

Digital Signage Newsletter July 2009

IS IT FAIR AND CORRECT TO USE ASIAN LOW-COST-BOARDS TO SUPPLY YOUR CUSTOMER?

Dear Partners,

Regularly we are confronted with unbelievable prices for Asian RGB/DVI/Video controller products. In these moments you have deep doubts on how RGB/DVI- or RGB/DVI/Video converters with more or less an identical appearance are offered at just half the price? Are we Americans and Europeans not able to produce at a competitive price? A deeper look and some technical analysis leads to a different result. Equipped with the most cheap components (e.g. 16V capacitors, which dry out fast, instead of 36V capacitors which are the only acceptable solution for industrial applications), no filters and thus far away from any important DIN standards, these aggressive pricings are only cheap at first glance. When you also consider the lacking social and environmental standards of companies producing such controller products, we are coming close to a moral discussion and the question of product honesty.

For more information please do not hesitate to contact us.

Best Regards,

Richard McKay
President



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Sunlight readable 42" DID TFT from LG

The **LD420WUB-SAA2** by LG Display is a new 42" Full HD TFT-panel. It was developed for use in Digital Signage and Public Display applications both in- and outdoors. Innovative film technology is significantly improving the **sunlight readability**. Further important features are a 178° viewing angle (horizontally and vertically), a 10bit colour depth (> 1 billion colours), a quick response time of 9ms and a low power consumption of just 174W. In addition, you can use this only 10 kg panel in the landscape- as well as the portrait mode.

As usual we will offer this panel within our complete kits that include our **Controller-Boards**. Large quantities will be available from the 4th quarter 2009 on. Please find more information [here](#).

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New ArtistaMEDIA Firmware (Release 2.2.0)

Later this month a new firmware (**Release 2.2.0**) will be available for our **Network-Player-Board** [ArtistaMEDIA](#). Please see the most important new features:

- individual adjustment of the audio volume of each video clip.
- the video content can be automatically downloaded via the 'Pull-Mode' at a defined ftp:// server address.
- the content update runs in the background as the current video keeps playing; only with the completed content transfer the new video content will start playing.
- in order to optimize the data transfer volume a comparison of the old and new video content is done before the transfer; after that only new content will be transferred.

- automatic video mode detection 720 x 480 @ 29.97 fps and 720 x 576 @ 25 fps; no configuration in Web Frontend necessary.
- log files to get statistics about content updates and the play-time of the video clips

Please find more information [here](#).

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New ArtistaControlCenter Software (Release 2.6)

There is a new **ACC Software Revision (Rev. 2.6)** available at the end of this month. The ACC is a flexible and easy to be used application software **to create video-/slide shows** for (multi-)display applications driven by **Artista** controllers.

This **cost-effective** and **free of licence fee** software makes the handling of advertising- and digital signage applications simple and as a result of the low costs you will see a fast **Return-of-Investment!** The most important new features are:

- the creation and transfer of **ArtistaMEDIA** playlists (any number of video clips per terminal)
- a preview window for video clips
- a new upload dialog
- the possibility of several uploads at the same time

For more information please click [here](#).

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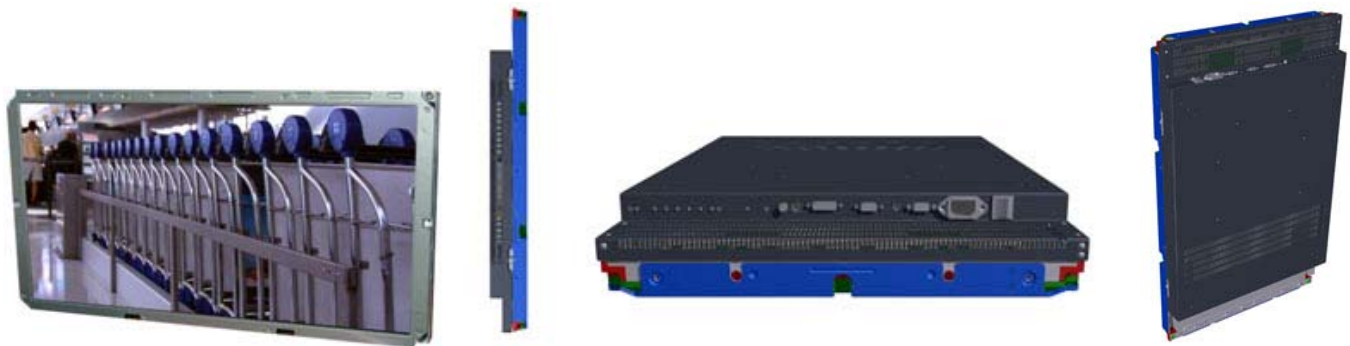
New 32" / 40" / 46" Inline Modules

We now offer 32", 40" and 46" modules within our **Inline Series**. Our Inline Series consists of chassis solutions, which you can easily integrate. Inline modules are driven by either our RGB/DVI/Video converter board **Prisma II**, the LAN controller board **ArtistaNET** or the USB controller **ArtistaUSB**.

Using the mounting brackets you can quickly integrate Inline modules for example into kiosk- or info terminals. With the application software **ACC** each module can be supplied with content via USB or LAN.

Please click the respective module to find more details.

- [Inline 32" AT NET](#) / [Inline 32" AT USB](#)
- [Inline 40" AT NET](#) / [Inline 40" AT USB](#)
- [Inline 46" AT NET](#) / [Inline 46" AT USB](#)



For further information please [contact](#) us.

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PrismaMEDIA II ready for 100/120Hz displays

In order to also provide controller boards for future TFT-panel technologies, our new **PrismaMEDIA II** (ready for serial production in 2010; the picture shows the first sample) will also support 100/120Hz panels.

In addition to the RGB/DVI/Video/HDMI 1.2 (HDCP) inputs of the PrismaMEDIA, the **PrismaMEDIA II** will supply **two HDMI 1.3** (HDCP)-, an integrated **audio-stereo-amplifier**-, **DisplayPort**- and a **SDI input**.

New 100/120Hz TFT panels provide a perfect picture quality for video clips or tickers due to their double refresh rate. This provides sharper, eye friendly pictures. These new TFT panels should be available in Q1/2010. For more information please [contact](#) us.



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Media Player application for British auto parts dealer

A British automotive parts dealer started a cooperation with a manufacturer of car polish to promote a new product in their stores. In order to get the most attention as possible they decided to use a customized Data Display Group **Media Player** that was placed into selected stores in Q1/2009 for market testing.

This Media Player is based on a 19" Samsung TFT-panel (16:10 widescreen format) and our **network player board ArtistaMEDIA**. Currently the video content is updated locally with a USB flash drive. From 2010 on the content will be updated via the internet.

Within a few weeks a **30% increase in sales** was generated in those selected stores. This remarkable result motivated the management to allocate the necessary investment to supply such Media Players to all stores in Great Britain within the 4th quarter 2009.

The terminal is OEM branded with the customers logo and is fixed to the selling rack with customized brackets.

A number of other features for an optimized use in retail stores can also be realized. E.g. a **Motion Sensor**, which is counting the number of customers at the POS or which enables the unit to switch into a power save mode when it is not used over a longer period of time = energy/money saving. Or a **Barcode Reader** which can be used to identify products and play ads of the respective product.

We would like to assist you with your project as well. For further information please [contact](#) us.



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17" SmartNET application



One of our US - customers was searching for a cost-effective monitor application to distribute information - for example production data or schedules for meetings - via **Ethernet**.

In a tough competition our **17" SmartNET** monitor with VESA connection succeeded.

SmartNET modules are based on our LAN controller **ArtistaNET** and the application software **ACC**. A very cost-effective solution with **no licence fees or IT administration costs**.

The monitor's energy consumption is approx. 50% of other Ethernet solutions. This is our understanding of **Green-IT!**

For more details please click [here](#).



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Quality comparison between ArtistaUSB, Prisma II and Asian boards

Several quality comparisons and evaluations in our labs and by our customers show the significant difference between industrially developed boards like our [Prisma II](#) or [ArtistaUSB](#) and low-cost boards from Asian sources.

Our new developments are oriented on the EMC standards *DIN61000-6-2* and *61000-6-3* respectively. In order to meet the EMC standard Class B CE regarding filter technology we follow the *DIN61000-4-4 Fast Transient* and *DIN61000-4-5 Surge Immunity*. Furthermore, we only use components designed for a long-term, high-performance use.

Conclusion:

Prisma II: 36V capacitors, ferrite filters on all relevant inputs and outputs, stabilized voltages sufficient with energy reserve

Asian boards: 16V capacitors (might dry out within 12-18 months), no filters, "economy" design of voltage supply

ArtistaUSB: see Prisma II, meeting the USB-compliance

Asian boards: not meeting the USB-compliance

We would like to help you with your project. Please [contact](#) us for more information.

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