



# 6

## *Digital Advertising*

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# Digital Advertising

## Digital Signage: iSignager 500A Series

### Multi-zone Display: iSignager AdDesign/ iSignager AdDesign Pro

The iSignager AdDesign shipped with the iSignager 500A is a complete software solution for content design. Different from the fixed template, users can personalize the display layout with Anewtech's iSignager AdDesign without any limitations.

#### 1. Drag and Drop Layout Design

The iSignager AdDesign layout interface allows users to arrange media zones in a few seconds by drag-and drop. No fixed templates to limit user's creativity



#### 2. Multiple Media Zones

Display multiple media zones simultaneously on one layout, including pictures, video and banners.

	Zone Type	Max. zones	Presentation Mode	Content Format
Multi media zones	Picture	5	Still, Push Left, Push Right, Push Top, Push Down	32-bit color with BMP, GIF, PNG, JPEG
	Banner	4	Roll x2 , Crawl x2	Variable scrolling and crawling speed, any position Transparent banner background color (PNG, BMP)
	Video	1		Video: MPEG-1, MPEG-2 MP@HL, MPEG-4 ASP@L5
	Digital Clock	1	Seconds, am/pm, 12/24 hour clock	Choice of size, color
Audio	Dolby® Digital, MPEG-1 and MPEG-2 Layers I, II and III (MP3) standard, MPEG-2 and MPEG-4 AAC-LC, WMA			

#### 3. Real Time Video-In Support

The iSignager AdDesign supports one video-in display zone to enrich the broadcasting content. The real time video input source can either from TV program, surveillance camera or DVR.

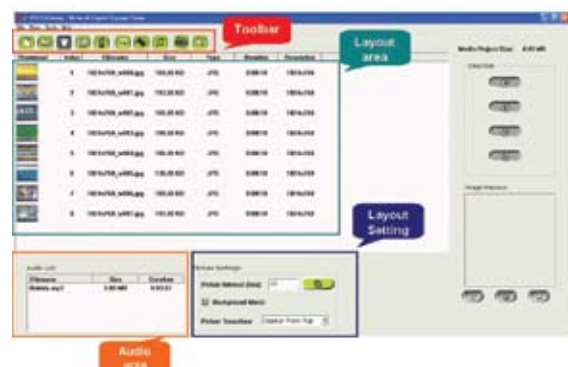
#### 4. Real Time Message/ RSS Feed

\* Available on iSignager AdDesign Pro only

The iSignager AdDesign Pro support real time message feeds. The support formats include RSS on the website, text and picture.

### Single-zone Display: iSignager AdExpress

- Quick and easy content building software
- Single media block display (Picture/ Video)
- Various visual effects and animations to attract audience's attention
- Background music playing is supported



## Digital Signage: iSignager 500A Series

### Complete Box Solution

#### 1. RISC-base Architecture

- High stability: suitable for continual operation
- Low power consumption: economical solution for around-the-clock exhibition
- Streamline metal and plastic case perfectly matches to any interior design
- Auto-play right after power on



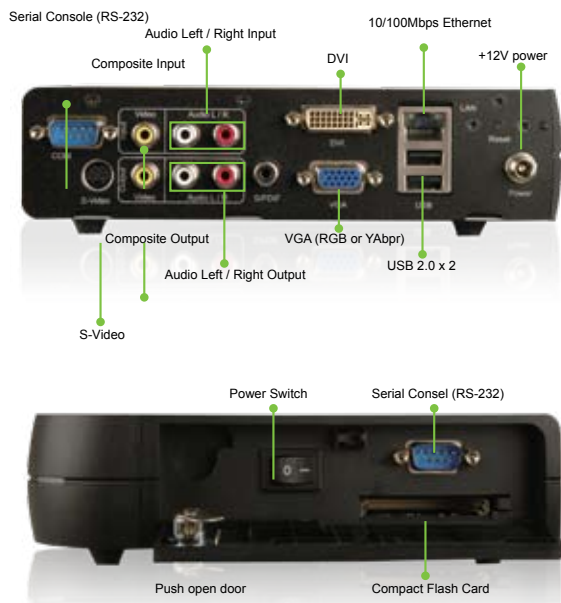
#### Turnkey Solution



#### 2. Most Complete Output Configuration

- Equipped to organize high-quality media of video, audio, graphics and banners
- The iSignager 500A ensures maximum freedom of choice in selecting the display monitor. The iSignager 500A perfectly matches all kinds of monitors with DVI, HDMI, AV-video, S-video, VGA and Component output interfaces

VGA/DVI	4:3- 640 x 480, 800 x 600, 1024 x 768, 1152 x 864, 1280 x 960, 1280 x 1024 5:3- 1280 x 768 16:9- 1360 x 768, 1366 x 768 16:10- 1920 x 1200
DVI/HDMI or Component YPbPr (HDTV)	480p (720 x 480), 720p (1280 x 720), 1080i (1920 x 1080), 1080p (1920 x 1080)
Composite/S-video	640 x 480 (NTSC), 720 x 480 (PAL)



## Anewtech iSignager 500A

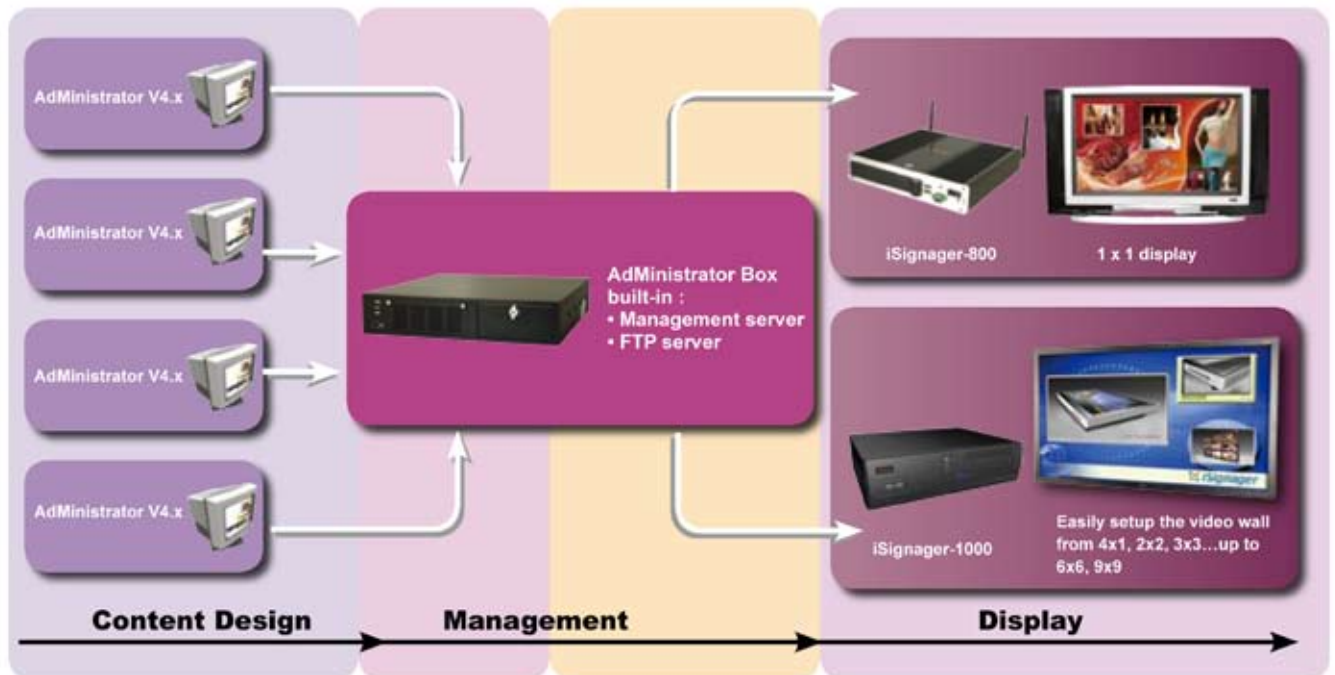
I/O Interface		
Video Input	Composite	RCA x1
Video Output	DVI	VESA DVI-I connector x 1, up to 1920 x 1200 @ 60 Hz with the H/W scaler
	Analog VGA (RGBHV or YPbPr)	D-sub 15-pin, up to 1920 x 1200
	S-Video	Mini-DIN 4 pin connector x 1
	Composite video	RCA x 1
Audio Input	R / L channel analog	Unbalanced stereo RCA jack x 2
Audio Output	R / L channel analog	Unbalanced stereo RCA jack x 2
Network	10/100 Mbps	RJ-45 x 1
	Wireless LAN	IEEE 802.11b and 802.11g (iSignager-500AWL only)
USB	USB 2.0 High-Speed	USB A-type Connector x 2
Power	12 V DC input power adaptor, 90VAC-240VAC input @5-60Hz, 45W	
System		
Storage Interface	2.5" IDE HDD 100 x CF Type I or Type II	
Dimensions (WxHxD)	187.2 mm x 46 mm x 133.7 mm	
Power Consumption	Approx. 8 W	
Operation Temperature	0 to 50°C, Humidity 5 - 90% @ 50°C	

- 1 Industrial Computer
- 2 Compact PCI
- 3 Embedded Computer
- 4 Panel PC/ LCD Monitor
- 5 Human Machine Interface
- 6 Digital Advertising
- 7 Serial & Wireless Connectivity
- 8 Digital Video Surveillance
- 9 Network Security Appliance
- 10 Data Acquisition & Control
- 11 Industrial RFID
- 12 Industrial Ethernet Switch
- 13 Medical PC
- 14 Power Supply
- 15 Accessories

# Digital Advertising

## Digital Signage: x86-based Digital Signage System:

System:



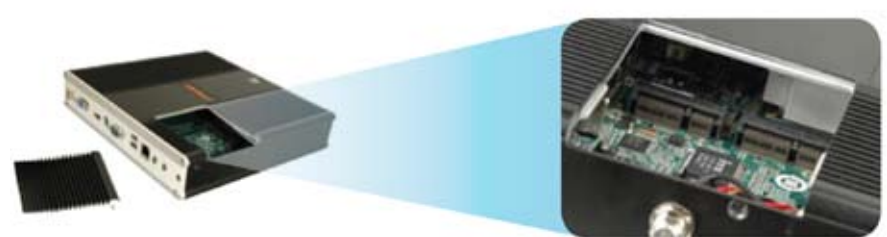
### iSignager-800 Standalone Player

Anewtech iSignager-800 is the x86-based digital signage player. iSignager-800 has great thermal design for 24/7 long hours running for digital signage application. iSignager-800 with built-in with Intel® ATOM N270 processor makes a low power consumption but high performance player. The iSignager-800 is capable to connect to various display device via HDMI, S-Video, VGA and component. With the bundled iSignager AdMinistrator 4.0 software, you can easily create multi-zone display contents.

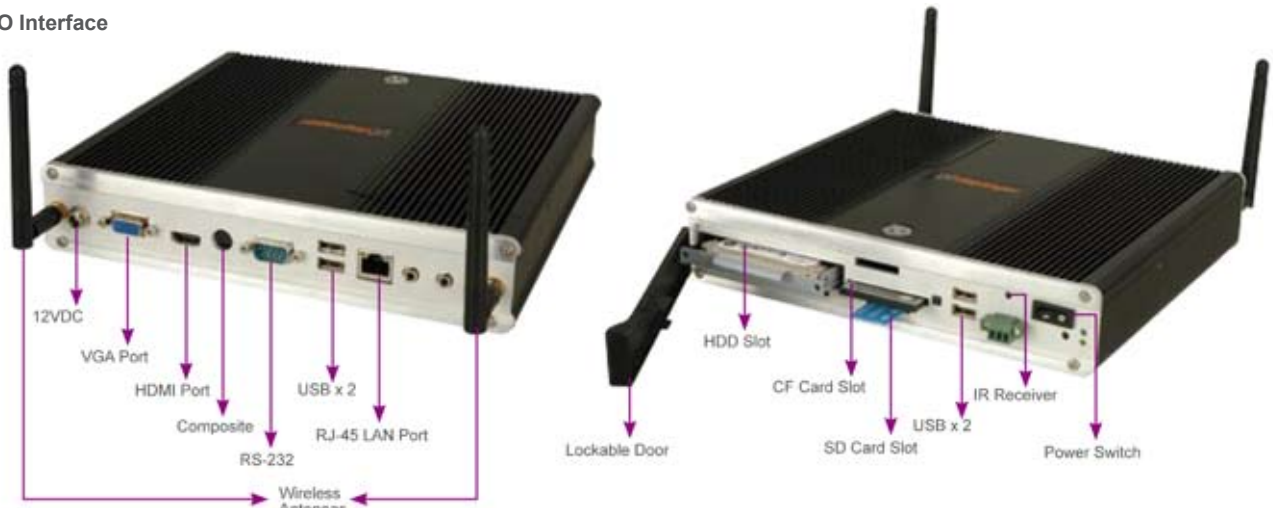
Lockable Door



Built-in TV card slot for TV extension



I/O Interface



## Digital Signage: iSignager LCD Series

Model Name	Anewtech iSignager LCD-15	Anewtech iSignager LCD-17	Anewtech iSignager LCD-19
LCD Size	15"	17"	19"
Max Resolution	1024 x 768	1280 x 1024	1280 x 1024
Brightness (cd/m <sup>2</sup> )	350	300	300
Contrast Ratio	400:1	800:1	800:1
LCD Color	262K	16.7M	16.7M
Pixel Pitch (mm)	0.297(H) x 0.297(V)	0.264(H) x 0.264(V)	0.294(H) x 0.294(V)
Viewing Angle (H-V)	120/100	160/160	160/160
Backlight MTBF	50000	50000	50000
OSD function	7KEY	7KEY	7KEY
Auto Dimming	Ambient Light Sensor	Ambient Light Sensor	Ambient Light Sensor
I/O Interface	1 x DVI-I (DVI + VGA)	1 x DVI-I (DVI + VGA)	1 x DVI-I (DVI + VGA)
Video in / Audio in	1 x RCA for composite video in 1 x 3.5mm phone jack for audio in	1 x RCA for composite video in 1 x 3.5mm phone jack for audio in	1 x RCA for composite video in 1 x 3.5mm phone jack for audio in
USB	1 x USB 2.0	1 x USB 2.0	1 x USB 2.0
Ethernet	1 x 10/100MBase-T	1 x 10/100MBase-T	1 x 10/100MBase-T
Wireless	built-in 802.11b/g wireless	built-in 802.11b/g wireless	built-in 802.11b/g wireless
Serial Port	1 x RS-232	1 x RS-232	1 x RS-232
Storage	1 x CF type II 1 x internal 2.5" IDE HDD	1 x CF type II 1 x internal 2.5" IDE HDD	1 x CF type II 1 x internal 2.5" IDE HDD
Audio out	built-in 2 x AMP 1.5W speaker 1 x 3.5mm audio phone jack	built-in 2 x AMP 3W speaker 1 x 3.5mm audio phone jack	built-in 2 x AMP 2W speaker 1 x 3.5mm audio phone jack
Remote Control	Panel on/off Volume Control Brightness/Contrast OSD	Panel on/off Volume Control Brightness/Contrast OSD	Panel on/off Volume Control Brightness/Contrast OSD
Power Input Voltage	12VDC in	12VDC in	12VDC in
Power Adaptor	60W AC-DC Power Adapter 90VAC~240VAC@50~60Hz input	60W AC-DC Power Adapter 90VAC~240VAC@50~60Hz input	60W AC-DC Power Adapter 90VAC~240VAC@50~60Hz input
Power Consumption	27W	41W	42W
Construction	ABS + PC Plastic (front pannel) Alluminum Alloy	ABS + PC Plastic (front pannel) Alluminum Alloy	ABS + PC Plastic (front pannel) Alluminum Alloy
Operation Temperature	0~50°C	0~50°C	0~50°C
Color	Sliver & Black	Sliver & Black	Sliver & Black
Mounting	VESA 100 Wall Mounting	VESA 100 Wall Mounting	VESA 100 Wall Mounting
Dimensions (WxHxD)	393.06 x 308.06 x 61mm	428 x 350 x 65mm	469.94 x 382.46 x 67mm
Net Weight	3.2Kg	3.8Kg	4.4Kg
Front Panel Protection	IP64	IP64	IP64



1  
Industrial  
Computer

2  
Compact PCI

3  
Embedded  
Computer

4  
Panel PC/  
LCD Monitor

5  
Human  
Machine  
Interface

6  
Digital  
Advertising

7  
Serial &  
Wireless  
Connectivity

8  
Digital Video  
Surveillance

9  
Network  
Security  
Appliance

10  
Data  
Acquisition  
& Control

11  
Industrial  
RFID

12  
Industrial  
Ethernet  
Switch

13  
Medical PC

14  
Power  
Supply

15  
Accessories

# Digital Advertising

## Video Wall Controller



Video wall controllers offer a cost-effective alternative to high-priced large screens needed for advertising, traffic monitoring and remote conferencing. The video wall controller tiles the video image onto an array of much smaller, and much cheaper LCD panels. This setup allows a display just as big as a single large screen, but with a much lower overall cost. All the video wall controllers support different configurations of the video output signals. The OSD buttons are located on the front panel of the video wall controllers for easy access, while all the video and power cables are connected to the rear panel for convenient cabling. The video controllers can be connected to LCD or DLP panels, video wall cubes, projectors or any monitor that accepts a DVI input signal.

Professional Visual



Public Display



Broadcasting



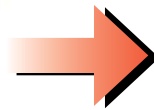
Central Monitoring



### Traditional vs Anewtech Video Wall Solution



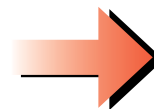
Traditional: 1 x Big Chassis and 9 x Graphic Cards



3072 x 2304



VWBOX-133



3072 x 2304

Anewtech: Only 1 x PC, 1 x Graphic Card and 1 x Anewtech Video Wall Controller

	Space	Power Consumption	Installation	Combination
Traditional PC-Based Video Wall Solution	Large	High	Via multiple graphic boards	Limited
<b>Anewtech VWBOX Solution</b>	<b>Small</b>	<b>Low</b>	<b>Via one box</b>	<b>Extended</b>

## Video Wall Controller

The high-resolution video controllers enable the maximum image quality by mapping the input video pixels directly to the pixels on the connected output channels. Direct splitting of the input signal results in a much higher quality image compared to resized or adjusted signal.



**VWBOX-133A**

- 1 Input with 9 Output (3x3)
- Support (2x2) & (3x3) output selection
- Up to 3072 x 2304 high-resolution input



**VWBOX-114**

- 1 Input with 4 Output (1x4)
- Support (1x2), (1x3) & (1x4) output selection
- Up to 4096 x 768 high-resolution input

### Features:

- Unique GeniMASK™ bezel masking technology
- High-resolution input and output with pixel-to-pixel mapping function
- Supports Clone, Full & Vertical Replication display modes
- RS-232 communication for remote control function
- Easy setup and configuration
- SmartOSD allows
  - Display mode selection: Clone, Full & Vertical Replication
  - Output resolution selection
  - Bezel masking adjustment



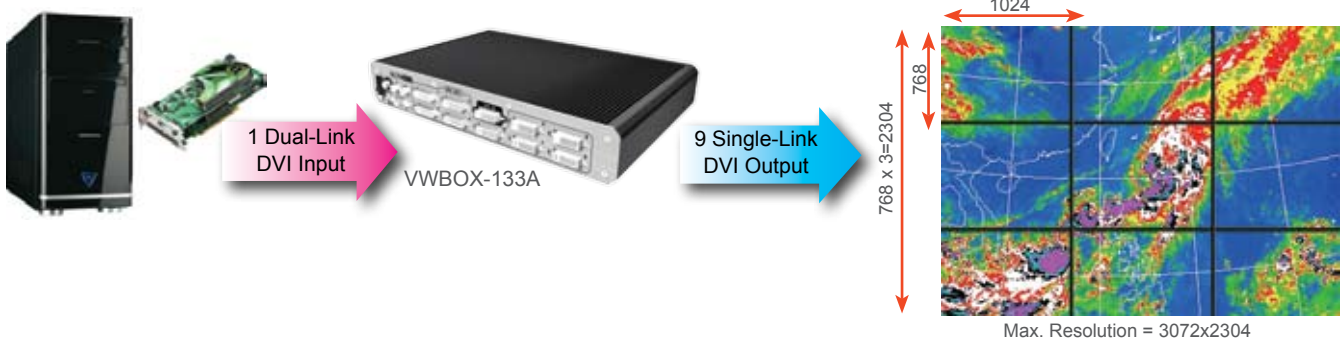
**VWBOX-122A**

- 1 Input with 4 Output (2x2)
- Up to 3840 x 2400 high-resolution input

Up to 9.2MP (3840 x 2400) Input



Up to 7MP (3072 x 2304) Input



Up to 3.2MP (4096 x 768) Input

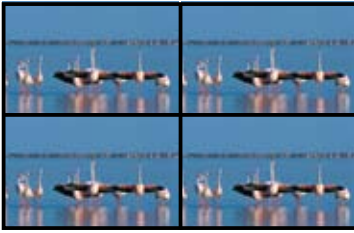


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## Video Wall Controller

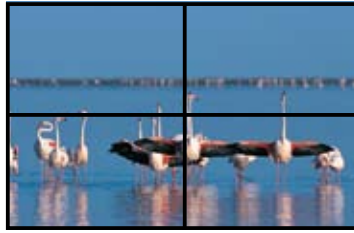
### Support Various Display Modes

Clone Mode



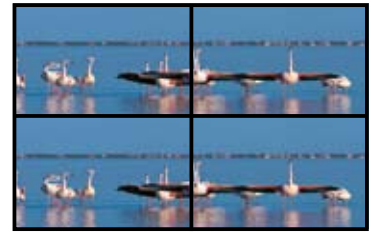
- Clone mode (1x1)

Full Mode



- Full mode (2x2)

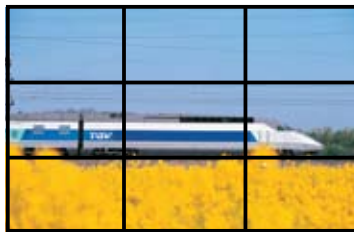
Vertical Replication Mode



- Vertical Replication mode (1x2)



- Clone mode (1x1)



- Full mode (3x3)



- Vertical Replication mode (1x3)

Same content shown on all the screens.

The input image is spread over all the screens to display a large single image. The masking function compensates for the gaps between the monitors.

The input image is repeated over the rows of the display.

## GeniMASK Technology

GeniMASK adjusts the mask settings of all the video box controllers. Adjusting each video box individually is time-consuming, but with GeniMASK technology, and the included remote control, they can all be adjusted as easily as changing channels on a TV. No need for separate adjustments, just set once, and it's done.

### Comparison



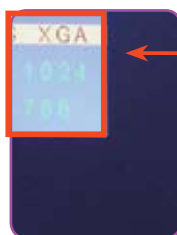
Smooth View



Discrete View

## IR Remote Control

Every video box controller comes with a remote control for adjusting the OSD settings. All the video controller OSD settings can be remotely adjusted using the remote control.



Manage through IR Remote Control



## SmartOSD for Remote Management

SmartOSD remotely controls the video box settings through the DDC/CI interface of the DVI cable. All the video wall controller settings can be set through the SmartOSD.

