Digital Signage Guide

ADTEC™
Digital

Power Video Multica   Link Busy HD DOLBY DIGITAL sign edje™ 4GB

High Definition Digital Signage Player MPEG2 & MPEG4 AVC

CAYIN DIGITA   AGE PLAYER

Power ☼ USB
Access 🖿 ⟵•⟶

STARIN

inform educate alert
promote entertain advertise

Purpose and driving forces of signage

Digital signage has been evolving from the stand-alone off line devices like DVD players and compact flash, memory stick or other removable media players in displays to network connected players. This is where digital signage has its greatest value of being dynamically changed.

Instant access to updating allows for rapid changes in product revisions, availability adjustments, schedule modification or last minute additions of events and features. The narrowcasting capabilities of Digital Signage entails targeted messaging to specific types of people expected to be at the display point. If the nature of the audience is likely to change, there again, you can make fast modifications to tailor the message.

The primary uses are:

1) To inform
2) To educate
3) To promote & advertise
4) To entertain
5) To alert

Signage can serve a number of purposes including:

- Increase/develop brand, products, services and awareness
- Increase/develop corporate communication flow (employer-employee)
- Increase/facilitate sales/buying behaviors
- Guide/orient target audience for directions
- Increase consumers' loyalty
- Train/inform employees
- Create an atmosphere
- Decrease long term costs
- Decrease perception of wait
- Improve audience experience
- Support existing marketing tools
- Replace paper costs and distribution
- Convey timetables, room scheduling
- Stream to signage as overflow areas
- Support exhibits
- Add excitement to an entertainment event

Digital Signage Advantages

- Targeted messaging to specific types of people at the display point

- Effectively use Rich Media for attention-getting and message reinforcement

- Dynamically changes content and schedule of appearance centrally, leaving no or low media distribution costs and allowing for rapid changes in product revisions, availability, breaking news and last minute events

Digital Signage Assessment

Who
- Who is your target audience?
- What sector is this in (Retail, Corporate, Education, Government, Civic, Religious, Entertainment, Hospitality, Restaurant, Conference Center, Museum)
- Is the signage informational (message board) or more elaborate attention getting?
- Is yours a new project or an upgrade?
- What is the time frame for system decision?

Why
- What is the driving motive to having the signage? What is your objective? (branding, education, pushing information more efficiently, reducing costs and time in messaging, reducing printed materials, increasing sales, directing & navigating, providing news updates, evacuation or emergency alert notification).

Where
- How many Display (screen, projector, LED board) locations desired?
- How many buildings are they in?
- Where are they located in proximity to each other?
- Do they have the same or different content?
- To what extent is the content the same? (where a distributed player may work vs. a player at each point)
- Are the displays indoors or outdoors?
- What is typically the viewing distance from screens? How large a screen might be required? Are there visual impairment requirements?
- Is this a single screen display point or side-by-side dual screens with inter-related content on each?
- Is this multiple screens in a wall showing one content source? Or is this synchronous multiple screens with multiple sources, changing content from one contiguous impression to individual impressions per screen?
- Is there a preference of display technology type?
- How important is durability? (metal chassis)
- Will the display be in reach of the general public?

- Is this a 24/7 operation? How many hours of the day will it operate? (more than 6 is commercial grade displays)
- Do you want automatic, scheduled powerup and shut down or will you manually operate?
- How do you visualize the screens would be mounted? On the wall? From the ceiling? On heavy, more permanent floor stands? On roll-about floor stands?
- Are there physical network connections at each display point?
- How much mobility is desired with the display points changing location?
- Would you like or need to have wireless LAN connections to display points?
- Would you prefer not to have signage on your in-house LAN at all?
- How much do you expect to invest in the project? (per screen location?)

What
- What information is being presented?
- Do you see the screen as landscape or portrait?
- How often will the content change?
- Is the content simple? (basic PowerPoint slides or jpeg images)
- How many layers or on-screen images / areas of presentation do you want?
- Do you want to update content via removable media (compact flash) or have network access to update?
- What file formats will be shown?
- Who is doing content creation?
- Do you plan on creating/authoring the content or will a content service provide?
- Do you want a content service or do you have an external provider?
- If you plan on creating, what level of tools do you want? Simple? Or more elaborate?
- Do you have HTML creation abilities? Flash abilities?
- If you plan on image creating, what software tools do you already have? (Graphics: IE-Photoshop / Video: IE-Final Cut, Edius, Vegas / Simple: PPT)
- What tools would you like supplied to be trained on? (Camtasia, Edius, Vegas, X-Point)
- What real-time feeds would you consider essential (stock, other RSS) What would be interesting? (weather, etc)
- Is there a need for interactivity via touch screen?
- What would the interactivity do?

- What external devices might trigger an event on the signage?
- What external devices might be triggered by the signage schedule?
- Is there the need to feed a video source (cable, satellite or other) into the individual display point player or into multiple players?
- Do you want global monitoring of a number of players for yourself to oversee?
- Do you need reporting as a log of what events played?
- Do you need interrupts for special bulletins and emergency alerts? Do you expect this is automated or triggered by an authorized administrator?
- Do you need meeting room scheduling for displays at room locations?
- Do you want the content to feed an inhouse TV distribution info-channel?
- Do you want user access to input their own info updates to a section of the screen area or their own slides?
- Video Streaming, other sources?
- Live Cable feeds or network?

How
- Who will you manage the signage to keep content current and oversee the functional operation?
- Do you want a turn-key solution where you assume operation once set-up or do you want managed services to operate it for you? What extent to each is wanted?
- Do you want basic software tools preconfigured in a ready-to-operate mode or do you want to build the framework yourself from design tools?
- Is there any sound playback at the screens?
- Do you expect to make ad revenues from your signage? How? Your own resources? Do you want an ad agency to sell space on your signage?
- What level of help-desk service agreement do you want for technical support?
- How much would expect to pay for a service and support contract to have ongoing assistance?

When
- When do you want this deployed?
- How much budgetary information do you need at this point? (ballpark or exact quote)

STARIN

Digital Signage Workflow

Acquisition and
Content Creation

Storage and
Asset Management

Scheduling and
Playlist Creation

1) Create Content; Render

2) Create Composition

3) Via Management software, transfer file to server and player(s)

4) Set up lists and schedules, for day parts, days of week, etc.

5) Set up any real time or live streams to insert

6) Set up any crawls or windowing desired

7) Set up any control to trigger events or schedule player to control display on/off

8) Set to Monitor or Report- Confirm playback

Display

Transportation
VIA Network

Satellite

Dedicated Infrastructure

VPN/Internet

Wireless and Mobile broadband

Distribution
within Store, Business or Enterprise

ADTEC SignEdje

Cyan SMP - Pro Series

Flat Panel
Attract, Inform, Display
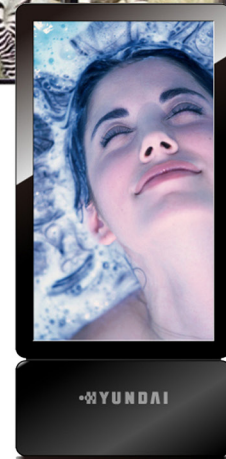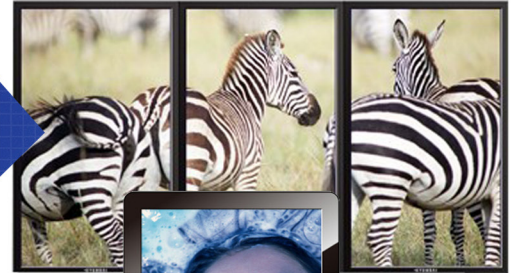
Kiosk
Retail Display, Promotions and Education

Projector
Attract, Direct and Inform

WOW media gateway

STARIN

Content Creation

Want to create your own content? Below are a few examples of content creation software for in-house use. Need help with content creation but don't know who to go to? Let Starin help you solve your content creation needs. Stain has a third party relationship with a company that only provides content creation. There is no competitive threat and they will professionally execute the job like you would want.

EDIUS

EDIUS nonlinear editing software is designed for any broadcast and post production environments, especially those with newer, tapeless forms of video recording and storage. EDIUS software offers real-time, multi-track, mixed-format editing, compositing, chroma keying, titling, and timeline output capabilities. In addition to the standard formats of the EDIUS family, it supports DVCPRO, Infinity JPEG 2000, P2, VariCam, Ikegami GigaFlash, MXF, and XDCAM video. It also supports all DV and HDV cameras and decks.

EDIUS Neo 2

Built on the same highly-acclaimed technology as the EDIUS nonlinear editing software, EDIUS Neo 2 offers native editing of various formats including AVCHD, HDV, DV, Windows Media, and QuickTime. EDIUS Neo 2 software is perfect for those new to video editing. Yet it also provides powerful nonlinear editing features common to all EDIUS solutions, such as real-time, multi-track, mixed-format HD/SD editing, chroma keying, titling, and Blu-ray Disc and DVD authoring.
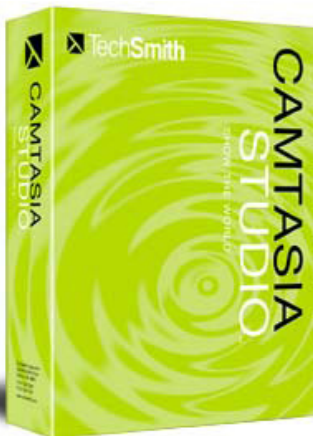
Camtasia Studio

Produce HD-quality videos for the web and mobile devices. No tweaks or technospeak, just sparkling clear video with compact file sizes...every single time. Camtasia Studio makes it a piece of cake to share video in the format and size your audience wants. Mac or PC or iPhone.

Supported formats

- Flash player compatible (MP4/FLV/SWF)
- iPod/iPhone/iTunes (M4V)
- CD/DVD/lossless export (AVI)
- Silverlight-compatible WMV
- QuickTime (MOV)
- RealMedia (RM)
- Animated GIF
- Audio only (MP3)

CAYIN

Dynamic Digital Signage solutions

CAYIN develops complete networked digital signage solutions, including media players, servers, advanced management software and content-editing software for different vertical markets.

Zone-type Media Player (SMP-PRO Series)

This series is designed for applications which only require displaying video, graphics and tickers.

SMP-PRO3 / SMP-PRO3N

- 6 zones
- Fanless design
- Landscape display
- Local analog AV-in (SMP-PRO3)

SMP-PROPLUS

- 7 zones
- HD 720p video
- Landscape and portrait display
- 2 videos

Web-based Media Player (SMP-WEB Series)

This series is designed for advanced and interactive applications via HTML, Flash, etc.

SMP-WEB3 / SMP-WEB3N

- Fanless design
- AV-in
- Landscape display
- Local analog AV-in (SMP-WEB3)

SMP-WEBPLUS

- HD 720p video
- Landscape and portrait display
- 2 videos

SMP-WEBDUO

- Full HD 1080p video
- Dual display
- Landscape and portrait display
- DVI
- 2/4 videos

Content Management Server (CMS)

CMS is the dedicated digital signage server for remote and central management over IP network.

CMS-Performance

- Max. 8 video streaming channels
- Unlimited user account
- CPU 2.4 GHz
- 1000Mbps Ethernet

CMS-Mini

- Max. 1 video streaming channel
- Max. 6 accounts
- CPU 1GHz
- 100Mbps Ethernet

Advanced Management Software

Content-Editing Application Software - xPost
This web-based application software, is especially designed to provide predesigned templates and an easy-to-use platform for instant data entry for different vertical markets, such as hotels, convention centers, etc.
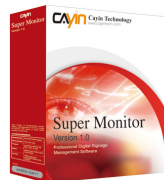
Super Monitor
This Windows®-based package software assist administrators monitoring the live status of digital signage network and manage all SMP players and servers.

Super Reporter
This Windows®-based package software helps administrators to generate playback and system status reports for larger-scale management and billing reports.

STARIN

Web Manager

- Manage each player remotely via wired/wireless network.
- Manage each media player through web-based user interface.
- Turn on/off screens or control other devices by RS-232.
- Recover system remotely for easy maintenance.
- Create log files recording the system status for management and analysis purposes. Users can purchase SuperReporter to generate advanced reports.
- Manage the player as a standalone system or incorporate it with CAYIN CMS server as a server-client structure.
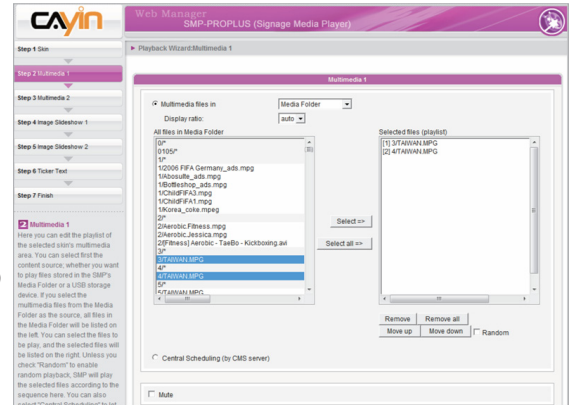
It's easy to make a template with Cayin Skin Editor
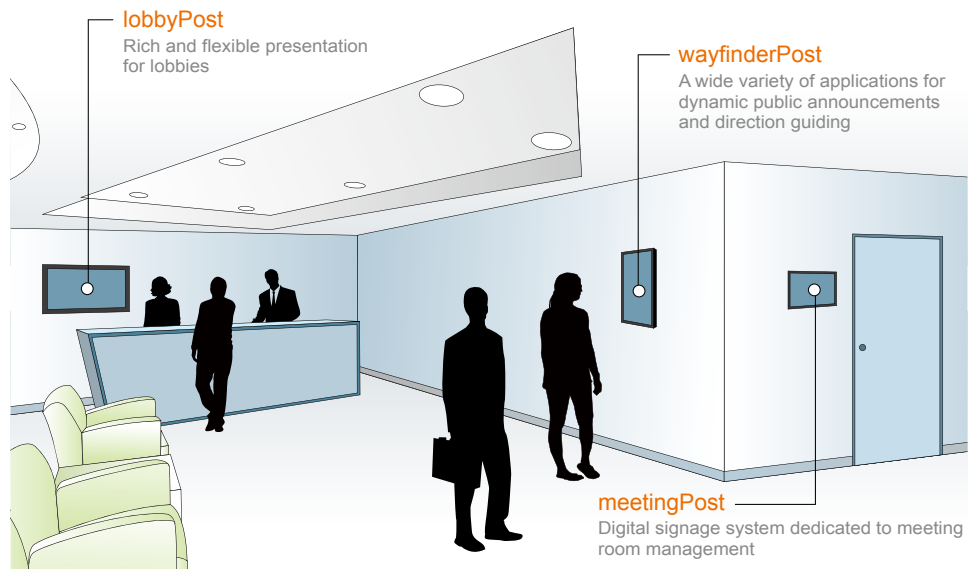
Skin Editor

Using a simple software tool that Cayin offers you... simply choose your background, select your zones and add multi-media, slide shows and a ticker.
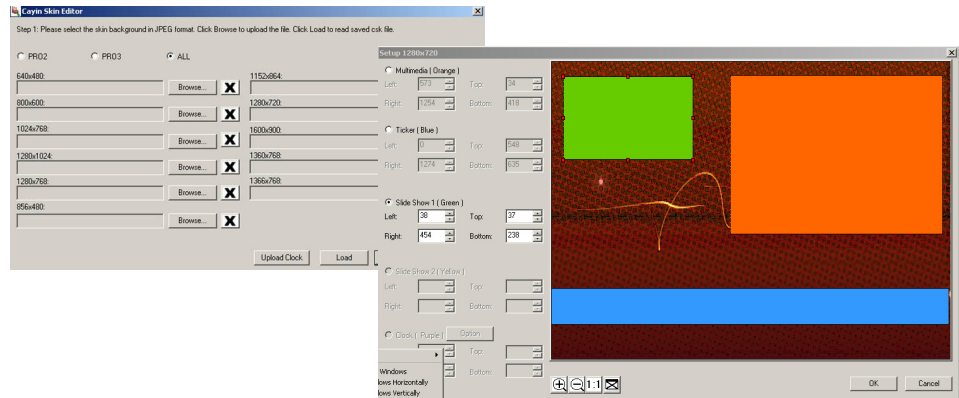
Content Creation Platform for Cayin SMP-Web Series Players

xPost

CAYIN xPost, the web-based application software, offers a combination of essential tools to create rich contents for digital signage in different vertical markets. It provides an easy-to-use platform for instant data entry and further extends the usage of CAYIN SMP-WEB series players to meet users' requirements of frequent, daily maintenance.

lobbyPost
Rich and flexible presentation for lobbies

wayfinderPost
A wide variety of applications for dynamic public announcements and direction guiding

meetingPost
Digital signage system dedicated to meeting room management

xPost 3 integrated modules:

One package for complete public information display. CAYIN xPost offers a powerful suite of content editing software: **wayfinderPost, lobbyPost** and **meetingPost** and the highly integrated user interface and database enable you to work more efficiently.

1. wayfinderPost

wayfinderPost provides various templates, which can be applied in different occasions with great flexibility such as meeting infor- mation and directions, floor plans or promote special events.

Meeting Information and Direction

Integrated with meetingPost, wayfinderPost can retrieve meeting information automatically and display today's meeting on the screen, along with the direction of the meeting room. It can improve the traffic flow and guide the event participants to the right meeting room.

2. lobbyPost

Each template of lobbyPost contains multiple areas for a variety of combinations of guest room infor- mation, currency exchange, weather information, images, Flash, video, and ticker. You can follow the pre-configured usages or modify the data type of each area to create your own ideal lobby display.

Pre-Configured Template
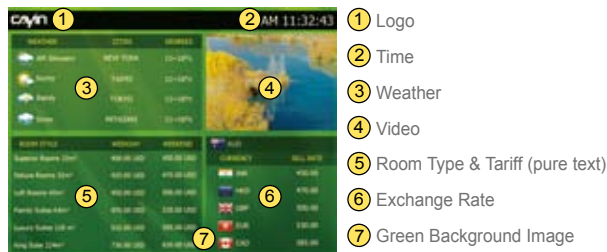
1. Logo
2. Time
3. Weather
4. Video
5. Room Type & Tariff (pure text)
6. Exchange Rate
7. Green Background Image

Changing Data Type

1. Logo with animated effect by Flash
2. Time
3. Room Type & Tariff (text and image)
4. Video
5. Weather
6. Animated ads by Flash or image slide show
7. User-designed Orange Background Image

3. meetingPost

You can process online booking for all meeting and banquet rooms, and other facilities. To arrange events on monthly and weekly calendars, simply click on the dates and start to book rooms! meetingPost also features for its search function, which can automatically find available rooms for a specified period of time, usages or modify the data type of each area to create your own ideal lobby display.

Three types of meetings

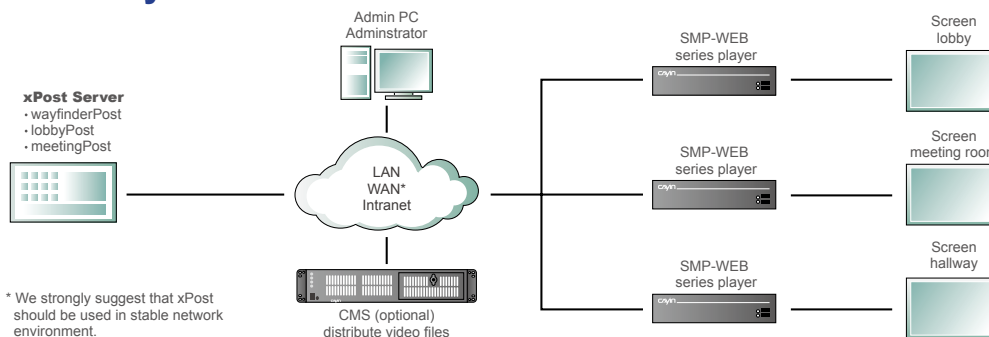Single meeting

Display details of the current meeting

Meeting list

List out all the appointed meetings of the day

Integrated display

A combination of "single meeting" and "integrated display"

xPost system structure

Admin PC
Adminstrator

xPost Server
· wayfinderPost
· lobbyPost
· meetingPost

LAN
WAN*
Intranet

SMP-WEB
series player

SMP-WEB
series player

SMP-WEB
series player

Screen
lobby

Screen
meeting room

Screen
hallway

CMS (optional)
distribute video files

* We strongly suggest that xPost should be used in stable network environment.

STARIN

Digital Signage Decoder/Player
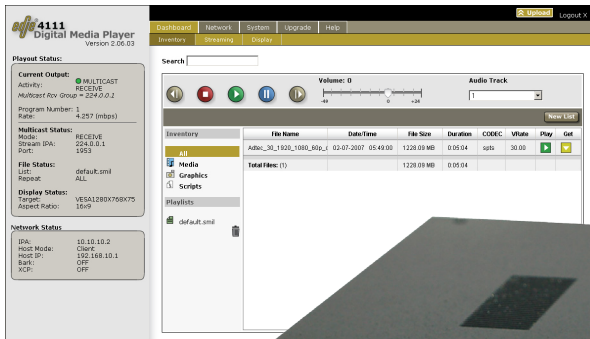
SignEdje 4 - Flash Memory 4 GB

SignEdje 8 - Flash Memory 8 GB

All models feature:
- MPEG 2 & MPEG 4 decoding
- Up to 720p and 1080i resolutions
- 25 Mbps data speed decoding
- External Power Supply

Video Outputs:
- One decode configurable to DVI-I or Composite (BNC)

Audio Outputs:
- S/PDIF digital audio (RCA female), Analog stereo audio (L/R RCA)

Advanced application - You can have the signEdje play videos and insert a graphic ID overlay, create a crawl of text info, insert real-time feeds at specific times, take a live feed from any video source for an announcement, have a recorded file on a remote server play by a trigger at the display site or activated from another system (i.e. life safety), have external control begin files on the signEdje (touch panel control) or have the signEdje control external devices, like turning on & off the display during off hours.
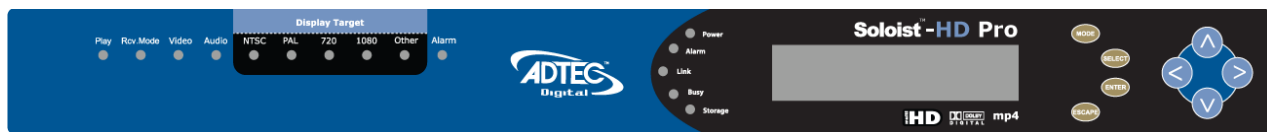
Edje4111 HD - 80 GB HD

Features:
- MPEG 2 & MPEG 4 decoding
- Up to 720p and 1080i resolutions
- 25 Mbps data speed decoding
- Internal Power Supply

Video Outputs: - One decode configurable to DVI-I or Composite (BNC). Cable required for VGA, YUV, HDMI, RGBHV and RGB.

Audio Outputs: - S/PDIF digital audio (RCA female), Unbalanced analog stereo audio (1/8" female)

Soloist HD Pro - 160 GB HD

Broadcast Quality Player Decoder
- MPEG2, MPEG4, 720p & 1080i media player
- Up to 1080i resolution
- Video aspect format: 4x3 or 16x9
- Scheduling/Control software included
- 19" rack-mountable
- Supports AVC/H.264

Media Control

MediaControl is content management and scheduling software that resides on an administrator's PC to connect to a SignEdje.
It lets you manage your SignEdje media and schedules on the player while controlling the play-out. Sections include a directory of players, file transfer, playlist creation, scheduling, display settings, synchronization of multiple displays, streaming feed sourcing and playback settings. A new web-based version allows an administrator to address players from any PC.
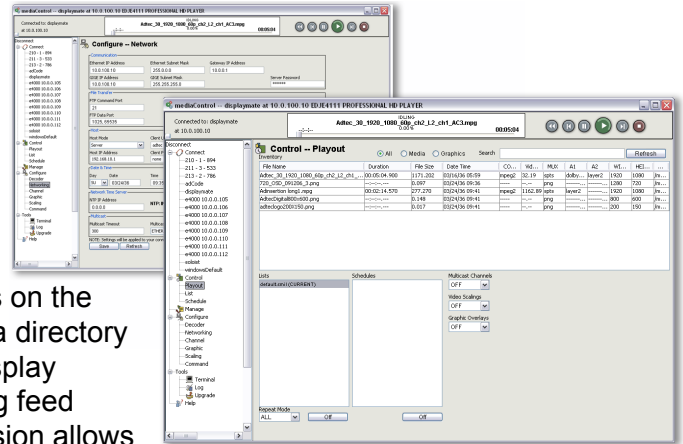
Media Manager

While MediaControl is a direct connection utility to load and manage content on a single or small number of SignEdje players, when you get to a larger deployment of devices, you will want to use MediaManager.

MediaManager is a server-based software application that manages the library of content on the server and what individual or groups of players may get file uploads from that library. The uploads can be immediate or scheduled for a specific time of day.

Also in MediaManager, you can create playlists and schedule when they will run or when other events may occur. Again, these lists can be sent ad hoc or at scheduled times.

SignEdje players can be monitored from the program for their active state. Reporting to verify a history of what has played is available as well.
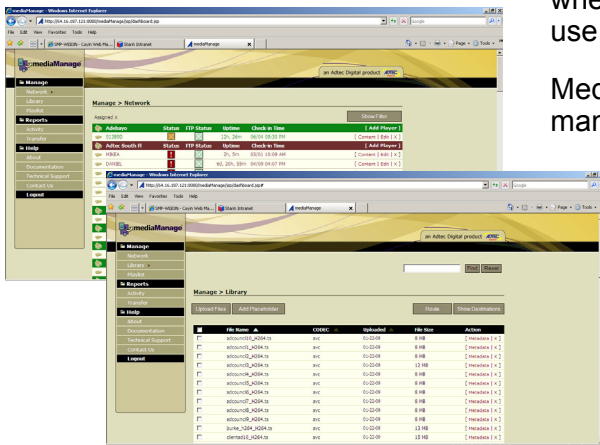
Media Hub HD Pro The Media HUB-HD Pro is a real-time Broadcast-quality MPEG 2 High Definition encoder. It is designed to support the most demanding Contribution, ATSC, DVB and IPTV Distribution and Cable Labs compliant VOD and DPI studio encoding requirements. Ideal for point-to-point origination facility to viewing friendly application. Automatic (HD and SD) SDI detection of standards and frame rates.

Edje 5110

The edje 5110-RM is a high performance MPEG 2 Standard Definition encoder supporting the most demanding distribution applications and can easily be upgraded to support encrypted or free to air SD 4:2:2 contribution platforms. Its video performance is exceptional, ranging from the lowest 4:2:0 distribution rates all the way up to 50 Mbs 4:2:2 for contribution.

Rock & Roll Hall of Fame using Adtec

NASHVILLE, Tenn. — Acme Professional integrated 36 Adtec Digital signEdje high definition MPEG 2 digital media servers into the Rock and Roll Hall of Fame ANNEX NYC. The 25,000 square foot museum, which opened Nov. 2008 in New York's SoHo district, is an experiential, technologically-advanced exhibition focusing on the greatest moments in rock history.

As the integrator for the project, Acme Professional wanted to create a complex audio visual system that could be installed with a minimum amount of building infrastructure and a maximum amount of central control to allow flexibility to fine tune the exhibits to the client's needs. The goal of the installation was to have reliable synchronous playback with very high video quality and show control capability at a very attractive price.

One of the challenges Acme faced when designing the layout was the limited space available.

"We realized that we could place the servers in direct proximity to projectors and flat panel displays allowing us to keep the video cable run very short and maximize signal quality, installing a single inexpensive CAT-5 cable for show control of the signEdjes," said Tom Clark, principal of Acme Professional. "The signEdjes are quite efficient; they draw almost no power and loading and function are a quick process and their tremendous operational flexibility doesn't stand in the way of getting them to perform quickly."

There are 16 signEdjes and monitors divided into four pods in the Roots and Influences exhibit. Each pod contains four signEdjes delivering content to four 40-inch flat panel LCD displays in portrait mode to create a large synchronous video wall. They feature video collages that describe the past music legends that affect the artistry of current day superstars.

In John Lennon: The New York City Years, four signEdjes are being used individually, driven by specific content including John and Yoko's art films and home movies. In other areas of the museum, signEdjes show footage of concerts and interviews and in some cases collages of multiple archival films related to specific rock and roll artists.

HYUNDAI

Broadcast your branding with Hyundai IT Digital Signage!

Hyundai IT

HYUNDAI IT Digital Signage screens have a higher brightness and contrast than standard LCD panels, being made for 24/7 commercial environments. The panels show in portrait or landscape format without any losses of quality

High Native Resolutions & brightness

With native resolutions of 1366 x 768 or 1920 x 1080, the Hyundai screen can suit the viewing distance and budget you have. The brightness levels grab attention and stand up to ambient lighting, with up to 1500 cd/m2 specs.

Video Wall Function

Greatly enhance the features and functions to display for digital signage video wall solution. Daisychain refers to assigning and dedicating an individual display ID to each display. Screen Enlarger refers to enlarging the single image or video for displaying full screen video wall. Support Wall-Mounting holes in the rear cabinet to ensure the compatibility and thus an easy installation with universal wallmounting brackets.
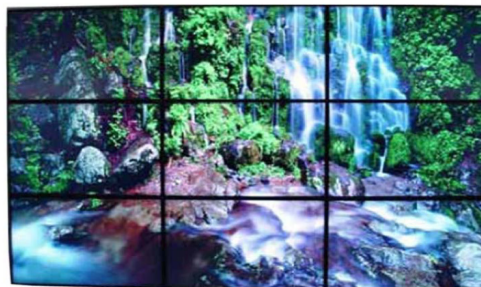
Wide Viewing Angle

The wide viewing angle (178°) is very beneficial in meeting environments where detailed information is viewed by all participants.

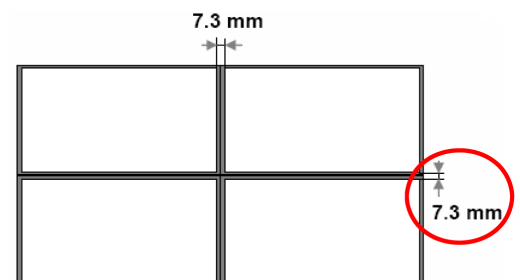### Heat Control & Auto Cooling System

In order to avoid any image corruption or downtime by overheating, HYUNDAI IT Digital Signage are equipped with an innovative built-in fan & heat control system, which makes the displays ready for the operation in any climatic environment.

High Connectivity

Providing an array of various professional input and output connectors [HDMI, DVI, Component /Composite (BNC), VGA], HYUNDAI IT Digital Signage afford an easy, flexible and multiple connection to a full range of external A/V devices. Installers can easily daisy-chain multiple screens as a single wall.

NEW! D468ML
Super Narrow Bezel

The New D468ML, a large-sized screen monitor adopting an ultra-slim bezel that is thin enough to install a number of screens right next to each other, minimizing the disconnection among the screens to make it possible to set up a large 'videowall'. With its extremely narrow bezel, the new 46inch public display has been designed with this particular application in mind, so that the screen to screen (active area) distance between two neighboring installed devices is only 7.3mm.

< Normal Bezel >

< Super Narrow Bezel >

7.3 mm

7.3 mm

STARIN

HYUNDAI

Digital Information Display

Hyundai commercial grade 24/7 monitors have the best configuration to support Digital Signage from one display to multiple video walls. They create a practically seamless view for a multi unit wall matrix, on the cutting edge of ultra narrow bezel displays. The built-in daisy chain function allows individual displays to support multi viewing configuration. Hyundai digital signage displays are easy to install, can be portrait or landscape view, have durable metal chassis and can be special ordered with optional tempered glass for protection. Does your customer want a basic logo-less look? Hyundai doesn't let the brand get in the way of the message.

Features for the brightest D460ML-1500 46":
• Native Resolution: 1366 x 768
• Brightness: 1500 cd/m2
• Contrast Ratio: 3000:1

Features for D400ML 40" & D460ML 46":
• Native Resolution: 1366 x 768
• Brightness: 700 cd/m2
• Contrast Ratio: 2000:1

Features for D407ML 40" & D467ML 46":
• Native Resolution: 1920x1080
• Brightness: 700 cd/m2
• Contrast Ratio: 3000:1

Features for D460MLx:
• Native Resolution: 1366 x 768
• Brightness: 1500 cd/m2
• Contrast Ratio: 3000:1

Features for D405ML 40" & D465ML 46"
• Native Resolution: 1920x1080
• Brightness: 450 cd/m2
• Contrast Ratio: 4000:1

D525ML 52", D575ML 57" & D705ML 70":
• Native Resolution: 1920x1080
• Brightness: 600 cd/m2
• Contrast Ratio: 1700:1

Common features for series
• Response Time: 8 ms
• Life: 50,000 Hr
• Metal enclosure
• Multi-Screen Function (Loop)
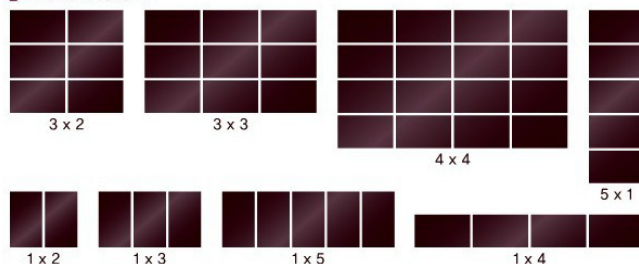• Auto Power Control (On & Off timer)

Inputs and Outputs:
• Analog RGB / PC Audio
• HDMI
• Composite (BNC) / Composite Audio
• Component (BNC) / Component Audio
• RS232C

▌MultiVision

3 x 2   3 x 3   4 x 4   5 x 1

1 x 2   1 x 3   1 x 5   1 x 4

Refer to Order Worksheet Page 22 for complete listing of models

NEW! Bar-Type Display
The New C220Mk and C420Mk

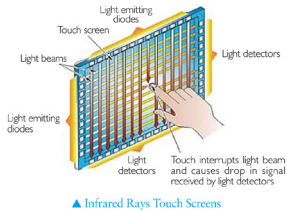M320MK - with media player card slot
P420MN - with internal PC

Accessories:
Power Cord
User's Guide
HDMI Cable
Remote Control

HYUNDAI

Infrared Ray Touch Display

The MLI series shows the same great features of the ML series but with the added bonus of an Infrared Ray Touch Display. These attractive displays come in 40" / 42" / 46" / 52" / 57" / 70".

▲ Infrared Rays Touch Screens

-- SPECIAL ORDER --

Features:
• Housing: Black Powder Coated Metal
• Touch Resolution: 10,624 x 6,016
• Response Time: Touch: 21, Drawing: 33 ms
• Detection Method: Infrared Rays
• Interface: USB 1.1
• Optics Cell Pitch(mm): 5.35
• Operating Voltage(V): 4.6~5
• Power (W): 0.6 (120mA/5V)
• Bezel Size with Touch Screen (U/D/L/R):
   1.54 / 1.54 / 2.05 / 2.05

Optical Touch Display

Hyundai MLC series is a Touch display with Optical touch display. Optical touch technology has camera senor touch. These amazing displays come in 52" / 57" / 70".

-- SPECIAL ORDER --

Features:
• Housing: Silver Aluminum
• Display Resolution: 32,000 x 18,000
• Response Time: 10 ms
• Touch Intensity: No Limit
• Detection Method: Infared Rays
• Interface: USB 2.0
• Operating Voltage(V): 5
• Power (W): 1.5 (300mA/5V)
• Bezel Size with Touch Screen (U/D/L/R):
   D525MLC 4.63 / 1.30 / 1.30 / 1.30

Indoor Public Displays | Stand-Alone Type

The Hyundai SL series are the best solution for single screen information signage. Combining dynamic screen contents and the static depiction of your corporate identity the Stand-Alone Public Displays are bringing the maximum brand communication to the Point of Information. Exhibitions, hotel and offices lobbies, customer waiting areas and retail shops are some examples for versatile fields of operation. These displays come in 46" / 52".


Features:
• Display colors: 16.7 Mil
• Brightness : 700 cd/m2
• Contrast : 2,000:1
• Viewing Angle(H/V): 178°/178°
• Response Time: 8ms
• Life Time : 50,000 average

• Can be equipped with a PC or any other AV player and easily stored in cabinet.
• Housing is made full of steel and can be locked
• Touch Screen Function (Option)

-- SPECIAL ORDER --
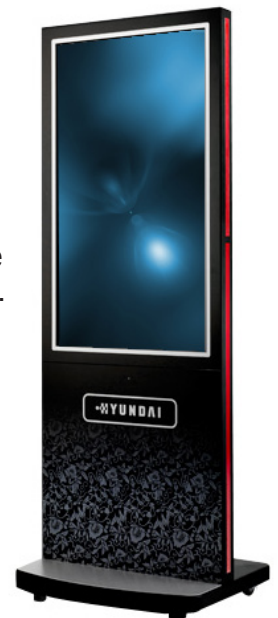
starin

Display Mounts Flat Panel Display Mounts & Carts

Video Wall System for up to 50" displays
Contact Starin for configuration.
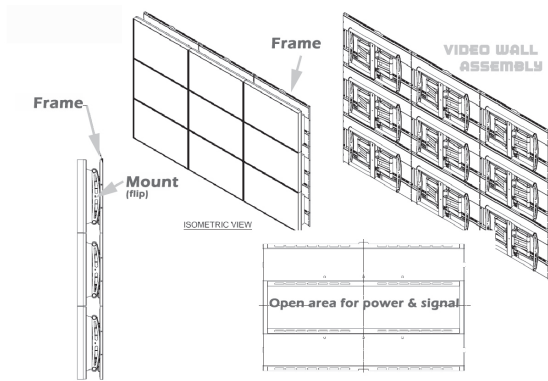
Atlas - Flat-Panel Mounts
Atlas Flat Wall Mounts combine superior stability and security to create a solid platform for your large screen flat-panel display. They come in a variety of types such as: tilting, rotating, ceiling and more.

Infinity - Swingout Wall Mounts
Swingout arm mounts are available for all sizes of flat panels. Choose from scissor-style, radial glide or swingout arm.

Terra - Floor stands & Carts
Mount one or two flat panels to these strong, stable stands and carts. Display in your business or for educational use.

Audio-Video distribution devices

711N & 712N Composite Video & Stereo Audio over Twisted Pair Transmitter.

TP121 and TP122 twisted pair transmitter and receiver for VGA signals.

TP-551 and TP-552 twisted pair transmitter and receiver for HDMI

TP-305A 1:5 Computer Graphics Video, Audio & RS-232 Twisted Pair Receiver & Distribution Amplifier

TP-310A 1:10 Computer Graphics Video, Audio & RS-232 Twisted Pair Receiver & Distribution Amplifier

network router

signage player

cat 5/6 transmitter

distribution amp

cat 5/6 receivers (at displays)

MultiView Series provides the most comprehensive portfolio of products enabling the simplest to most complex installations. Whether the application is point-to-point, point to multi-point, or multi-point to multi-point, the MultiView series combines the world's longest extension and highest resolution capabilities with a wide variety of configuration options.

Infinea & HD-One DVI/HDMI Extension over UTP While the plug & play capability, guaranteed compatibility and superior specifications of analog VGA continue to make it the de-facto choice for video distribution in digital signage applications, Magenta Research offers a wide portfolio of products for the extension of DVI and HDMI signals over UTP cabling for applications demanding end to end distribution in the digital domain.

Infinea DVI - DVI Extension over UTP/Fiber Uniquely flexible platform that can extend full HD video, stereo audio and addressable duplex serial over either UTP, multi-mode fiber (MMF), single mode fiber (SMF) or a combination of these cabling options. Moreover, the standard daisy chaining capability of each receiver delivers unlimited distance range as an infinite number of units can be daisy chained with any combination of cabling.

Digital Signage Order Worksheet

1 How many displays do you require?

- Hyundai D-405ML 40" 1080p 450nits
- Hyundai D-407ML 40" 1080p 700nits
- Hyundai D-400ML 40" 720p 700nits
- Hyundai D-420ML 42" 720p 500nits
- Hyundai D-460ML 46' 720p 700nits
- Hyundai D-460MLx 46' 720p 1500nits
- Hyundai D-465ML 46' 1080p 450nits
- Hyundai D-525ML 52" 1080p 500 nits
- Hyundai D-575ML 57" 1080P 600 nits
- Hyundai D-705ML 70" 1080P 600nits
- Hyundai D-825ML 82' 1080P 600nits

2 Is the display in a public area, requiring tempered glass?

- Hyundai D-400MLG 40" 720p 700nits
- Hyundai D-405MLG 40" 1080p 450nits
- Hyundai D-465MLG 46' 1080p 450nits
- Hyundai D-525MLG 52" 1080p 500 nits
- Hyundai D-570MG 57" 1080P 600 nits
- Hyundai D-705MLG 70" 1080P 600nits

3 Is touch screen interactive needed?

- Hyundai D-405MLI 40" 1080p 450nits
- Hyundai D-465MLI 46' 1080p 450nits
- Hyundai D-525MLI 52" 1080p 500 nits
- Hyundai D-575MI 57" 1080P 600 nits
- Hyundai D-705MLI 70" 1080P 600nits

4 Is super thin bezel for wall needed?

- Hyundai D-468 ML 46' 1366 x 768 700nits (Bezel >3.7mm)

5 Is a Kiosk enclosure version needed?

- Hyundai D-465 SL 46' 1080p 450nits
- Hyundai D-525 SL 52" 1080p 600 nits
- Hyundai D-700 SL 70" 1080P 600 nits

6 Is the location outdoors?

- Hyundai H-460S 46' LED 1366x768 2500nits
- Hyundai H-705S 70" LED 1920x1080 2000nits
- Enclosure for 42-50" flat panels above GB-ENCL42 or CHDGCA42B/S, CHDGCA50B/S

7 Select Mounts

• Wall shelf for MMS	ICI WM-VSB
• Ceiling mount for monitor	ECM-3763S
• Ceiling mount pole adapter for player	NB-MPB & NB-MPBJK
• Tilt wall mount for monitor	CTM-MS2
• Wall shelf for player	C1 911-171-299
• Floor stand for monitor (add CTM-MS2)	PSD-TS
• Double sided floor stand (add 2- CTM-MS2)	PSD-CS
• Rolling floor stand for monitor	VFI PMS-FLB & PM-CMP
• 2 x 2 Video wall – on floor stands	Contact Starin for configuration
• Video wall – frame assembly on wall	See http://Premier.Starin.biz for config worksheet

8 Do you want a an Info display or more high impact video?

Yes - Go to #10 Adtec ordering for produced, rendered video

No - Go to #13 Cayin for Info-based layered screen

9 With a terrestrial to the premises will distribution locally be wired or Wifi to the players?

Wired-on LAN - Go to # 10 Adtec, Cayin Ordering

Wifi - Go to # 16 Cayin

10 Do you want full screen, highest quality video? Multiple screens synchronized? Local ad insertion? Encryption?

Yes - Go to #11 Adtec ordering for produced video using these features

No - Go to #13 Cayin for Info-based layered video

11 Adtec Ordering: What size of storage space do you need on the local player?

SIGNEDJE-HD	no storage
SIGNEDJE-HD-4	4 GB solid state
SIGNEDJE-HD-8	8 GB solid state
EDJE4111-HD	80GB
SOLOISTHD-PRO	300GB

12 Adtec Ordering: Do you want to manage individual players or a group of say more than 3?

For group management – **MediaManager Server**
- MMS-L 0.5 terrabyte
- MMS-M 1 terrabyte
- MMS-H 2 terrabytes

13 Cayin Ordering: Do you have HTML design capabilities and want graphics that will do web functions or do you want a simple content management for use with basic media files?

HTML GO TO #15   **SMP-WEB series**
SIMPLE GO TO #14   **SMP-PRO series**

14 Cayin Ordering: With simple content management, what storage size do you need, what output do you want and do you want portrait view?

SMP-PRO3N (LB 400) 80GB VGA, Composite or S-Video, 1280x1024 or 720p, 6-Zones on-screen
SMP-PRO3 (LB 400) above with local A/V (composite) Input

SMP-PROPLUS (LB 300) above with160GB VGA only, Supports Portrait
SMP-PROPLUS (LB 500) 80GB, VGA & DVI

15 **Cayin Ordering: For players requiring knowledge of creating content with HTML/Flash, what storage size do you need, what output do you want, do you want touch screen or dual screen with one unit?**

SMP-WEB3N (LB 400) 80GB VGA, Composite or S-Video, 1280x1024 or 720p, Supports HTML/Flash playback
SMP-WEB3 (LB 400) above with local A/V(composite) Input
SMP-WEBPLUS (LB 300) above with 160GBVGA only, 1600x1200 or 1080p

SMP-WEBPLUS (LB 500) 160GB, VGA & DVI
SMP-WEBPLUS-T (LB 500) above with touch screen
SMP-WEBDUO (LB 500) above with 360 GB &dual DVI outs

16 **Cayin Ordering: Do you want the player on the Wifi network?**

SMP-OPT-WIFI wifi option

17 **Cayin Ordering: Do you want to manage a small or large group of players?** Central grouping, scheduling, streaming, monitoring, access right management & emergency. For management of 1 or 2 players, a CMS is not required.

CMS-Mini 160GB 6 user accounts, up to 40 players, 1 Composite Video In
CMS-Perf 4 160GB Unlimited user accounts, 250 Players, 4 Composite Video Ins
CMS-Perf 8 160GB Unlimited user accounts, 250 Players, 8 Composite Video Ins

18 **Cayin Ordering: Do you want to content creation software?**

X-Post predetermined templates for easy to data entry: Lobby-post, Meeting-post,Wayfinder-post

19 **Cayin Ordering: Do you want monitoring or reporting?**

Super Monitor live status of performance

Super Reporter logging reports

20 **Content Creation ordering: Do you have in-house e-media production and need tools or do you want a service to create?**

For creative tools - Go to 28
For out-sourced service, contact Starin

21 **Content Creation ordering: Do you have e-media production capabilities or do you want a simple object oriented environment?**

For creative tools - Go to 29
For simple - Go to Cayin #18

22 **Content Creation ordering: Do you want to produce videos?**

For video editing order
Grass Valley Edius Neo
Grass Valley Edius Pro

23 **Content Creation ordering: Do you want to capture your PC screen to record PowerPoints, etc?**

For screen capture order
Camtasia

24 **Service: Do you want a support package to assist in the creation and/or management of your system?**

Contact Starin

25 **Service: Do you want to have your system monitored and managed by a third party?**

Contact Starin

# It's easy to sign up as a reseller

Building your business is a lot easier when you have the right resources at your fingertips. As Starin customer, you can count on getting the support you need through every step of the sale. We offer a broad selection of programs and services -- from in-house education, training and business development resources to marketing services and pre- and post-sale technical assistance.

If you are new to Starin, we make it easy to get the setup process rolling, simply visit our website at www.Starin.biz and click on the "Signup" link. Fill out this short form and click submit. This gets the process rolling to approve your dealer access to our website and portals. If you don't have an active Starin account, we will email you the additional requirements.

Keep up to date with on-line pricing

Starin's Reseller Portal System is at your finger tips 24/7… Select from the line listing on the left of our home page at www.Starin.biz. Once you have logged on you will be kept up-to date with:

- Pricing
- Product Guides
- Promos
- FAQs
- News
- Shows
- Links
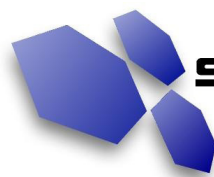- Contacts

Visit Starin's Reseller Portals:

http://adtec.starin.biz

http://cayin.starin.biz

http://hyundai.starin.biz
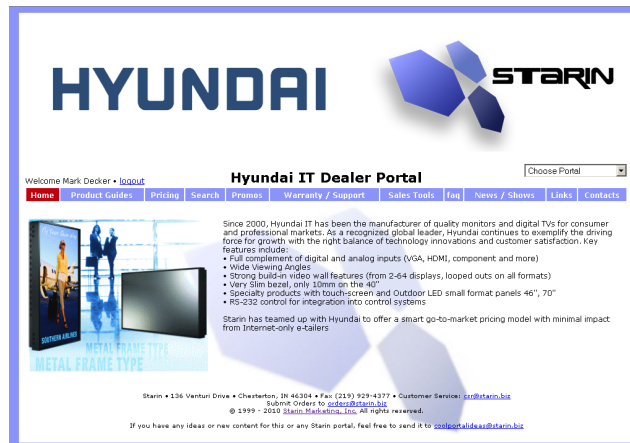
For an informative video presentation on Digital Signage visit:
http://www.starin.biz/videos/Shedding-Light-On-Digital-Signage.wmv

www.starin.biz

136 Venturi Drive Chesterton, IN 46304