformation partner applied to digital signage.
For more information, visit www.admira.com.

About Plataforma Admira

The Admira Platform is cloud solution owned by Admira Digital Networks SL. It works with a SaaS (Software as a Service) model, and is designed to manage digital signage circuits and retail analytics. Its purpose is to connect technologies to the internet in order to improve experiences at the point of contact with the consumer and maximize the return on such initiatives.

The Admira Platform has more than 40,000 connected points for more than 250 clients in more than 50 countries. Its platform generates the highest data traffic in retail with the highest levels of security and emission. It is also the main advertising circuit management platform in Spain.

For more information, visit www.admiradigitalsignage.com.

Legal note

The specifications and designs described in this document may undergo variations and modifications with respect to the service finally provided. Designs shown may be approximate or simply illustrative. Admira Digital Networks is not responsible for any confusion or misunderstanding caused by people outside the organization.