



inform educate alert
promote entertain advertise



Digital Signage Guide



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)

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

Transportation VIA Network



Satellite



Dedicated
Infrastructure



VPN/Internet



Wireless and Mobile
broadband

Distribution within Store, Business or Enterprise

ADTEC
SignEdge



Cayin SMP - Pro Series

Display



Flat Panel
Attract, Inform,
Display



Kiosk
Retail Display,
Promotions
and Education



Projector
Attract, Direct
and Inform



WOW media gateway

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. Starin 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.

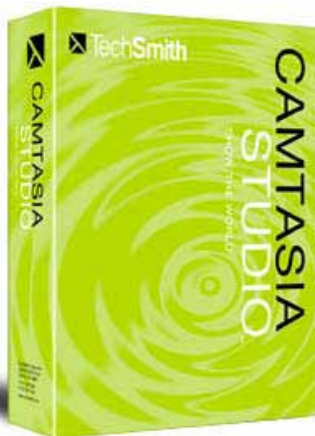


EDIUS 6

EDIUS® nonlinear editing software is designed for any broadcast and postproduction environment, especially those using newer, tapeless forms of video recording and storage. EDIUS 6 offers more than 100 new features, such as 4K, 2K, and free size project support, advanced timeline workflow improvements, 16 ISO multicam support, new source browser, free shape mask filter, track matte keyer, and AVCHD exporter to name just a few. The editing engine has been tuned for better real-time performance, and the enhanced Proxy Mode opens up exciting possibilities for entirely new editing workflows.

EDIUS Neo 3

Featuring a basic, entry-level range of tools and features, EDIUS® Neo 3 software is ideal 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, chromakeying, titling, and both 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)

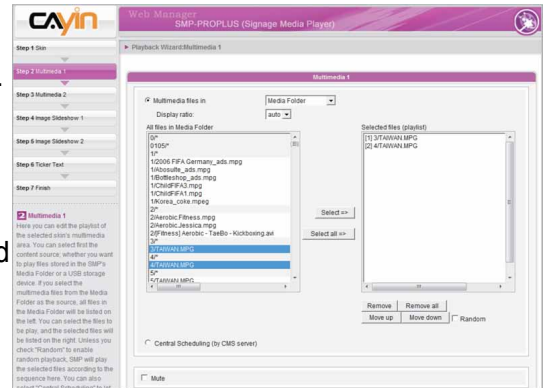


Dynamic Digital Signage solutions

CAYIN provides very straight-forward digital signage solutions, including media players, servers, advanced management software and content-editing software for different vertical markets.

Web Manager

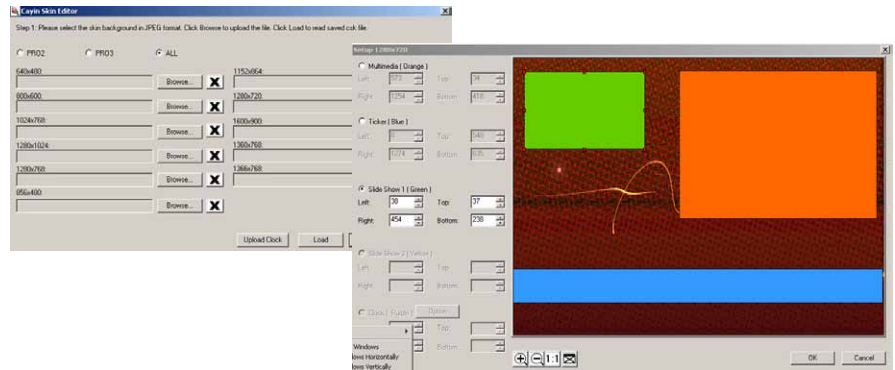
- Manage each player remotely via wired/wireless network.
- Manage each media player through web-based user interface.
- Turn on/off screens or control other devices by RS-232.
- Recover system remotely for easy maintenance.
- Create log files recording the system status for management and analysis purposes. Add Super Monitor to remotely see playback from players and SuperReporter to generate advanced reports
- Manage the player directly as a standalone system or deploy multiple units with CAYIN CMS server within a server-client structure.



It's easy to make a template with Cayin Skin Editor

Skin Editor

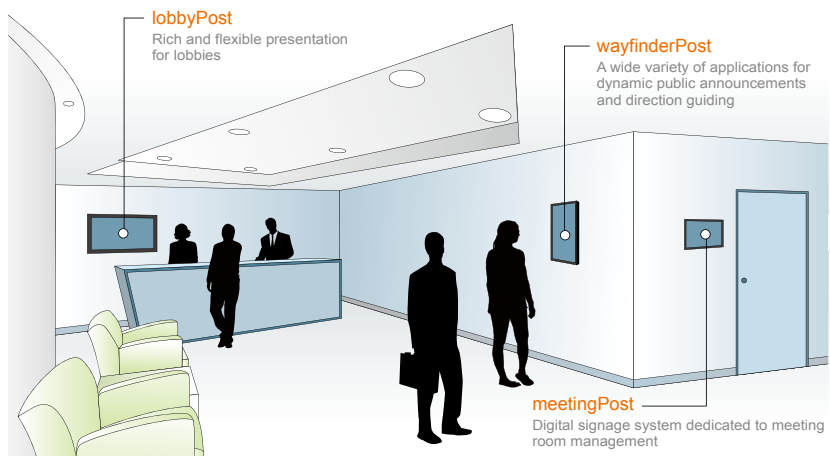
Using a simple software tool that Cayin offers you... simply choose your background, select your zones and add multimedia, slide shows and a ticker.



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.





Zone-type Media Player (SMP-PRO Series)

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



SMP-PRO4

- 6 zones
- Fanless design
- Portrait mode
- Local A/V (S-Video) Input



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-WEB4

- Fanless design
- HD 720 video
- AV-in
- DVI
- Landscape display



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
- 1G bps Ethernet

CMS-Mini



- Max. 1 video streaming channel
- Max. 30 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 3

SuperMonitor 3 is the advanced management software dedicated for CAYIN digital signage network. Incorporated with CAYIN CMS server, the software greatly enhances managerial functions, assisting administrators in monitoring and configuring multiple CMS servers and SMP players simultaneously by simply clicking, selecting, and drag-n-drop. billing reports.



Super Reporter 2

SuperReporter 2 is the advanced reporting software dedicated for CAYIN digital signage network. Incorporated with CAYIN SMP players, the software assists administrators in generating playback and system status reports instantly for multiple digital signage networks.

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 information and directions, floor plans or promote special events.

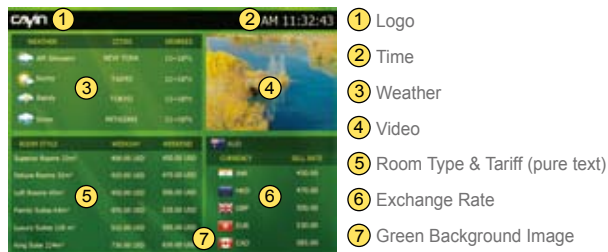


Meeting Information and Direction
Integrated with meetingPost, wayfinderPost can retrieve meeting information automatically and display today's meeting on the screen, along with the direction of the meeting room. It can improve the traffic flow and guide the event participants to the right meeting room.

2. lobbyPost

Each template of lobbyPost contains multiple areas for a variety of combinations of guest room information, 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

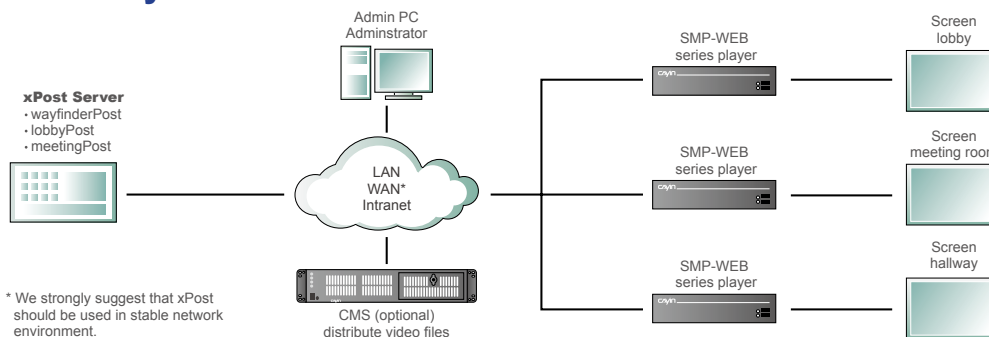


Meeting list
List out all the appointed meetings of the day



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

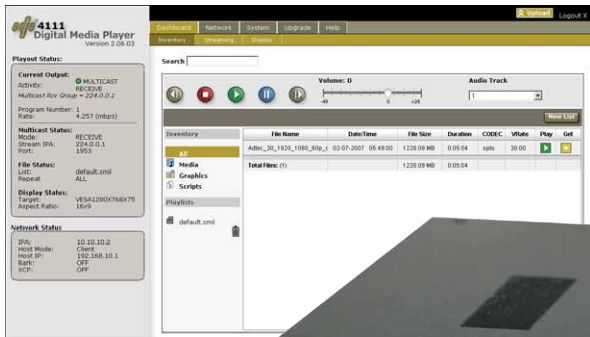
xPost system structure



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



Digital Signage Decoder/Player



SignEdge 4 - Flash Memory 4 GB

SignEdge 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 signEdge 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 signEdge (touch panel control) or have the signEdge 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

Rock & Roll Hall of Fame using Adtec



NASHVILLE, Tenn. — Acme Professional integrated 36 Adtec Digital signEdge 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 signEdges," said Tom Clark, principal of Acme Professional. "The signEdges 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 signEdges and monitors divided into four pods in the Roots and Influences exhibit. Each pod contains four signEdges 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 signEdges are being used individually, driven by specific content including John and Yoko's art films and home movies. In other areas of the museum, signEdges show footage of concerts and interviews and in some cases collages of multiple archival films related to specific rock and roll artists.

Digital Signage Unity

- signEdge decoders
- mediaHub HD encoders

ADTEC -
Decoder/Players

- Solid Video Engine-MPEG 2 & 4 SD-HD
- Synchronize for multi-view walls
- Ad Insertion, Stream insertion
- Admin-to-one and Group management software

HYUNDAI

HYUNDAI -

- Reliable 24/7 Operation
- Multi-screen matrix built-in
- Tempered Glass Options
- Displays Range from 40" to 70"

Your Supply Partner

www.starin.biz
(800) 846-5606



Panasonic

Plasma / LCD Displays



TH32LR20U
32" Class 720p High Definition
Hospitality LCD Display
Resolution: 1,366 x 768 pixels
Contrast Ratio: 18,000 : 1



TH37LRU20
37" Class 720p High Definition
Hospitality LCD Display
Resolution: 1,366 x 768 pixels
Contrast Ratio: 18,000 : 1

Narrow bezel - 0.7 inch



TH42LF20U
42" Full HD LCD
Digital Signage Display
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 1,000 : 1

Narrow bezel - 0.7 inch



TH47LF20U
47" Full HD LCD
Digital Signage Display
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 1,000 : 1



TH50PF20U
50" Class 1080P
FULL-HD Plasma Display
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 5,000,000:1



TH58PF20U
58" Class Professional Series
Full HD Plasma Display
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 5,000,000:1



TH65PF20
65" Class Professional Series
Full HD Plasma Display
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 5,000,000:1



TH-85PF12U
85" Class Professional Series, 1080p Full-HD Plasma
Resolution: 1,920 x 1,080 pixels
Contrast Ratio: 40,000:1

Panasonic

LCD Dignage Displays - Ideal for Wide Open Spaces

Large-screen displays designed especially for digital signage use transmit information with sharp, clear images, in open spaces such as airports, commercial facilities, cafes and restaurants.



Digital Signage **coolsign**

Panasonic has partnered with CoolSign® – a global leader in digital signage software – to offer your customers a solid, digital signage platform that makes distributing, controlling and displaying digital media on networked Panasonic Full-HD LCDs both easy and affordable.

This solution takes the guesswork out of signage solutions and is the perfect way to sell digital signage technology to a wide customer base – with an overboxed package under a single SKU. All equipment arrives at one time for a simplified installation with fewer chance of work crew delays or confusion.

Panasonic Digital Signage Packages are ideal for various applications:

- Advertising/Promotion
- Information/Notification
- Wayfinding/Product Information
- Live Video/Entertainment
- And more

The Panasonic Digital Signage Package includes:

- Panasonic Full-HD LCD Digital Signage Displays – 42" or 47" LF20U
- CoolSign Digital Signage Player Software
- Powerful Media Player with embedded operating system
- Custom mounting for Panasonic display and media player
- Highest quality, cut to length HDMI, RS232 control, and power cables



SONY®

Digital Information Display

Sony Large Panel Displays deliver remarkable resolution, accurate color reproduction and long panel life



FWD-S42H1

The FWD-S42H1 42" LCD display has features which make it ideal for use in digital signage and broadcast applications. With an unmatched combination of thin bezel, full High Definition resolution and high brightness panel.

- Resolution: 1920 x 1080
- Contrast: 1000:1; Brightness: 700cd/m2

FWDS42H1TOUCH

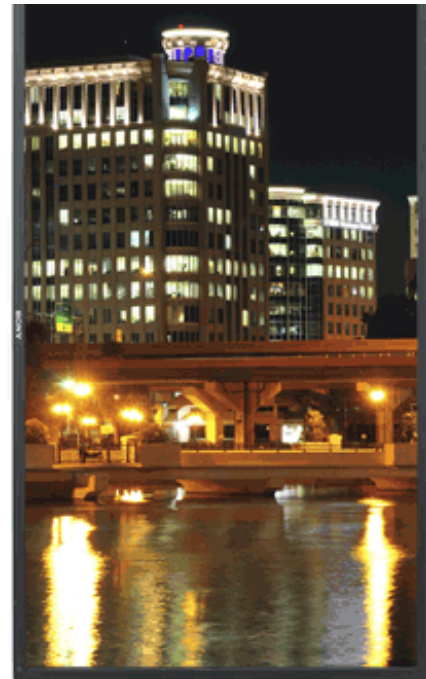
42" Interactive LCD Touch Screen



FWD-S42E1

The FWD-S42E1 42" flat, wide display monitor has the key features of the public displays, Full HD, Slim Bezel, Portrait Installation, Network Reporting, Digital Interface and achieved low power consumption in normal operation.

- Resolution: 1920 x 1080
- Contrast: 1000:1; Brightness: 500cd/m2



SONY®

Digital Information Display

FWD-S47H1

47inch Full HD Thin Bezel LCD

The FWD-S47H1 47" LCD display has features which make it ideal for use in digital signage and broadcast applications. With an unmatched combination of thin bezel, full High Definition resolution and high brightness panel.

- Resolution: 1920 x 1080
- Contrast: 1000:1; Brightness: 700cd/m2

FWDS47H1TOUCH

47" Interactive LCD Touch Screen



GXD-L52H1

52inch Full HD Ruggedized LCD ideal for use in digital signage advertising applications in semi-outdoor environments such as train stations, airports, convention centers, stadiums, and others.

- Resolution: 1920 x 1080
- Contrast: 800:1; Brightness: 500cd/m2
- IP30 Rated Dust Resistant, Tamper Resistant



GXD-L65H1

65inch Full HD Ruggedized LCD ideal for use in digital signage advertising applications in semi-outdoor environments such as train stations, airports, convention centers, stadiums, and others.

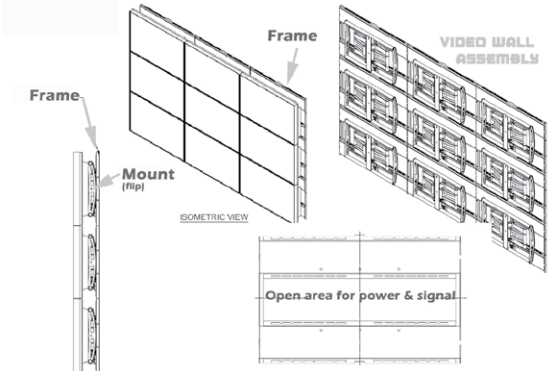
- Resolution: 1920 x 1080
- Contrast: 2500:1; Brightness: 700cd/m2
- Multi-Display formats 1x2, 1x3, 1x4, 2x1, 3x1, 4x1, 2x2, 3x3, 4x4





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.

UNI-DS+AUDIO
 Universal Flat Panel Mount with Audio



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.



Rack-Mountable Baluns



DIGI-HD-UHR2 Balun
HDMI up to 300' over a single twisted pair cable.



DIGI-HD-8X8 High-Definition Twisted Pair Matrix
A true matrix switcher, the DIGI-HD-8X8 features eight HDMI inputs, eight HDMI outputs and eight twisted pair extender outputs.



Intelix DIGI-HD-4X2 High-Definition Twisted Pair Matrix
Four HDMI inputs, two HDMI outputs and two twisted pair extender outputs. The matrix supports 1080i and 1080p high-definition video, and is HDMI 1.3b compliant.

Distribution Amplifier Baluns

DIGI-DVI-F DVI-D Active Balun Set

transmits a high-definition DVI-D (digital visual interface) up to 150 feet over two unshielded twisted pair cables, such as Cat 5e or Cat 6.



AVDA-8-F Audio/Video Distribution Amplifier Balun

Distributes two channels of audio and video to 8 destinations via CAT5



Wallplate Baluns

AVO-V1A2-WP110 Composite Video & Audio Wallplate Balun Transmits composite video and stereo analog audio signals over standard unshielded twisted pair cabling, such as Cat 5 or Cat 6.



AVO-VGA2-WP Passive VGA & Stereo Audio Balun

Transmits VGA video up to 450 feet -- no power required-- and stereo audio up to 2,500 feet over standard unshielded twisted pair cable.



AVO-USB extender set Transmits low and full speed USB signals over twisted pair cabling. The set extends low speed USB 1.0 and 2.0 signals up to 330 feet, and full speed USB 1.0 and 2.0 signals up to 100 feet.



Audio-Video distribution devices



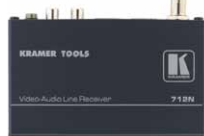
711N & 712N Composite Video & Stereo Audio over Twisted Pair Transmitter.



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



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



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



Digital Signage Order Worksheet

- 1** How many displays do you require?
 - Hyundai Commercial grade metal chassis LCD in sizes 32"-70"
 - Panasonic Professional LCD and Plasmas in sizes from 32"-65"
 - Sony provides Professional LCD in sizes from 42 & 47"
- 2** Is the display in a public area, requiring tempered glass?
 - Hyundai MLG versions – special order
- 3** Is a Kiosk enclosure version needed?
 - Hyundai has Indoor and Outdoor – special order
- 4** Multi-screen for video wall needed?
 - Panasonic and Hyundai have units with internal processing to split a single source image across multiple screens – Hyundai special order depending on size
- 5** Ultra thin bezel for wall needed?
 - Hyundai provides 46" – special order
- 6** How bright do you want the screens?
 - Basic brightness is 4-500;
 - Hyundai has 700 and 1500 models – special order
- 7** How do you want to mount the screens?
 - Ceiling mount for monitor ECM-3763S
 - Tilt wall mount for monitor CTM-MS2
 - 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
- 8** What is your on-premise network connection?

On the client's network or setting up an independent one?
- 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-PRO4 160GB VGA & DVI-D Outs; 1280x1024 Display & 720p Video; 7-Zones on-screen- one background, one multimedia, two slide show, two ticker, one clock/date; Local video input

SMP-PROPLUS above with 1920x1200 Display, VGA only, Supports Portrait; Added multimedia zone for Info-based layered screen

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-WEB4 160GB VGA& DVI-D, 2048x2048 Display; Plays 720p video, Supports HTML/Flash playback; Video input; HID Touch

SMP-WEBPLUS VGA only, 1600x1200 or 1080p

16 Cayin Ordering: Do you want a dual screen display with individual content from one player?

SMP-WEBDUO 320 GB; dual DVI outs

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

SMP-OPT-WIFI wifi option

18 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

19 Cayin Ordering: Do you want monitoring or reporting?

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

20 Cayin Ordering: Do you want monitorong or reporting?

Super Monitor live status of performance

Super Reporter logging reports

21 Do you want to distribute one player to several screens?

Call for additional screens

Select # of screens to distribute video signals over HDMI:

• **Kramer VM-4HDMI DA 1 to 4 screens**

• **Kramer VM-8HDMI DA 1 to 8 screens**

Order qty to # for sending video signal over CAT 5

• **Key Digital UTP Xmit/Rcvrs**

22 Content Creation ordering: Do you have e-media production capabilities or do you want a simple object

For creative tools **GO TO 29**

For simple, go to Cayin #18

23 Content Creation ordering: Do you want to produce videos?

For video editing order

Grass Valley Edius Neo

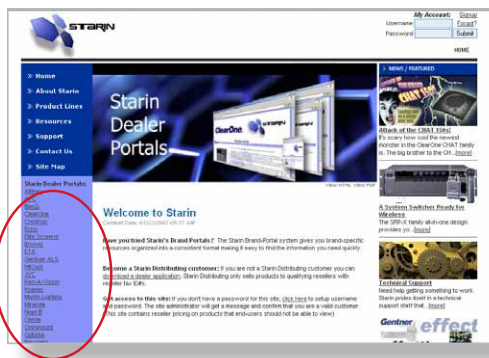
Grass Valley Edius Pro

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

For screen capture order



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