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1.01 SOLUTION

The Strack platform brings familiar and efficient IT workflow to enterprise AV and IoT management.

The world of AV is characterized by a lack of standards. Every device uses its own communications protocols, syntax, and reporting. As the worlds of AV and IT merge, the need for a unifying platform utilizing a modern, standards based, scalable architecture is clear.

Strack is a software-based AV control and analytics platform developed to leverage standard languages and databases such as SQL, Java, and HTML to eliminate the need for complex and proprietary hardware-based control systems. Strack enables AV and IoT management to utilize advanced UI concepts to deliver an end-user experience that is in line with the best web based services.

Strack's open architecture is designed with integrations in mind. As IoT and their associated web services continue to proliferate, Strack is ready to integrate with the web services that can enhance and expand the feature sets of your IT-enabled AV systems and components. With Strack every device parameter is available via a simple url call, every parameter is stored in a standard MySQL database and every device with a web browser is a UI control device. Strack's open architecture is designed with integrations in mind. As IoT and their associated web services continue to proliferate, Strack is ready to integrate with the web services that can enhance and expand the feature sets of your IT-enabled AV systems and components. With Strack every device parameter is available via a simple url call, every parameter is stored in a standard MySQL database and every device with a web browser is a UI control device.



1.02 TECHNOLOGY

Strack leverages technology your IT team already understands.

Proven, industry standard technologies comprise the strack platform. Options are available to deploy in the corporate cloud or on prem.

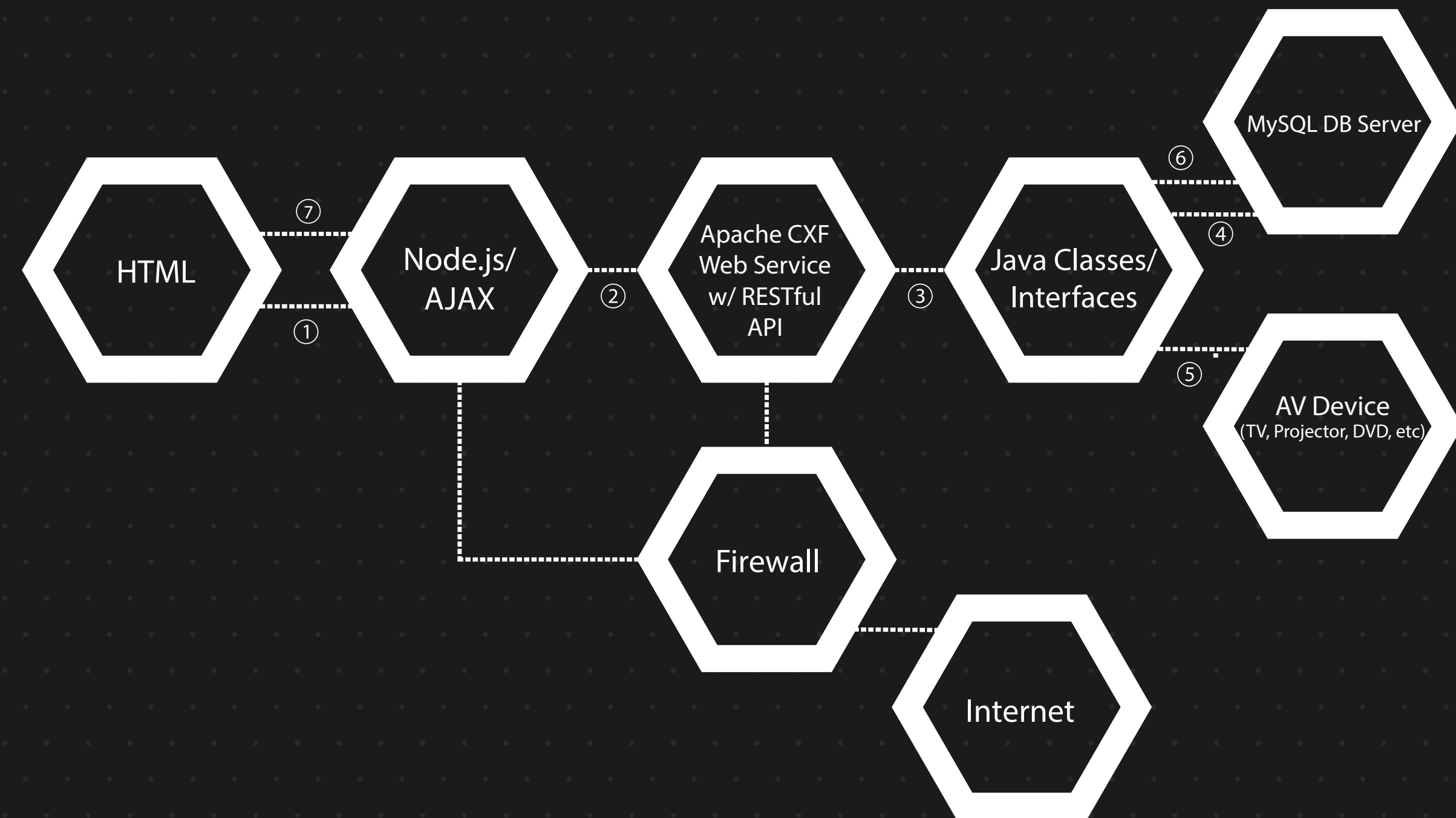


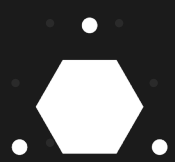


Implementation of the Strack Platform can be tailored to your environment.

Strack is flexible by design, whether your environment requires a cloud based deployment on the public internet or an implementation on a private secured network, the platform is flexible and robust allowing your security, IT and AV teams to engineer a solution that works for everyone.

1.03 IMPLEMENTATION

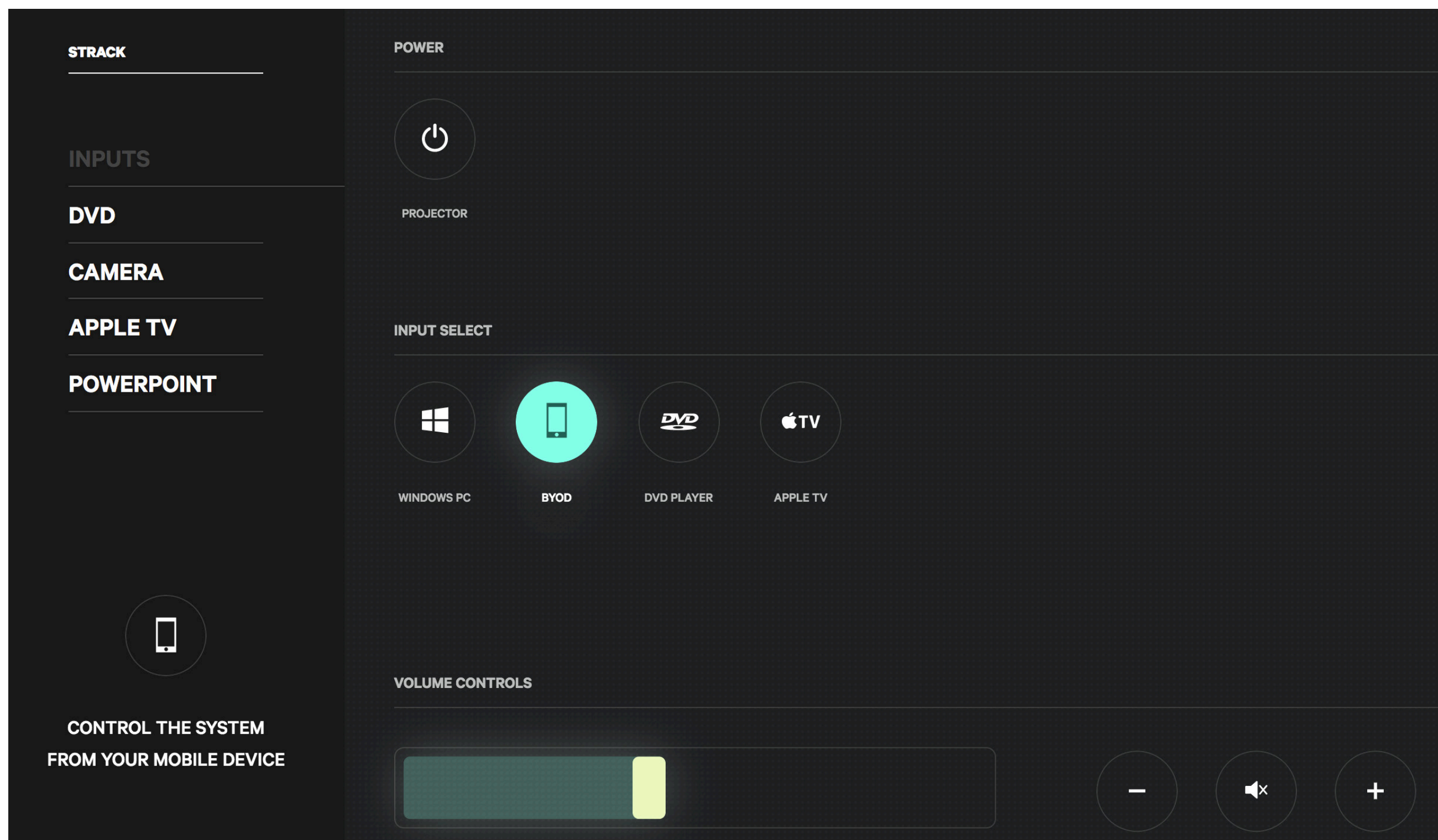




1.04
CONTROL

Strack makes controlling AV feel like using a website.

AV touchpanels are intimidating to users, the interfaces are unfamiliar, unresponsive and frustrating to users. Strack brings the control of AV devices to a user friendly webpage accessible from any device with a browser.





1.05 MONITORING ANALYTICS

Proactive AV management.

Helping your team to identify and correct issues before your customers are impacted is what Strack was built to do. AV devices do not lend themselves to reporting, monitoring and redundancy. Using the Strack RESTful API, administrators can define API queries to actively monitor and manage the most important functions of devices in the environment.

Is the laptop in the room plugged in to the correct input?

Is the external display resolution set to 1080p on the laptop connected to the system?

Are the speakers in the room clipping?

Is there an HDCP issue?

Capturing and indexing this data no longer relies on 3rd party hardware and proprietary programming languages. Strack generates the queries and populates MySQL with the responses allowing you to manage and monitor system health from a single unified interface.

Integrate directly with Splunk.

Strack provides historical usage data to inform your Technology Roadmap



1.06 SCALEABILITY

Modern IT technology leveraged for enterprise AV management expands the possibilities.

A single Strack server can manage and control thousands of devices. When virtualized and decentralized, server capacity, redundancy and security protocols are in alignment with the latest available technologies utilized in the IT space. Whereas a traditional control system processor struggles to manage the issuance of hundreds of commands per second over its IP socket connections, Strack can manage thousands. When implemented as a decentralized network, the capacity of the platform to scale is unparalleled in the AV industry.

Regardless of how large your AV environment is or how much data you wish to collect the capacity of Strack to perform is limited only by the capacity of your network and the available processing power of the server technology leveraged. Any configuration from single server to a distributed network of redundant nodes can be deployed.





1.07 SECURITY

Strack takes security seriously.

Developed to meet the most rigid of application security regulations, Strack's built-in security policies allow it to operate on modern enterprise IT networks. Strack follows and is compliant with the most recent Department of Defense security guidelines addressing not only application security, but also operating system, web server, network management and database security. To accomplish this, Strack utilizes the powerful Spring Security framework to manage authentication and authorization policies along with native protection against the OWASP Top Ten security vulnerabilities. Strack understands the need to meet the rigorous demands of Information Assurance professionals and is dedicated to maintaining a security posture that matches the strength of our technical capabilities.

Strack integrates seamlessly with LDAP and Active Directory.

By allow a distributed AV control, monitoring and analytics environment, the Strack platform enables our customers to enhance their disaster recovery capabilities to include functional decentralization of core AV infrastructure.



1.08 OFFERINGS



MANAGEMENT



ANALYTICS



CONTROL