

Media Player – - Digital Signage overall

(1) What is a Media Player(Standalone Digital Signage)

Digital Signage is a phrase coined to describe the use of a Display Device driven by a Media Player to present a variety of information, entertainment or advertising (called collectively Media) to an audience who are in a position to view such

a display - normally for a relatively short time. The Media Player is generally updated new media content either manually

swapping flash memory device(CF or SD card) or via USB to do file transfer.

(2) Media Player Board Level – already built in the products



- High Definition output : 720P/1080i
- Content format supported : WAV / MP3 / JPEG / MPEG1/2/4 / AVI / DIVX
- Output ports : VGA / YPbPr / Composite
- Audio Output : 2-Ch / 5.1-Ch
- Auto play after power on, Auto entire disk contents looping replay
- Support content updated via USB
- Timer : Auto power on/off by preset timing, No need manually to turn on/off the display
- Play list management : Support 7 days a week, 5 segments a day to play specified contents
- Power Resume : Continue play the content from break point after power recover

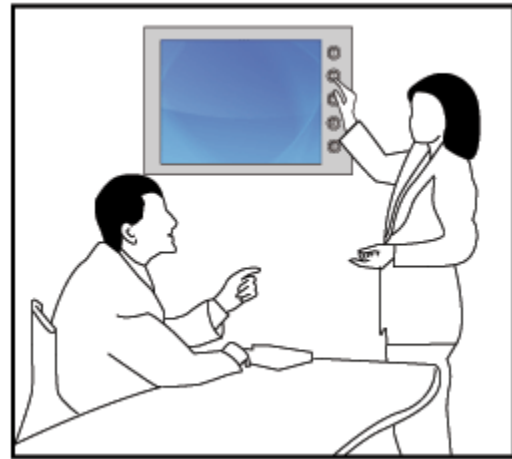
(3) LCD Media Player

The built-in version is fully setup into our wide range product lines as following..

Plastic Housing 10.4"~46"	Metal Enclosure Open Frame 5.7"~65"	Metal Enclosure Chassis 5.7"~65"	Metal Enclosure Chassis Mount 5.7"~65"
Metal Enclosure Panel Mount 5.7"~65"	Metal Enclosure Rack Mount 10.4"~22"	Stainless Enclosure 5.7"~65"	OEM Design 5.7"~65"

(4) Combinations Application Diagrams

(4-1) Interactive with push buttons



(4-2) Interactive with Touch Screen

by adding external Pushbuttons



Click to see the video.

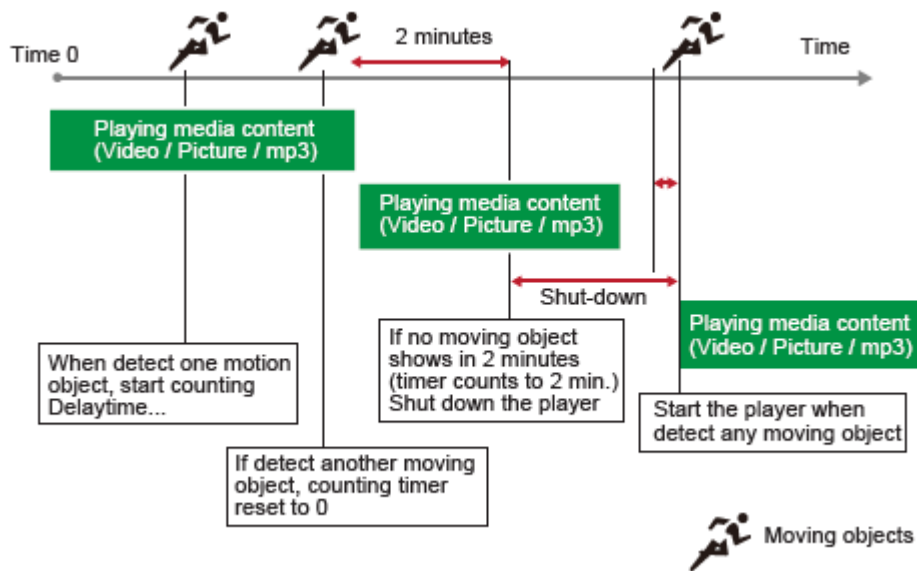
or

by using a Touchscreen

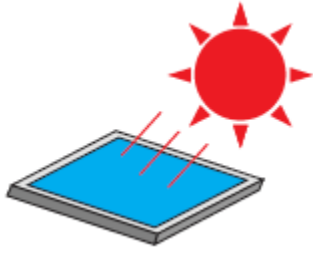


Click to see the video.

(4-3) Motion detect



(4-4) Auto-Light-Sensor for day to night application



(4-5) RS232 remote control

Application Examples

Retail

Digital Signage is the revolutionary way to draw the attention of customers to your advertisements. Dynamic images for advertising are more attractive than paper posters and result in a better return on investment than paper advertisements by means of less maintenance costs for updating, central management etc., the possibility to show a wide range of different advertisements on the same display, managing the advertising remotely at any time and at a distance.

Combine the latest retail industry technologies, including RFID, pricing databases, and audience recognition, with Winsonic's digital signage for retail allows you and your brand advertisers to increase revenue by delivering the RIGHT message to the RIGHT audience at the RIGHT time.

Digital Signage is a very useful instrument to make the difference. Many supermarkets, newspaper shops, are already equipped with digital signage systems and this worldwide.





Banking

Use digital signage and kiosks to reduce perceived wait times and keep customers informed about your products and services

In an effort to win new customers and convince existing ones to use more services, many banks are turning to digital signs and

kiosks as a way to improve the banking experience and communicate better with customers. Here are some popular applications

for banking:

Waiting Area Displays: While customers are waiting in line for tellers or elsewhere in the bank, digital signs can serve as dynamic bank message boards, delivering compelling messages about current rates and the benefits of signing up for new products and services. In some cases, the bank messaging is placed alongside live TV and news feeds, ensuring that the content remains interesting and up-to-date.

Product Information and Transactional Kiosks: Using a touch screen system, customers can browse for available products, see how interest rates and terms might affect their mortgage payments, and more. By educating customers with a bank kiosk, they are more likely to sign up for higher-margin services and expand their relationship with the bank or credit union. Self-service banking kiosks can also serve transactional functions, such as handling name and address changes or letting customers apply for a credit card account, mortgage, or other loan.



Education and Classroom

Keeping students safe and informed is a key challenge for all educators.

Time critical communication using Digital Signage offers educators an easy and instant method of ensuring their students are safer, better informed and fully aware of their environment. Information can be streamed in real time from anywhere on your campus, including linking into live video, TV and even interactive whiteboards.

- **Promote events on college campuses.**

Install large LCD or plasma screens around campus to get the word out about upcoming concerts, sporting events, visiting speakers, and the like. Mount screens anywhere students frequent: dining halls, dorm lobbies, quads, student unions, and gyms. More eye-catching than posters taped on walls, digital signage enables campus groups and staff to promote an event without it getting lost in the flurry of flyers tacked on bulletin boards.

- **Disseminate important up-to-date information.**

Colleges spend a lot printing class schedule guides, only to deal with mass confusion when classes printed in the guides are cancelled or rescheduled. E-mail has helped alleviate the headaches, but dynamic message boards, updated in real-time, help reach students who aren't near their computer, like when they're out and about buying books and supplies on registration day.

- **Broadcast emergency alerts and instructions.**

Emergency messaging systems are essential in educational institutions. The same digital signage you use to broadcast everyday info can also be used to alert students and staff to inclement weather, lockdowns, or other emergencies. Sending prerecorded evacuation instructions or other messages to digital signs campuswide can even be a virtually automated procedure, activated by the entering of a code into a phone by campus police or other authorized personnel. This way, there's no scrambling to get instructions on the air when panic ensues.

- **Gain easy advertising revenue.**

It's no secret that your students are a key advertising demographic. Digital signage can be a tool for you to subsidize academic and operational expenses just by allowing advertisers to stream content on your screens. Mix paid content with your own on digital signage in student hubs, bookstores, and on-campus eateries, as well as stadiums and other sporting

venues. In some cases, advertisers are even willing to underwrite the cost of the digital signage equipment itself.

■ **Aid your instructional efforts.**

Large, Hi-Def panels communicate concepts to students in lecture halls more clearly than blackboards and older, projector-based solutions. They also serve video-extension and distance-learning setups well. Broadcast a lecture held in one classroom to a large screen in another room—all while using a building's existing copper cabling. Or set up an IP-based digital signage system to stream a lecture at the main campus to a branch campus over the Web. For interactivity, digital white boarding tools can be used by students to upload work they've done on a laptop to the screen seen by all. Students benefit from the convenience and you benefit from the wise use of your resources.

■ **Centralize the distribution and production of content.**

Schools painstakingly enact policies to ensure an accurate and consistent presentation of graphical and editorial elements (official logos, word marks, and color scheme, for example) to both internal and external audiences. Help others comply with these policies by centralizing the point of distribution and becoming a clearinghouse for all multimedia content. With a digital signage system administered from a single console, you can effectively become the gatekeeper for all school-related content. If you want to stream media stored on multiple servers, use a digital signage system that integrates easily with an existing LAN. Some of the newer digital signage players do this particularly well, and even come bundled with templates and other design tools, so you can create professional-looking presentations without the need for dedicated designers.



Hotels and Hospitality

[Use kiosks and digital signage to help guests find what they need and showcase what your property has to offer](#)

Whether your hotel targets business travelers, vacationing consumers, or a combination of both, kiosks and digital signs can make your customers happier and increase profits. These tools help people check-in quickly, find where they're going, and spend more money at your on-site facilities or with your partners and affiliates. Here are some of the most popular applications:

Lobby Way finding Systems: Guests can use touch screen directory kiosks to locate their room or an event, and easily map the route to it. The hotel directory kiosk can also print a hard copy, complete with coupons or ads for on-site restaurants and other services.

Room and Event Schedules: Instead of printing paper schedules with each day's event schedule and locations, hotel staff can post the schedules to digital signs. These can be programmed to change automatically based on predetermined schedules, or last-minute changes to the hotel calendar.

Guest Check-In Kiosks: Customers can bypass the front desk and use a self-service check-in kiosk to retrieve their room key, purchase room upgrades, and perform other common functions. By reducing the load on front desk staff, the hotel kiosks

make

check-in faster for all guests -- even those that don't use the self-service machines.

In-Room Barker Channels: In-room channels can be controlled with the same software that handles the room and event schedules, making it easier to deliver the same information and promotions throughout the facility. Messages can be controlled

from the home office or customized on a per-hotel or region



Restaurants and Food Service

Use digital menu boards and kiosks to upsell customers, improve the dining experience, and reduce waiting times in quick serve (QSR), fast casual, and other chain restaurants

With new dining categories like fast casual emerging to meet customers' demands for great quality and fast service, many restaurant operators are looking for ways to reduce waiting times, increase average ticket, and encourage customers to return

again and again. Electronic menu boards, touch screen ordering kiosks, and branded TV networks can help you reach these goals. Here's how it works:

Electronic Menu Boards: With digital menu boards, you can change your menu selection, featured items, and even pricing throughout the day to better match what guests are looking for. You can also make quick changes to electronic menus to take

advantage of weather conditions (e.g. featuring iced coffee on an unusually warm day) or help promote local or national events

(such as congratulating the home team on a win and offering a discount to people who present game tickets). Although dynamic

LCD and plasma menu boards can replace the entire menu area, some restaurant chains prefer to just swap out one or two panels, using the digital areas to showcase their specials, and leaving the traditional menus to show the full product selection

with pricing.

Private TV Networks: In an effort to improve the dining experience, even the largest fast food QSRs like McDonald's are remodeling their venues with improved seating, better lighting, and even flat-screen TVs. While providing television displays is

arguably a smart idea for getting customers to stay longer, these screens can be taken one step further by turning them into a

private TV network. In other words, you can use a digital signage player to take greater control of what patrons see in your dining area. Typically, you would place customized messages next to the live TV signal or even replace the TV commercials with

your own messages. These ads reinforce your branding and stimulate sales of additional items like coffee and desserts.

Self-Service Food Ordering Kiosks: With customers becoming quite accustomed to using touch screen kiosks in airports and other venues, quick service, fast casual and even traditional dining restaurants are experimenting with touch screen ordering for

food and beverages. Customers use these self-service terminals to place their order and pay for it with cash, debit, credit, or gift cards, and then proceed to the pick-up or dining area to receive their food. Since the ordering kiosks consistently present

up-sells and cross-sells and let customers visually confirm their order before placing it, both average ticket and order accuracy

often increase when the terminals are used. Typically, the interactive kiosks are used to supplement (rather than replace) the

counter employees, as some staff members are then re-assigned to help customers learn to use the kiosks. Modified kiosks can

also be placed in drive-through lanes, virtually eliminating errors that arise from traditional microphone and speaker systems.





Airport

Digital signage is popping up in train stations, busses and airports around the world.

Transportation Digital Signage is deployed in airports and train stations around the world in order to help people make reservations, view time schedules and display branded advertising for on-site shops. Walk into any major international airport today and see digital signage showing flight schedules and availability. These flight information systems are integrated into the

flight information database that typically maintains flight scheduling and availability on a real-time basis. Digital signage systems

are used to advertise the stores and shops located at airports and train stations. Many displays showing transportation schedules are also displaying branded advertising for products and services available in the transportation center



