

# Software-Based Encoder for UHD Digital Signage System

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**Abstract**—With the rapid growth of the digital signage industry, high resolution video contents are used for digital signage. In this situation, advertisers want to use UHD video contents to advertise their product. In this paper, we propose a software-based encoder for UHD digital signage contents which can divide frames into appropriate form for the layout of a digital signage display system and manage quality of divided frames.

**Keyword**—Digital Signage, Software-Based Encoder, Ultra High Definition



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