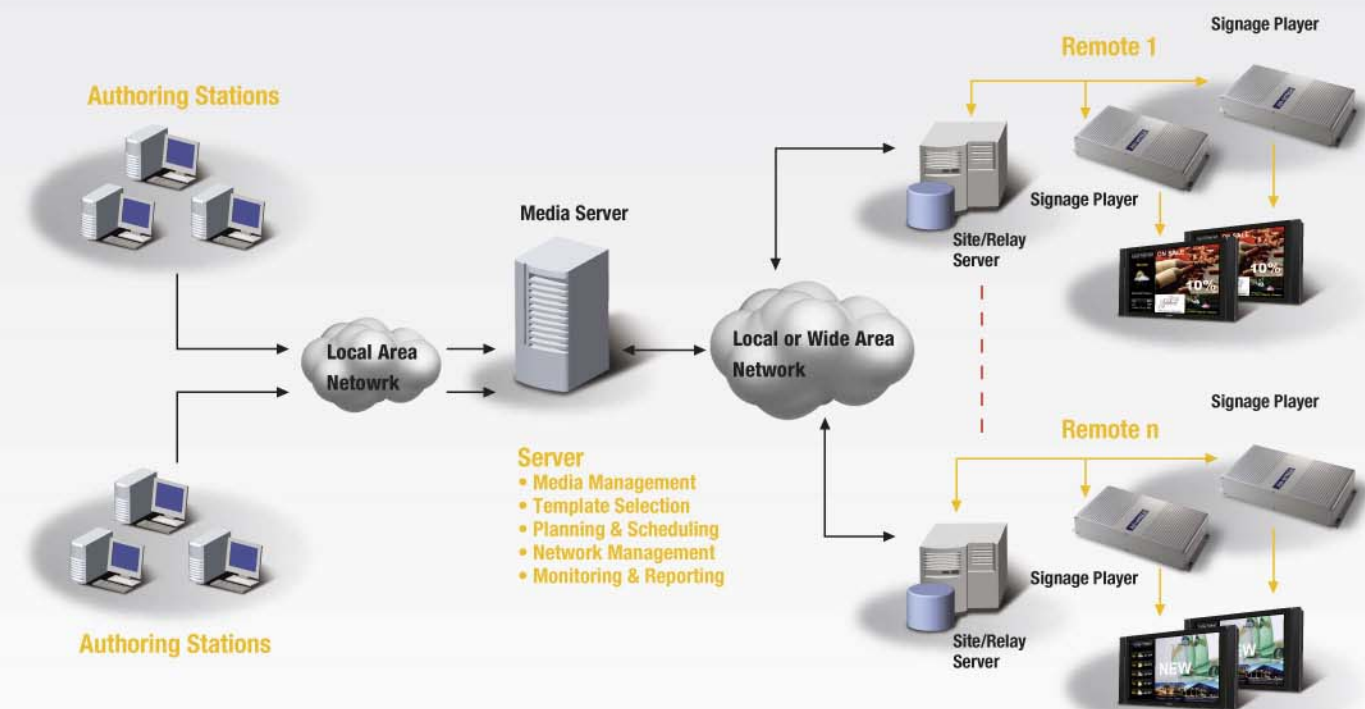


System Configuration

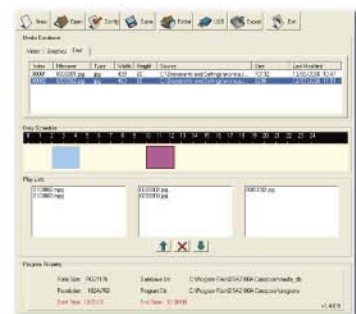
Remotely configure and manage your digital signage network

The system diagram shown below represents a typical system configuration of the networked digital signage deployment. Deploying networked digital signage allows you to change media contents, upgrade interactive applications, or provide customized information on the real-time basis. You can also create separate folders on the server to feed different campaign contents to different locations.



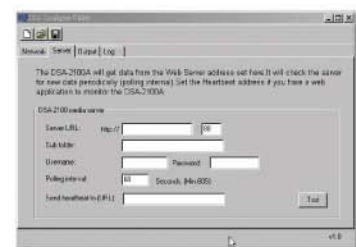
Complimentary Software Utilities

(for DSA-2100A and DSA-5110 series only)



◆ Advantech Composer

Advantech Digital Signage Solution is an application-ready hardware platform with robust hardware architecture and comprehensive firmware design. Bundled with Advantech DSA-2100A and DSA-5110 series, "Advantech Composer" is a complimentary software utility for basic content management and 24-hour based scheduling. The user-friendly "Advantech Composer" makes managing the DSA-2100A trouble free. Files can be added to the media database with ease and playlists can be created with the "drag-and-drop" function.



◆ Advantech Configurator

"Advantech Configurator" is the software utility that enables users to set networking parameters and server-related configuration. Once finished the setting, DSA-2100A and DSA-5110 can update the multimedia contents proactively via Internet/Intranet.

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Application Scenarios

Utilizing digital signage to deliver dynamic visual messages is a relatively new technique that is seeing rapid adoption as a powerful complementary tool to traditional communication and advertising media. You may know these technologies as narrowcasting or dynamic signage - no matter what you call it - dynamic visual messaging is the future of out-of-home advertising and public information communication.



In-store Promotion

- ◆ Stimulate shoppers' purchasing intension
- ◆ Real-time interaction with customers at point-of-purchase
- ◆ Entertain while selling
- ◆ Train employee during off-hour



Integrated Point-of-Sales Display

- ◆ Send targeted messages to individual screens
- ◆ Promote selected items/merchandises dynamically
- ◆ Reduce the need for live product demonstrations



Public Information

- ◆ Deliver live message i.e. arrival/ departure info
- ◆ Constantly update of headline news and weather condition in public area



In-vehicle Entertainment

- ◆ Versatile format of the advertising messages compared to fixed posters
- ◆ Provide dynamic advertising message for different routes
- ◆ Attractive media content to entertain bus rider and provide a joyful riding experience

Also Adopt Digital Signage in...

- ◆ Corporate headquarters/ Branches
- ◆ Locations
- ◆ Financial institutions
- ◆ Houses of worship
- ◆ Health care facilities
- ◆ Lobby displays
- ◆ Government facilities
- ◆ Convention centers
- ◆ Sports arenas and stadiums
- ◆ Hotels/ Resorts/ Casinos
- ◆ Amusement parks
- ◆ Retail/ Departmental stores
- ◆ Airports
- ◆ Transit stations
- ◆ Theatres
- ◆ Educational campuses
- ◆ Kiosk/ Point-of-Sales/ ATMs

Networked • Reliable • Application-ready

Advantech Network Digital Signage Solutions

RISC-based Platform

◆ DSA-2100A

Network Digital Signage Player



- ◆ Network manageability
- ◆ Pull mode of content updating
- ◆ Targeted content distribution
- ◆ Multi-zone display
- ◆ Versatile formats of content: video, graphics, and scrollable text
- ◆ Fanless design and low thermal: design for better system reliability
- ◆ Built-in 40GB HDD for sufficient content storage

Triple Play	Video/ Graphics/ Scrollable text
Video Format	MPEG-1/2/4, DivX 5.0, VOB
Graphics Format	JPEG and BMP
Output Resolution	640x480 VGA ~ 1280x720 (16:9 aspect ratio)
Video Output	DVI-I (default) / S-Video & Composite
Audio Output	RCA Jack x 2
Ethernet	10/100 Mbps Fast Ethernet
USB Port	USB 2.0 x 2
Built-in Storage	40GB HDD

◆ DSA-5110

Network Digital Signage Display



- ◆ 10.4" TFT SVGA LCD with 230 nits
- ◆ Resolution as 800x600
- ◆ Open-frame design for seamless integration/installation
- ◆ Network manageability
- ◆ Pull mode of content updating
- ◆ Targeted content distribution
- ◆ Multi-zone display
- ◆ 3 versatile formats of content

Triple Play	Video/ Graphics/ Scrollable text
Video Format	MPEG-1/2/4, DivX 5.0, VOB
Graphics Format	JPEG and BMP
Output Resolution	800x600 SVGA
Video Output	DVI-I
Audio Output	Stereo Phone Jack
Ethernet	10/100 Mbps Fast Ethernet
USB Port	USB 2.0 x 2
Built-in Storage	40GB HDD

Main Selling Propositions - RISC-based Platform

◆ Incredible Reliability; Ultra Availability

The DSA-2100A series adopts fanless and low thermal designs, which deliver industrial-grade reliability; ideal for mission critical deployment where 24x7x365 availability is the key!

◆ Versatile Content Formats

Up to 7 zones of windowed display for maximized communication effect. Supports 3 versatile formats of content, including video, graphics, and scrollable text.



Video
Graphics

Scrollable text

◆ Advanced Playback Capabilities

	Via Composer	Via Software Development Kit
4:3 Aspect Ratio	640x480, 800x600, 1024x768	640x480, 800x600, 1024x768, 1280x1024*
16:9 Aspect Ratio	1280x720 (720p)	848x480, 1024x576, 1280x720 (720p), 1366x768*
TV Signal	PAL, NTSC	PAL, NTSC

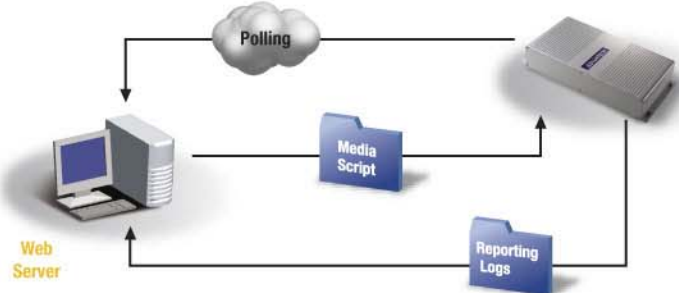
Note: * : Maximized layout resolution DSA-2100A supported as 1024x768 (4:3) and 1280x720 (16:9); utilize Configurator to scale up the signal resolution to 1280x1024 (4:3) and 1366x768 (16:9)

◆ "Pull Mode" for Content Uploading

DSA-2100A checks the server periodically for new media or command codes, and downloads them proactively.

◆ Extremely Cost Effective

Thanks to its RISC-based hardware architecture, DSA-2100A is extremely cost effective while offering advanced playback capability.



Main Selling Propositions - x86-based Platform

◆ High Performance

DSA-3300 series incorporates an Intel® Celeron M / Intel® Pentium M processor for smooth program playback, and includes 512 MB of base memory and a default 40GB hard disk drive for program and storage of media files.

◆ Wireless & TV-tuner Options

DSA-3300 series can be connected to the network via standard Ethernet connection and optional wireless connection. DSA-3300 also come with a TV-tuner integrated option which enables the incorporating live TV programs as part of presentation materials.

◆ Compact & Robust Form Factor

The small foot-print and low-profile case design of DSA-3300 series is designed to facilitate different types of mounting and installation.

◆ Enhanced Reability

DSA-3300 series integrates the EWF (Enhanced Write Filter) function. Running under Microsoft Window XP Embedded OS, EWF provides a facility for protecting a partition from write accesses. Function together with the watchdog timer to trigger the auto reboot, the system is again in its original state.

x86-based Platform

◆ DSA-3300

Network Digital Signage Platform



- ◆ Ultra compact size with robust construction
- ◆ Low power consumption Intel® Celeron M/ Pentium M Processor
- ◆ X86 architecture for easy application development & integration
- ◆ Optional WLAN module with external antenna
- ◆ Optional TV-tuner module
- ◆ Versatile formats of content supported: video, graphics, text, flash, and live data feed
- ◆ Support EWF for enhanced reliability

Processor	Intel® Pentium M/ Celeron M processor
Memory	DDR 200/266/333 modules; max. capacity as 1GB
Triple Play	Video/ Graphics/ Scrollable text
Video Format	MPEG-1/2/4, DivX5.0/ VOB/ WMV 9/ AVI
Graphics Format	JPEG/ BMP/ PNG/ TIF
Output Resolution	Chipset integrated VGA controller; up to 1600x1200 @ 85 Hz
Video Output	DVI, VGA, LVDS
Audio Output	AC97 - LINE-OUT, MIC-IN
Ethernet	10/100 Mbps Fast Ethernet
Operation System	Microsoft Windows® XP with SP2, XP embedded or Windows 2000 with SP4
Built-in Storage	40GB HDD (default)