

SignPro
by **ADVANTECH**

Interactive Digital Signage
is a flexible, easy to use
Digital Signage Solution
that can take you and
your clients as far as
they need to go.



Invest a
little Time
for a Big
Future

SignPro
by **ADVANTECH**
www.signpro.ws



SignPro
by **ADVANTECH**
The Future of Digital Signage



Designed for Interactive Digital Signage solutions, **Advantech SignPro®** is an easy to use professional tool enabling you to design, schedule and monitor promotional content in the most easy and reliable way.

Advantech SignPro® Digital Signage Designer has advanced Administration Console and Monitoring Server tools for Managing and Monitoring Multiple Digital Signage Players.

Advantech SignPro® - Interactive Digital Signage Player with Multi Windows Display, RSS Feeds, Interactive and with optional Bluetooth Mobile interface. Complete Solution for hosting companies and for everyone with the need of efficient Digital Signage Development and management.



The key advantages of the **Advantech SignPro®** is the ability to quickly update content centrally and to deliver specific messages, images and videos to targeted audiences at the Point of Sale! Content can be delivered from your **Advantech SignPro®** Server through your LAN or WAN connection via Internet or satellite multicast, depending on your network's configuration and your needs.

1. **Advantech SignPro®** supports:
2. RSS Feeds & HTML online from internal & external websites.
3. SMIL language in HTML.
4. HTML, DHTML, XHTML.
5. SVGA, SMIL+SVG, Animated HTML.
6. All Windows supported graphics and audio formats.



Key Features



The key advantages of **Advantech SignPro®** include the ability to quickly update content centrally and to deliver specific messages to targeted audiences at the Point of Sale! Content can be delivered from your **Advantech SignPro®** Server through your LAN or WAN connection via your internal LAN, Internet or satellite multicast, depending on the network's configuration.

The **Advantech SignPro®** consists of four major components:

1. Server Application that includes the Campaign Designer and Campaigns Scheduler.
2. Network Monitoring Server.
3. Client Side, the **Advantech SignPro®** Interactive Digital Signage Network Player Station Application.
4. FTP Server or an FTP Cluster.

Campaign Builder

1. Fast and user friendly Software Installation. With its step by step installation instructions **Advantech SignPro®** gives you the tools to start your Marketing Business immediately after its easy installation.

2. Light foot print, low resource program requirements. By choosing **Advantech SignPro®** you have a wide variety of available Hardware to enhance your Designed Campaigns.

3. Uninterrupted playback feature. **Advantech SignPro®** with its robust engine provides an (7/24) to satisfy the high marketing request. All downloading of files are done as a background updating operating procedure. The use of the CRC method for file checking minimizes unnecessary traffic on the network.

4. Simplicity of use. **Advantech SignPro®** has an easy to follow, multiple step menu that will guide you in creating professional campaign content. The easy calendar scheduling layout will make playback programming intuitive and accurate, individually or in group assignments.

5. Control and Monitoring. Using **Advantech SignPro®** Server you have all the tools to govern and monitor the status and the activity of your clients (Play stations). This is a very important feature that allows you to monitor and control remotely via your software-provided embedded commands.

6. Multiple Interactive Playlists with Grouping per Campaign.

- Overlay Scrolling Text (marquee) for marketing alerts.
- Standard Sample Campaigns designs included.
- Campaign Scheduler for individual Player and for Player Groups.
- Day/Time Campaign Schedules and event logging.
- Campaign monitoring with Unified - Network Monitoring and Management
- Day/Time and Airtime logging (LAN/WAN/WLAN/GSM).
- Measurable and Accurate Statistics (air-time) per Digital Signage Player and with selectable Grouping.
- Support Proximity Marketing Bluetooth Campaign with Predesigned Bluetooth Campaigns and optional Bluetooth® cells.



Components Screen Layout Designer

- Layout Area element defining a display area of relative or absolute dimensions of a screen, in which a Playlist will be played.
- Loading a different Playlist on an Area at runtime can be done by defining Interactivity Events
- A Layout Area is defined by its Top, Left, Width and Height coordinates and a start-up Playlist.
- The Layout Area coordinates can be specified in absolute units such as pixels, points and centimeters (cm) or relative units as percentage (%) of the screen's size.
- Using percentages instead of actual units ensures that area dimensions will always occupy the same ground, regardless of the screen size (Monitor, TV, Widescreen, HD)

Playlist Element

- Container element of Content Elements (those are Scrolling Marquee, Flash File, Image File, Video File, RSS-Feeds and HTML File).
- Color Palettes provide global control over all colors used in the scrolling text or image.
- Changing colors in the palette will change the colors throughout the scrolling window.
- Color shifting technology can even change the color of images.
- Color selection is based on the same user interface as seen in Adobe Photoshop.
- Preview the video changes before committing to them.



Composite Graphics

- **Advantech SignPro®** uses multi-part, 'composite' images for complex shapes so that they can be stretched and sized while preserving the integrity of their design.
- These composite images can be applied as backgrounds to any element on the Screen Layout.
- New composite images can be created with the Advantech IDS and you can create amazing marketing campaigns with Advantech SignPro® designer.

The way that this works depends only on the limits of the designer's imagination.

Application Fields

Transportation

Provide route and schedule information as well as advertising messages.

Store Promotion

Use the power of image and sound to attract customers to your store, stimulate shopping intentions, Interact with customers.

Public Information

Broadcast live news feeds, local weather forecasts and real time information messages

Other Applications

- Corporate information
- Health care Facilities
- Government Facilities
- Sports Arenas / Stadiums
- Hotels / Resorts
- Airports / Transit Stations
- Theaters
- Kiosks / Point of sales / ATMs
- * Education
- * Interactive Gaming
- * Train&Bus on-the-move inside Advertising



ARK-3380

Ultra rugged Professional Digital signage Player

- ◆ Fanless
- ◆ Supports rich content and 1080p Video playback
- ◆ Dimensions: 264.5 x 69.2 x 137.25 mm
- ◆ Video connections: 1 x VGA/CRT Connector, 1 x DVI Port, 1 x S-Video Output Connector, 1 x Composite Video Output Connector
- ◆ Audio: 1 x Line-out Port, 1 x Mic-in Port, 1 x Line-in Port



DSA-3300/3400

Advanced Graphics processing Professional Digital Signage Player

- ◆ Supports rich content and 1080p Video playback
- ◆ Dimensions: 222 x 135 x 43 mm
- ◆ Video connections: DVI 1, VGA 1 (D-sub 15-pin)
- ◆ Audio: AC97 - Line-out, Mic-in [Line-in on 3400]



DSA-3020

Ultra Compact professional Digital Signage Player

- ◆ Fanless
- ◆ Supports up to 3 480p Videos
- ◆ Dimensions: 170 x 110.5 x 32 mm
- ◆ Video connections: 1 x DVI-D
- ◆ Audio: 1 x Line-in and 1 x Line-out

