

UGA Digital Sharpens its Display Offerings with Embedded Database



UGA Digital
Taipei, Taiwan
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Industry:

High Technology

Employees:

40

Oracle Products & Services:

Oracle Berkeley DB

“The functionality gained by adding the Oracle Berkeley DB embedded database to our current services is a major selling point. It has allowed us to offer a more compelling solution to service providers that use digital signage providers across the globe.” – Nick Fothergill, CEO, UGA Digital

Established in 2008, Taiwan-based UGA Digital develops content delivery networks that enable Web-based content to be delivered to networked display devices. UGA Digital’s YouGotPhoto application allows a networked digital photo frame to receive images from any Web site or mobile phone. A Web-based application programming interface also allows users to integrate photo frame management functionality directly into a Web site. In addition, the company sells software that enables digital displays to be managed remotely over the Web without the need for an on-site server.

UGA Digital licensed its embedded digital photo frame software to BenQ for use on the recently released Benq Screen i91 all-in-one PC, and has also won a contract with one of Taiwan’s largest telecommunications operators. The company is setting itself up for the expected boom in digital displays that consumers use to interact with advertisements and to purchase products and services.

UGA Digital’s content delivery networks are useful for managing digital photo frames and other displays. However, UGA Digital needed to provide data mining capabilities to collect data on user behavior. “We needed a method to understand consumer behavior with digital signs with the same accuracy it is understood on the internet,” said Nick Fothergill, CEO at UGA Digital.

In March 2008, UGA Digital turned to Oracle Berkeley DB embedded database to provide the capability to mine data relating to how consumers interact with digital photo frames and digital signs. “Oracle Berkeley DB embedded database allows us to gather a great deal of analytical data relating to consumer behavior, which benefits our customer base,” said Fothergill.

Key Benefits:

- Gained the ability to collect data relating to customer behavior to deliver more targeted services to its client base
- Provided an avenue to accelerate new business with a major telecommunications provider
- Helped the company's clients save money on bandwidth
- Provided a way to attract portable device manufacturers in Taiwan to its unique remote management software

Mining Customer Data with Embedded Database

UGA Digital has combined Oracle Berkeley DB embedded database with its own remote management software to provide its clients with the capability to better identify consumer behavior and deliver more targeted services.

“We use the Oracle embedded database to collect information from a digital sign or digital photo frame,” said Fothergill. “This data could be anything from the specific information a person is searching for on a digital sign at a given time to the general theme of someone’s digital photos. If these photos had something to do with baseball, for instance, our customers could use that data to target advertising to that particular customer.”

The functionality gained by Oracle Berkeley DB embedded database is a major selling point, and has allowed the company to offer a compelling solution to service providers that use digital signage across China and Taiwan.

According to Fothergill, potential customers have been impressed with the technology. “Oracle Berkeley DB allows users to quickly search indexes, cache data and URLs,” he said. “Users can easily pull up data, answer customer questions, and figure out creative ways to generate revenue.”

Better Bandwidth Management, Lower Processor Costs

Oracle Berkeley DB embedded database also helps UGA Digital manage bandwidth consumption on digital signage.

“We are aggregating the information our customers send to displays every time,” said Fothergill. “With the embedded database, devices engage in smart communication, reducing the amount of data that has to be transferred.”

In addition, UGA Digital also works with Taiwan’s system-on-a-chip (SOC) manufacturers to embed the Oracle database on SOC devices, which integrates the components or a computer into a single integrated circuit.

“We have an opportunity to provide SOC manufacturers with a very cost-effective way to enable their products to interact with Web-based services and content,” said Fothergill.

“We will do this by providing these companies with our software and the Oracle embedded database, which will ultimately lower the cost and increase the functionality of these devices.”

Furthermore, UGA Digital Services hopes to attract every portable device manufacturer to its unique remote management software and Oracle embedded database bundle, said Fothergill.

Why Oracle?

UGA Digital Services chose to work with Oracle because of its extensive experience with embedded databases. “We evaluated other embedded databases, but felt that Oracle had the best support infrastructure and roadmap for the future,” said Fothergill.

“We needed a long term business partner that was conducting a lot of technical and market research in this area,” he said.

Implementation Process

UGA Digital began the proof-of-concept process and set up a testing environment in June 2007. The Oracle solution was fully deployed across selected products in March 2008. The implementation was handled by its IT department.

Taiwan-based UGA Digital develops content delivery networks and media management platforms that enable Web-based content and services to be delivered to networked display devices.