



Easy to handle and cost-effective

# Media Player for digital media advertising



- ✓ High-quality TFT Display
- ✓ Program sequence programmable and controllable with maximum 8 external buttons
- ✓ Integrated loud speakers
- ✓ Remote control
- ✓ Touch screen and motion sensor optionally
- ✓ Industry quality and longterm availability

**Set yourself apart from your competitors** with Media Players that communicate your promotional message directly at the Point-of-Sales. Address your customers with moving images and let them experience a multimedial, interactive and informative event.

## Low running costs

- ✓ No maintainance and employee intervention
- ✓ Low power consumption
- ✓ Non-Windows OS
- ✓ No moving parts as fans or drives
- ✓ Long life-span and low contingency risk

## Easy handling

- ✓ Easy and space-saving integration in your sales rooms
- ✓ Easy connection to existing power supply systems
- ✓ Simple exchange of advertising messages by swapping preprogrammed compact flash memory cards

## Comprehensive service

As a world wide active and leading European value added distributor and manufacturer of innovative flat screen solutions we provide our customers a wide range of services: comprehensive technical support, qualified repairs by our RMA centre and on demand a fast and uncomplicated exchange.

## Supported Media formats

NTSC & PAL Video MPEG-1, MPEG-2, MPEG-4 (DivX), MP3 Audio, JPEG freeze image

## Standard configurations with mounting chassis:

| Screen size   | Dimensions WxH (mm) | Resolution max. | Brightness            | Contrast | Viewing angle vert./horiz. | Touch Screen Option | Motion Sensor Option |
|---------------|---------------------|-----------------|-----------------------|----------|----------------------------|---------------------|----------------------|
| 15,0" Chassis | 331,6 x 254,9       | 1024 x 768      | 400 cd/m <sup>2</sup> | 400:1    | 110°/ 140°                 | ✓                   | ✓                    |
| 19,0" Chassis | 380,2 x 305,0       | 1280 x 1024     | 300 cd/m <sup>2</sup> | 1000:1   | 160°/ 160°                 |                     | ✓                    |

Further screen sizes or units with CE approved housings available on request.



DATA DISPLAY



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## Increase your revenues with Media Players!

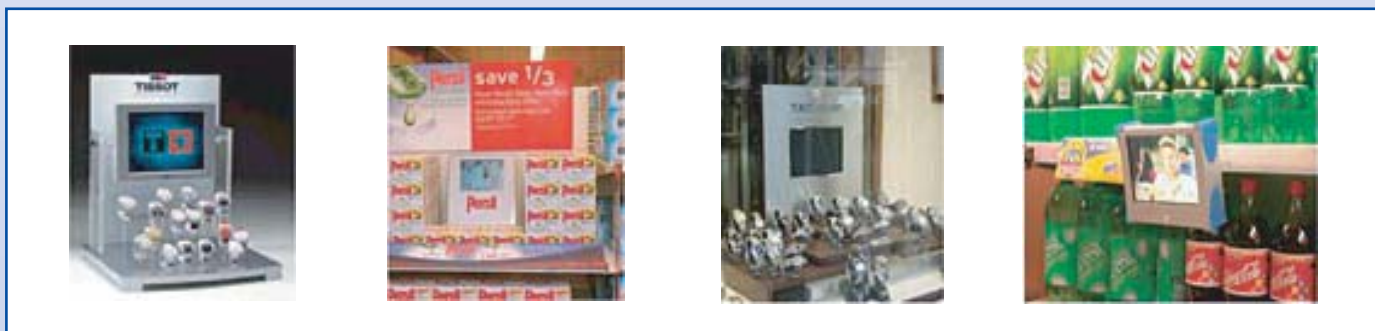
A recent study by Mintel in the US reported among other things:

### Digital signage networks increase the revenues

- ✓ Customers visit stores with digital media twice as often as stores without it
- ✓ They spend an average 5 per cent more time in stores with digital media
- ✓ They spend an average 10 per cent more money in stores with digital media
- ✓ Their impulse purchasing rate was twice the normal average

In a Las Vegas study of 400 mall visitors, researchers found 37 per cent better recall from dynamic vs. static signs; caused 57% more respondents to say that they might visit one of the advertised businesses; and resulted in 103% more people patronizing one or more of the stores and restaurants involved.

**Application examples:** Interactive product information kiosk  
Digitale Signage Board  
Brand Advertising  
Message Board



**Data Displays media player systems are the simplest, most cost-effective way to deliver high impact interactive promotional messaging to customers in-store. Sell where it really counts - at the point of sale!**

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