



Digital Signage Platform



Digital Signage Markets

While most tech sectors are seeing a noticeable slowdown in the current economy, the European digital signage market is poised for continued growth in 2010, according to a report from www.researchandmarkets.com.

“Digital out-of-home (DOOH) advertising revenues in Western Europe will quadruple over the next five years from €160m in 2007 to €626m by 2012. By 2012 DOOH share is expected to grow to approximately 10 percent of total OOH ad revenues. Driven by the migration to digital and the incremental revenues generated from digital sites, the out-of-home sector will be the only traditional advertising media to post real revenue growth in the next five years. Thanks to the increasing affordability of digital displays, digital signage networks not only conquer brand new spaces for advertising (e.g. in-store point-of-sale advertising) but also upgrade static poster format sites in a growing number of locations (airports, stations, roadsides, etc.)”

(Source: www.researchandmarkets.com)



Digital signage has seemingly penetrated every public space, including retail, entertainment, public safety and transportation. The advantages of digital signage in a tough economy is that it is flexible and can target different groups/markets with a push of a button in response to the changes of the market. If something doesn't work, the content can be changed instantly.

“Traditional advertising media are losing their appeal for many consumers,” according to Zippy Aima, industry analyst, “Consequently, digital signage has emerged as a way to deliver highly customized and targeted messaging in a variety of locations. And in a fast-changing world, the digital signs` ability to be updated in real time is a real benefit.”

The AOpen business structure allows value added distributors, resellers and system integrators to profit from efficient co-operation in digital signage and kiosk market applications.

AOpen is a one-stop shop for digital signage, functioning as a total hardware solution provider, offering anything from player and display to the mounting accessories. Due to close co-operation with VADs and software providers, AOpen can help you reach the ideal custom-made total signage solution.



The AOpen digital signage platform. The ideal platform to tailor a solution for any custom-made application.

The AOpen Digital Engine product line taps into the special needs of the market. AOpen makes use of MoDT (Mobile on Desktop) technology, to offer unique solutions with semi-industrial features.

With years of experience as a leader in the semi-industrial small form factor application market, AOpen offers their MoDT technology, technical support and project experience to the market.

AOpen brings products that can be applied in a wide variety of ways, like Digital Signage, Kiosk, POS (Point of Sale), vending machines, medical, educational, and even in transport applications.

Loyalty and openness are essential pillars of the AOpen corporate culture, focusing on high transparency and maintaining strong partner relations.



Why AOpen?

Our team of specialists offer outstanding consulting and (on-site) support with technical issues for custom-made projects. The AOpen technical specialist can give professional pre-sales advice in selecting the right player, configuration, implementation and software (if necessary).

Due to the military grade components AOpen can offer very reliable hardware solutions that can perform at their full potential 24/7, whether the player is implemented horizontally or vertically.

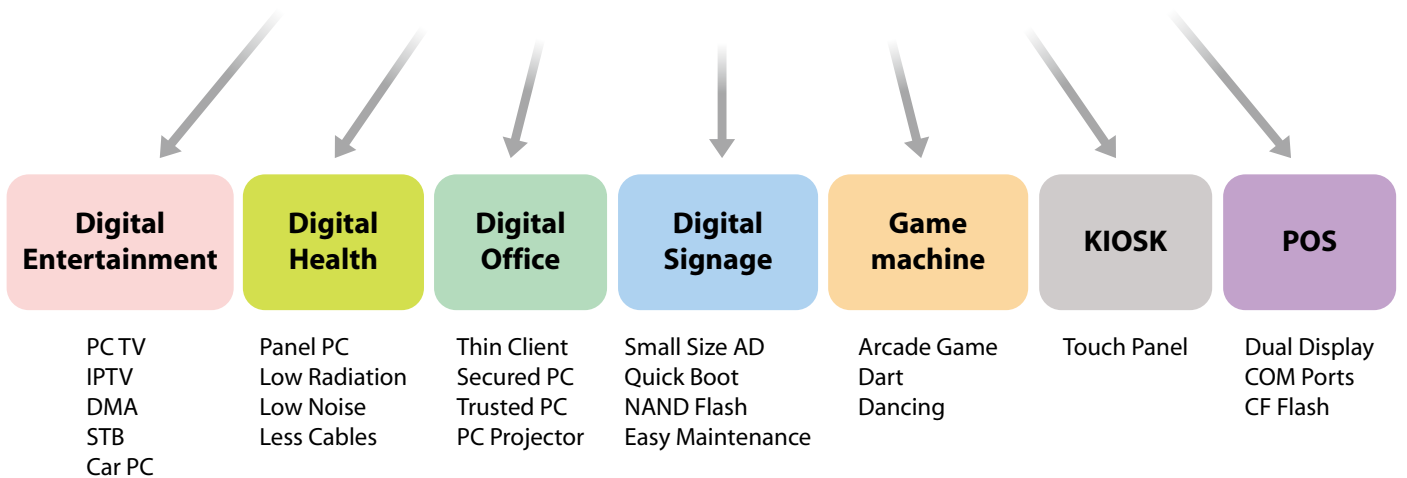
AOpen also offers Fanless systems that can cope with the dustiest environments making the player reliable in every location.

Through cooperation with value added distributors, AOpen can offer high flexibility in delivery, hardware configuration and quantities. The value added distributor is capable of conducting performance testing, pre-imaging players and can deliver a complete tailor made solution.

THE VARIETIES OF APPLICATIONS FOR AOPEN SEMI-INDUSTRIAL SOLUTIONS INCLUDE:



DIGITAL ENGINE



DEX2750



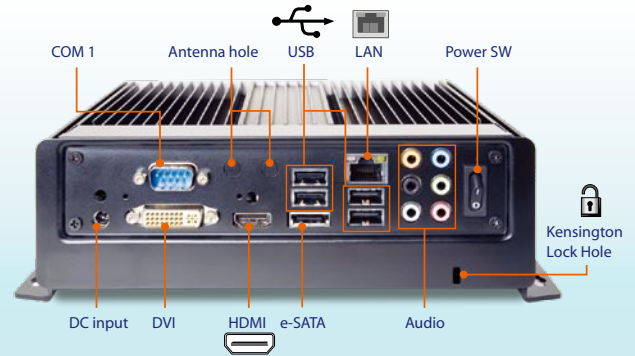
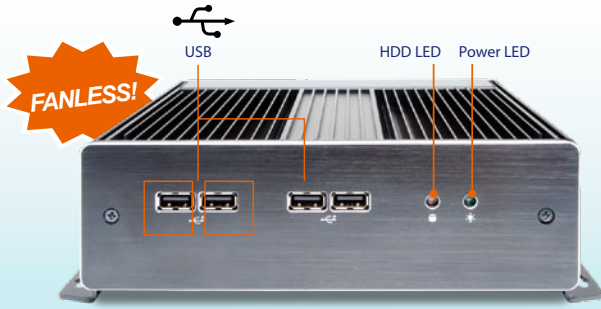
Model name		DEX2750
Part number		91.DE201.I220
Housing Material		SECC/ Aluminum
Dimension	W x H x D (mm)	252 x 42.8 x 165 mm
	W x H x D (in)	9.92 x 1.68 x 6.50 inch
Form Factor		AOpen Form Factor
Volume(liters)		1.78L
Weight(Kg/Pound)		1.66 kg / 3.65 pound (N.W.)
CPU	Socket	BGA
	Type	Intel Atom N270 1.6GHz CPU (INCLUDED)
	FSB	533 MHz
Chipset	NB	Intel 945GSE Chipset
	SB	ICH7M
Memory	Dual Channel	Single Channel
	Type	DDRII SO-DIMM x 1
	DDR	533
	Max Memory	2GB
bNAND flash		N/A
Graphics	Chip	Intel GMA 950GSE
	DVI Port	x1
	VGA Port	x 1 (via DVI to VGA converter)
	HDMI Port	N/A
	Multi-TV Out Port	N/A
Expansion	Mini PCI Slot	N/A
	Mini Card Slot	x1
Audio	Type	Realtek HD Audio Codec ALC662
	Channel	Stereo

USB2.0	x4
Intel AMT Support	N/A
LAN	Realtek Gigabit Ethernet x 2
	10/100/1000
Storage	S-ATA Connector
	x 1 (for 2.5" HDD)
Kensington Lock Hole	
	x 1 (Rear)
Storage Bay	Front CF Bay
	x 1
	2.5" SATA II HDD Bay
	x 1
CPU Thermal	Module
	AOpen FANLESS Thermal Module
	Noise
	0dB
WatchDog Timer	
	1 ~ 255 SEC.
Adapter	
	65W (12-19V, 3.42A) AC Adapter
Input Voltage	
	AC 100~ 240V
Environment	
MTBF	40,000hrs
Operating Temperature	0 ~40°C (32 ~ 113°F)
Storage Temperature	-30 ~ 65°C (-4 ~ 140°F)
Relative Humidity	
	90% RH (40°C non-Condensing)
Operating Vibration	
	0.5Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis with 2.5" SATA HDD
	2Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis with CF Card
Non-Operating Vibration	
	2Gms, Random, 10~300Hz, X,Y,Z 3Axes, 1hr/Axis
Operating Shock	
	8G, Half sine, 11ms duration
Non-Operating Shock	
	50G, Half sine, 11ms duration

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DIGITAL ENGINE

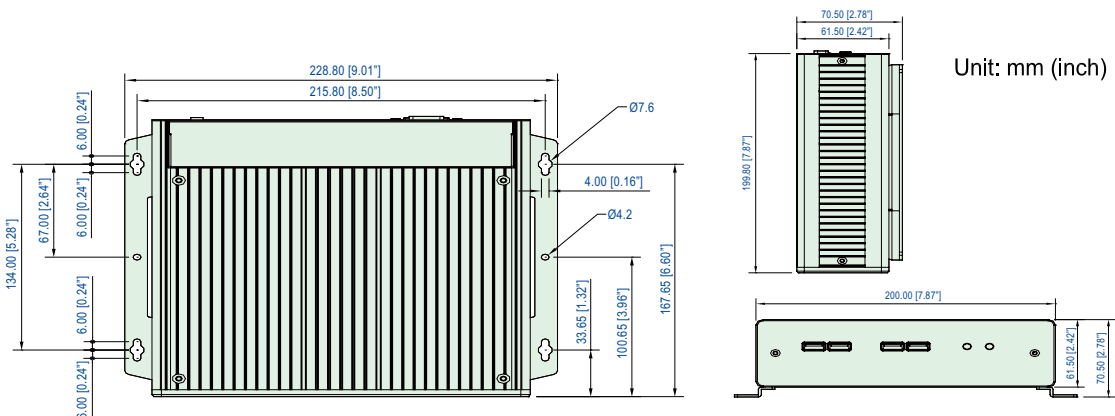
DEX4502



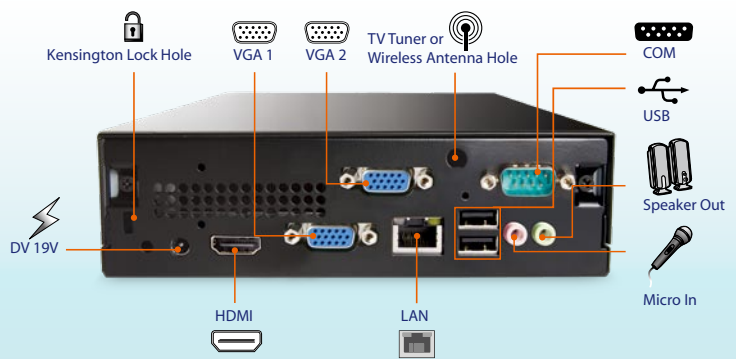
Model name		DEX4502
Part Number		91.DE201.I520
Housing Material		SECC/Aluminum
Housing Color		Black
Dimension	W x H x D (mm)	200 x 60 x 200 mm
	W x H x D (in)	7.87 x 2.36 x 7.87 inch
Volume (liters)		2.4L
Weight (Kg/Pound)		2.85 kg/6.27 pound (N.W.)
Form Factor		mini-ITX
CPU	Socket	Socket P
	Type	Support intel Penryn Core 2 Duo CPU TDP=35W
	FSB	667/800/1066 MHz
Chipset	NB	Intel GM45 chipset
	SB	ICH9M
Memory	Dual Channel	Dual Channel
	Type	DDRII SO-DIMM x 2
	DDR	667/800
	Max Memory	4GB
Graphics	Chip	Intel GMA X4500 MHD
	DVI Port	x 1
	VGA Port	x 1 (via DVI-to-VGA converter)
	HDMI Port	x 1
Expansion Slot	Mini Card Slot	x 2
Audio	Type	Realtek HD Audio Codec ALC888
	Channel	7.1 CH
LAN		Intel Gigabit Ethernet
USB 2.0		x 8 (4 Rear, 4 Front)
Intel AMT Support		N/A

WatchDog Timer		1 ~ 255 SEC./min
Storage	S-ATA Connector	x 3
Security	Kensington Lock Hole	x 1 (Rear)
Storage Bay	2.5" SATA II HDD Bay	x 1
CPU Thermal	Module	AOpen Proprietary Fanless Thermal Solution
	Noise	0dB
Adapter		90W (20V, 4.5A) AC Adapter
Input Voltage		AC 100 ~ 240V
Environment		
MTBF		40,000hrs
Operating Temperature		-5 ~ 40°C (23 ~ 104°F)
Storage Temperature		-20 ~ 60°C (-4 ~ 140°F)
Relative Humidity		90% RH (40°C non-Condensing)
Operating Vibration		0.5Grms, random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis
Non-Operating Vibration		2Grms, random, 10~300Hz, X,Y,Z 3Axes, 1hr/Axis
Operating Shock		8G, Half sine, 11ms duration
Non-Operating Shock		50G, Half sine, 11ms duration
Accessory		
HDMI To DVI Cable (1500mm)		x 1
SATA to CF Bridge Board		x 1
AC Adapter		90W PWR 20V Adapter x 1
Power Cord		x 1
L Type Holder		x 1
DVI to VGA converter		x 1
Power Clamp		x 2
Utilities & Drivers CD		x 1
Assembly Guide		x 1

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Unit: mm (inch)

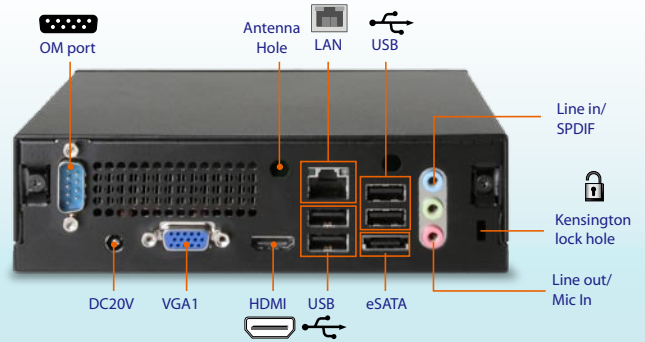
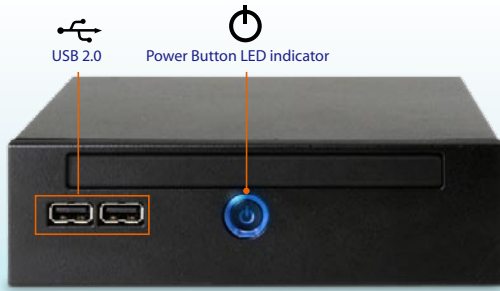


Model name		DE45-HA	DE45-Pro
Part Number		91.ADE01.V520	91.ADE01.I520
Housing Material		SECC t=0.8mm	
Dimension	W x H x D (mm)	166 x 48 x 157 mm	
	W x H x D (in)	6.54 x 1.89 x 6.18 inch	
Volume (liters)		1.25L	
Weight (Kg/Pound)		1.22 kg / 2.68 pound (N.W.)	1.23 kg / 2.72 pound (N.W.)
Form Factor		AOpen Form Factor	
CPU	Socket	Socket P	
	Type	Support Intel Core 2 Duo, CeleronM CPU (Penryn & Santa Rosa Refresh) TDP≤ 35W	
	FSB	667/800/1066 MHz	
Chipset	NB	Intel GM45 Chipset	
	SB	ICH9M-E	ICH9M
Intel AMT Support		Support AMT4.0	
Memory	Dual Channel	Dual Channel	
	Type	DDRII SO-DIMM x 2	
	DDR	667/800	
	Max Memory	8GB	4GB
	bNAND flash	N/A	
Graphics	Chip	Intel GMA X4500MHD	
	DVI Port	N/A	
	VGA Port	x 2	
	HDMI Port	x 1	
Expansion Slot	Mini PCI Slot	N/A	
	Mini Card Slot	x 1	
Audio	Type	Realtek HD Audio Codec ALC662	
	Channel	5.1 CH with HDMI	
USB2.0		x 4 (2 (Rear), 2 (Front))	

LAN		Intel Gigabit Ethernet W82567LM
		10/100/1000
Storage	ATA Connector	N/A
	S-ATA Connector	x 2 (for 2.5" HDD x and Slim Optical)
Security	Trusted Platform Modules (TPM v1.2)	N/A
	Kensington Lock Hole	x 1 (Rear)
Storage Bay	Front CF Bay	x 1
	2.5" SATA II HDD Bay	x 1
	CF card socket	N/A
CPU Thermal	Module	AOpen Thermal Module
	Noise	27dB
WatchDog Timer		1 ~ 255 SEC./min
Adapter		90W (20V, 4.5A) AC Adapter
Input Voltage		AC 100~ 240V
Environment		
MTBF		40,000hrs
Operating Temperature		0 ~ 50°C (32 ~ 122°F)
Storage Temperature		-30 ~ 65°C (-22 ~ 149°F)
Relative Humidity		95% RH (50°C non-Condensing)
Operating Vibration		0.5Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis
Non-Operating Vibration		2Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis
Non-Operating Vibration		2Gms, Random, 10~300Hz, X,Y,Z 3Axes
Operating Shock		8G, Half sine, 11ms duration
Non-Operating Shock		50G, Half sine, 11ms duration

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DE7000

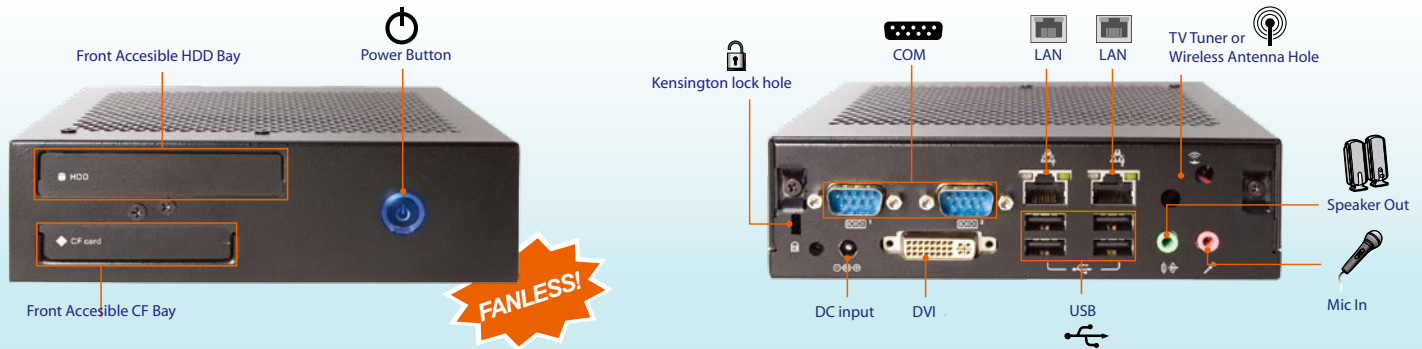


Model name		DE7000
Part Number		91.ADE01.7010
Housing Material		SECC t=0.8mm
Dimension	W x H x D (mm)	166 x 48 x 164.1 mm
	W x H x D (in)	6.54 x 1.89 x 6.46 inch
Volume (liters)		1.30L
Weight (Kg/Pound)		1.2 kg/2.64 pound (N.W.)
Form Factor		AOpen Form Factor
CPU	Socket	Socket P
	Type	Support Intel Core 2 Duo, CeleronM CPU (Penryn & Santa Rosa Refresh) TDP≤ 35W
	FSB	667/800/1066 MHz
Chipset	NB	Nvidia MCP7A-LP Chipset
	SB	N/A
Memory	Dual Channel	Dual Channel
	Type	DDR3 SO-DIMM x2
	DDR	800/1066/1333
	Max Memory	8G
	bNAND flash	N/A
Graphics	Chip	GeForce 9300
	DVI Port	N/A
	VGA Port	x 1
	HDMI Port	x 1
Expansion	Mini PCI Slot	N/A
	Mini Card Slot	x 2 (PCIe x1, USB+SIM bridge card slot x 1)
Audio	Type	Realtek HD Audio Codec ALC662
	Channel	Stereo/5.1 CH with HDMI
	Line-Out (Front-Out L/R)	x 1
	Mic-In (Central/Subwoofer out)	x 1

Intel AMT Support	N/A	
LAN	Realtek Gigabit Ethernet x 2	
	10/100/1000	
USB 2.0	x 6 (4 (Rear), 2 (Front))	
Storage	ATA Connector	N/A
	S-ATA Connector	x 2 (1 for 2.5" HDD, 1 for slim ODD)
Kensington Lock Hole		x 1 (Rear)
Storage Bay	Slot-in Slim ODD Bay	x 1
	2.5" SATA II HDD Bay	x 1
	CF Card socket	N/A
CPU Thermal	Module	AOpen Thermal Module
	Noise	27dB
WatchDog Timer	1 ~ 255 SEC./min	
Adapter	90W (20V, 4.5A) AC Adapter	
Input Voltage	AC 100 ~ 240V	
Environment		
MTBF	40,000hrs	
Operating Temperature	0 ~ 50°C (32 ~ 122°F)	
Storage Temperature	-30 ~ 60°C (-22 ~ 140°F)	
Relative Humidity	90% RH (40°C non-Condensing)	
Operating Vibration	0.5Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis	
Non-Operating Vibration	2Grms, Random, 10~300Hz, X,Y,Z 3Axes, 1hr/Axis	
Operating Shock	8G, Half sine, 11 ms duration	
Non-Operating Shock	50G, Half sine, 11 ms duration	

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DE2700



Model name		DE2700
Part Number		91.ADE01.J220
Housing Material		SECC t=0.8mm
Dimension	W x H x D (mm)	166 x 48 x 157 mm
	W x H x D (in)	6.54 x 1.89 x 6.18 inch
Volume (liters)		1.25L
Weight (Kg/Pound)		1.22 kg /2.68 pound (N.W.)
CPU	Socket	BGA
	Type	Intel Atom N270 1.6GHz CPU (INCLUDED)
	FSB	533 MHz
Chipset	NB	Intel 945GSE Chipset
	SB	ICH7M
Memory	Dual Channel	Single
	Type	1GB DDRII SO-DIMM x 1(INCLUDED)
	DDR	533
	Max Memory	2GB
Graphics	Chip	Intel GM 950GSE
	VGA Port	x 1 (via DVI to VGA converter)
	HDMI Port	x 1
	DVI	x1
Audio	Type	Realtek HD Audio Codec ALC662
	Channel	Stereo
	Line-Out (Front-Out L/R)	x 1
	Mic-In (Central/Subwoofer out)	x 1
Expansion	Mini Card Slot	x 1

Intel AMT Support		N/A
LAN	Realtek Gigabit Ethernet x 2	
	10/100/1000	
USB 2.0		x 4
Storage	S-ATA Connector	x 1 (for 2.5" HDD)
Kensington Lock Hole		x 1 (Rear)
Storage Bay	Front CF Bay	x 1
	2.5" SATA II HDD Bay	x 1
CPU Thermal	Module	AOpen FANLESS Thermal Module
	Noise	0dB
WatchDog Timer		1 ~ 255 SEC.
Adapter		65W (12-19V, 3.42A) AC Adapter
Input Voltage		AC 100 ~ 240V
Environment		
MTBF		40,000hrs
Operating Temperature		0 ~40°C (32 ~ 104°F)
Storage Temperature		-20 ~ 60°C (-4 ~ 140°F)
Relative Humidity		90% RH (40°C non-Condensing)
Operating Vibration		0.5Grms, Random, 10~500Hz, X,Y,Z 3Axes, 0.5hr/Axis
Non-Operating Vibration		2Grms, Random, 10~300Hz, X,Y,Z 3Axes, 1hr/Axis
Operating Shock		8G, Half sine, 11ms duration
Non-Operating Shock		50G, Half sine, 11ms duration

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WT19P-TA / WT19P-TCA

The WT19P is an all-in-one digital signage and touchscreen computing solution which includes energy efficient dual core Intel Atom 330 processor. Provides customers with a hands-on interactive experience that can be used for menus, directories, kiosks and much more.

Model		WT19P-TA	WT19P-TCA
Part Number		91.WT100.T110	TBD
Dimensions	H x W x D (mm)	305.9 x 460 x 81.7 mm	TBD
	H x W x D (in)	12 x 18.1 x 3.2 inch	TBD
Net Weight		6.1 Kg /13.45 lbs	TBD
CPU		Supports Intel ATOM 330 1.6 GHz Dual Core Processor 533 MHz	Supports Intel ATOM N270 1.6 GHz Processor 533 MHz
CPU Thermal		AOpen Silent Tek Thermal Module Noise 24dB (idle mode)	AOpen Fanless Thermal Module Fanless (All Loading under 16dB)
Chipset		Intel 945GC + ICH7	Intel 945GSE + ICH7M
MEMORY		Single Channel DDRII Long-DIMM x 1 DDRII 533 Max Memory: 2GB	Single Channel DDRII SO-DIMM x 1 DDRII 533 Max Memory: 2GB
Graphics		Intel GMA 950 VGA-out Port x1, VGA-in Port x 1	
LAN		Realtek Gigabit Ethernet 10/100/1000	Dual Realtek Gigabit Ethernet 10/100/1000
Audio		Realtek HD Audio Codec ALC662 5.1 Channel	
Expansion Slot		Mini Card Slot x1	Mini Card Slot x 2 (SIM Slot x 1; CF Slot x 1)
Storage		120GB 2.5" SATA HDD 9-in-1 media card reader Slim ODD Bay x 1	S-ATA connector x 1 (for 2.5" HDD)
LCD		Native Resolution: 19" (1440x900) Maximum Brightness: 250 NITS ; Back Light Type: CCFL	
Touch Panel		5-Wire Resistive	Surface Capacitive
Aspect Ratio		16:10	
Side Panel I/O		Power Button x 1 Power indicator (blue) x 1	Power Button x 1 HDD Indicator (blue) Power indicator (blue) x 1
Rear I/O		DC 19V Jack x 1 VGA-in Port (Monitor) x 1 RS232 Port (Monitor) x 1 VGA-out Port (Duplex Screen Mode Only) x 1 USB 2.0 Port x 2; RJ45 LAN Jack x 1 Audio Line-in x 1; Line-out x 1; Mic-in x 1 Upgrade for Antenna Port x 3 Kensington Lock Hole x 1	DC 19V Jack x 1 VGA-in Port x 1 RS232 Port x 1 VGA-out Port (Duplex Mode) RJ45 LAN Jack x 2 Audio Line-out x 1; Mic-in x 1 Upgrade for Antenna Kensington Lock Hole x 1
Webcam		1.3MP x 1	
Mic		High Sensitivity Mic x 1	
Mount Kit		Wall Mount Kit x 1	
Adapter		65W (19V, 3.42A) AC Adapter AC 100~240V	
WatchDog Timer		1~255 SEC. /min	
Accessories		65W Power Adapter x 1; Power Cord x 1 Utilities & Drivers CD x 1; EIG x 1	

FANLESS!



WT19P-TCA

- IPX1 water resistant enclosure with additional IP65 dust-tight front panel



WT19P-TA

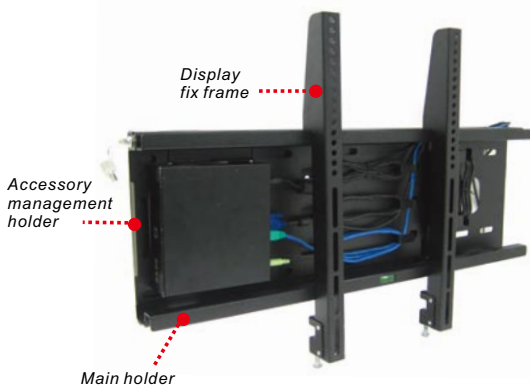
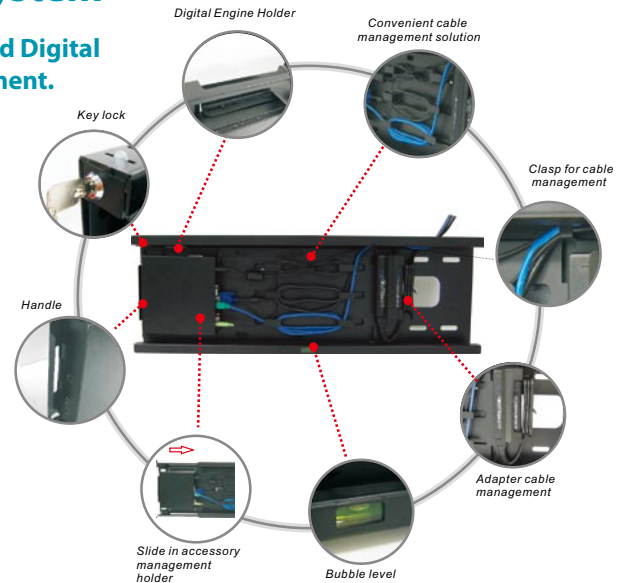


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All-in-One Digital Signage Management System

Universal mounting and cable management solution for displays and Digital Engines, which are protected inside a lockable embedded compartment.

- Supports 32"-65" digital signage displays
- Max weight capacity: 50kg (for Titan One 530 model) and 80kg (for Titan One 800 model)
- Choose portrait or landscape mounting
- Embeds Digital Engine, power adapter, cable management and wireless kits
- Adjustable display angle: 0-20 degrees (ceiling mount / wall mount)
- Protects Digital Engines from dust
- All-in-one design allows for easy maintenance



Professional mounting solution with embedded Digital Engine inside

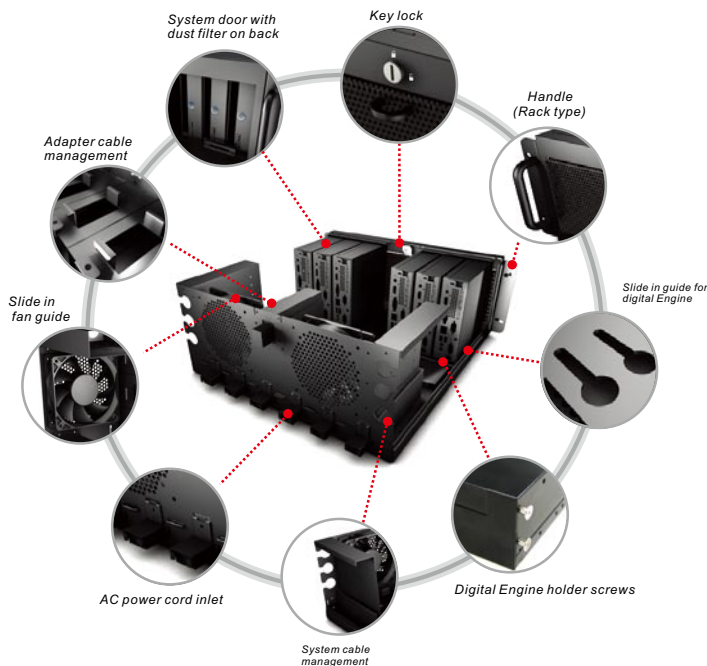


Titan One: Ceiling-mount type



Titan One: Wall-mount type

4U Rack for Digital Engine






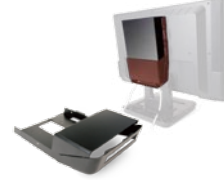

ENGINE CORE

Consolidate Digital Engines™ with the Engine Core - an innovative central control solution for networked environments. Enhances security, monitoring and protection from data loss via a hardware-centric approach. Also provides a green IT, easy-maintenance solution for cluster (parallel) computing.




- Dimensions
 - 177(H) x (440(W) x 405(D) mm(rack-mount type)
 - 177(H) x (440(W) x 445(D) mm(stand-alone type)
- Six Digital Engine Slots
 - Digital Engine Slots: 48(H) x 167(W) x 158(D)mm
 - Power Adapter (95W) x 6
- Cooling Fans (12cm) x 2
- 12V Adapter x 1 (for cooling fans)
- Key Locks for Front Door and Upper Case
- Changeable Dust Filter Behind the Front Door
- Front USB 2.0 and A/V Access (optional)
- Detachable Front Handle for Rack-Mount or Stand-Alone Engine Cores
- Fits 19" 4U Rack-Mount Cases or can be used as a Stand-Alone Engine Core Server
- Slide-In/Out Digital Engine Slots: Easy System Assembly and Maintenance
- Cable Management Solutions

Holders

			
Model Name	LH01	LH02	ST01
Product Name	L Bracket	L Bracket	Vertical Stand
Mountability	AOpen Proprietary Dimension	AOpen Proprietary Dimension	AOpen Proprietary Dimension
Application	Horizontal Application Vertical Application	Horizontal Application Vertical Application	Vertical Application
Support Model	DE45-Pro/DE7000/DE2700	DE45-Pro/DE7000/DE2700	DE45-Pro/DE7000/DE2700

				
Model Name	VM01	VM02	VM03	VM04
Product Name	Wing	LCD Back Mount Kit	LCD Back Mount Kit/w Cover	U Bracket
Mountability	VESA Standard	VESA Standard	VESA Standard	VESA Standard
Application	To mount Digital Engine on the back of the display with 75 x 100 mm VESA FDMI (Flat Display Mounting Interface) compliant holes.	To mount Digital Engine on the back of the display with 75 x 100 mm VESA FDMI (Flat Display Mounting Interface) compliant holes.	To mount Digital Engine on the back of the display with 75 x 100 mm VESA FDMI (Flat Display Mounting Interface) compliant holes. (with Cable Management)	To mount Digital Engine on the back of the Panel with 75 x 100mm VESA FDMI (Flat Display Mounting Interface) compliant holes.
Support Model	DE45-Pro/DE7000/DE2700	DE45-Pro/DE7000/DE2700	DE45-Pro/DE7000/DE2700	DE45-Pro/DE7000/DE2700

Accessories

				
Model Name	TV Tuner Kit (DVBT)	802.11b/g Wireless kit	ER01-Express Card Reader	SB01-CF to 2.5" SATA HDD Bridge Board
AOpen P/N	90.MA610.0020	90.MA658.0410	90.ADE62.0010	91.MA601.0410
EAN Code	4712601-293322-3	471260-293023-9	471260-293491-6	
Slot	Mini Card Slot		USB	SATA
Interface	MPCle			
Module Board	Analog / DVB-T TV Yuan HybridTV Mini Card (Analog TV includes PAL, SECAM, NTSC)	802.11b/g 54Mbps Wireless LAN PCI Express Mini Card	USB Express Card Reader utilizing Slim ODD Bay	CF 2,5" SATA utilizing 2,5" HDD Bay
Support Model	DEX4502/DE45-Pro/DE7000	DEX4502/DE45-Pro/DE7000	DE45-Pro/DE7000	DE45-Pro/DEX4502/DE7000

Case Study 1:

Objective: Barcelona World Race

Verybox has gone for a new challenge by introducing their equipment in the marine industry.

The Spanish boat 1876, skippered by Yves Parlier and Pachi Rivero, participated in the latest edition of the Transat Jacques Vabre and finished in ninth place after a grueling transatlantic race between the French port of Le Havre and Puerto Limon in Costa Rica.

The main goal was to provide the best technology and to be a hundred percent prepared for their participation in the next edition of the Barcelona World Race, with departure scheduled for the last day of this year. To achieve this goal Verybox assembled one of the best devices, combining Industrial 24 / 7 technology with a fanless aluminum chassis, which guarantees the robustness required for a vessel exposed to such harsh conditions.

They chose AOpen's Digital Engine® Barebone DEX4502 combined with Intel Core 2 Duo processor and SSD (solid state drive) to ensure reliability, which is crucial in anticipation of all the movement the device would have to endure on the boat. Besides that, the AOpen Digital Engine® is well known for its low power consumption.

The device was placed in a properly ventilated cabinet, together with the other electronic components required for the boat.

The Digital Engine® has proved its worth in several races, in a vessel that crossed the Atlantic three or four times. It has successfully overcome environmental challenges such as extreme temperatures and tropical humidity levels, and offered the highest performance in technical tests.

Even in the most challenging environments you can depend on its reliability. During a storm in the Gulf of Mexico, with waves up to 7 meters high, the Digital Engine® shot out of the cabinet with all other electronic components and suffered no damage, it worked perfectly for the rest of the journey.



Case Study 2:



Komma,tec and T-Systems develop a new digital information and advertising system

Hamburg, April 14th 2010

Komma,tec redaction GmbH developed a new digital signage concept at the Nürburgring Erlebniswelt 2009 in cooperation with T-systems Enterprise Services GmbH and Nürburgring GmbH.

Right in time for the Formula 1 Grand Prix in July 2009, 70 displays and compatible hardware were installed. Professional LCD Public Displays from NEC were deployed in sizes of 40 to 65 inch paired with AOpen Digital Engine® DE45-pro.

Simultaneously, accompanying software was developed. By means of a content management system called "DISPLAY STAR" from Komma,tec redaction GmbH, all displays can be managed and controlled centrally from one editorial location.

The digital signage solution at the newly designed Nürburgring consists of three focus points.

First of all, displays are operational in the nearby Lindner Hotels and the Lindner holiday park. Content from the Nürburgring as well as from the Lindner Hotels will be broadcasted on these screens.

Components & Platform Provider



More displays were installed in the Welcome centre area, in the Ring Werk area as well as at the catering companies from "Eifeldorfs Gruene Hoelle". The caterers can display content of their own, after receiving the go ahead of the responsible editor. Information from the Nürburgring will be broadcasted here as well, for example coming events, current offers, etc.

The third focus point is the business broadcasted here. Thanks to this innovation guests can watch the race from start to finish, from the first till the last turn.

By means of an IR remote control, the viewer can choose between many cameras that cover specific stretches of the Nürburgring. The live content will be recorded locally, prepared on a streaming server and broadcasted as IP stream through the interface of the content management system "DISPLAY STAR".

The Digital Engine® mini computers from AOpen were chosen amongst others for their ability to display Full HD content smoothly. These player pc's are equipped with a 2GHz Intel® Core™ 2 Duo processor and an Intel GMA X4500MHD graphics card, to be able to flawlessly display more complex content. Thanks to the compact design the Digital Engine® mini computers of AOpen can easily be installed behind the displays.

Since the launch of the digital signage system from Komma,tedredactionGmbH,thesolutionproved to be a great success! In a later stage the Nürburgring digital information and advertising system shall be expanded with another 30 display locations.



Case Study 3:

Case-Study: New Digital Signage Solution by Ireland's Telecom Giant, Meteor

One of the examples of fast-developing digital signage is applications developed to fulfill special needs of Ireland's telecom giant Meteor.

New digital signage systems have been installed in their shops all over Ireland. The amount of customers visiting their shops should be increased this way, creating positive results on their turnover. screenFOOD AG from Switzerland was able to compete with the local solution providers and realized the project with a local partner from the beginning to the end.

Meteor is now using the screenFOOD solution in their 37 telecom stores in Ireland. Every shop is equipped with an AOpen Digital Engine DE45-PRO media player and two 47-inch Sony displays mounted vertically in the shop window. A frame matching the shop design was developed accordingly. Most of these shops are located in shopping centers.

The software is based on the screenFOOD Client Server solution and has been implemented as a Software as a Service (SaaS) concept.



Components & Platform Provider



he content is generated by Meteor, controlled through the Web Browser and distributed from a central location to the stores all over the country. The digital advertising space is used by Meteor for their own marketing purposes and targeting product promotions with the goal of increasing customer frequency and turnover.

Meteor decided for a Digital Signage solution to present campaigns to their target audience at the right time, individually and fully automated. This way Meteor, for example, only advertises the products that are actually on stock in the shop and the company can adapt the presentation for each shop individually.

The big difference with the classic advertising channels is the speed that is possible nowadays only thanks to digital signage. With this medium, it is possible to react immediately to changes in the market and known problems such as time consuming processes and logistics are easily avoided this way.

The Meteor project started with a pilot shop that, next to the above mentioned solution, is equipped with other signage systems as well. Several mobile phones are connected to a nearby screen. When taking the mobile phone from the shelf, product information about this model is automatically displayed on the screen. Using the integrated touch screen solution, the customer has access to more detailed product information and can compare different bill pay plans to select the one that suits his/her needs.

The promising solution from the pilot shop was optimized in cooperation with screenFOOD in another test shop. After this Meteor issued a tender for all 37 telecom shops, which screenFOOD won together with their local partner Detectag Securities Limited. The preparation phase for this project lasted only for two weeks, during which all preparations for the roll out (3 weeks) had to be made. This limited and intensive time for the implementation phase required a flexible screenFOOD team and an outstanding partner.

The AOpen Digital Engine product line taps into the special needs of the market. With years of experience as a leader in the semi-industrial small form factor application market, AOpen offers their MoDT technology, technical support and project experience to the market.

Case Study 4:

Danish digital signage provider Mermaid uses AOpen HW at Telia - Fona shops

Telia, one of the leading Scandinavian telephone companies has been using digital signage for several years. In 2009 they decided together with their supplier Mermaid A/S, to implement a new hardware platform at the Telia-Fona shops.

The 64 shops, located in all major Danish cities, have been using AOpen's Digital Engine DE965-pro model since the middle of 2009. The DE965-pro is connected via a 3G Telia dongle. Mermaid has chosen the DE965-pro for its price and performance, seeing it as one of the smallest and most powerful players currently available in the market. The product is very reliable and flexible in its usage.



The digital signage platform at Telia-Fona is used to create extra sales, to increase loyalty and to give a better experience to the customers when visiting the shops.

Mermaid's own team of multimedia designers deliver all the content that is shown on 40" Samsung screens.

Mermaid manages more than 9.000 screens in Denmark and in 30 countries across the world, and is the leading full-line supplier of dynamic digital signage/instore TV in Scandinavia. Their key competencies include in-store screens in Danish design, dedicated software and tailored content creation. No other Scandinavian company comes close to the impressive list of references, with between others 20 retail chains with 30 to 300 locations each. Mermaid has offices in Denmark, Norway and Sweden.



Digital Signage Platform

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