

# ViewSonic

## Digital Signage Training

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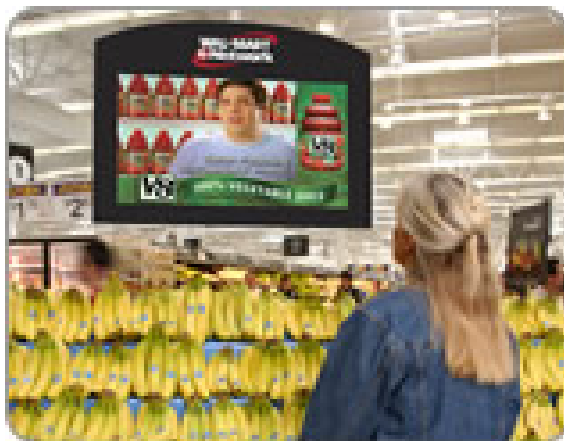


*See the difference™*

## Welcome!

- Agenda
- Market overview and potential
- Elements of a Digital Signage Solution
- Today's Solution
- ViewSonic Solution
- Zone and Format Screen Examples
- ViewSonic Products
- ViewSonic Access Program
- Q&A

# What is Digital Signage ?



System, likely to gain more speed, could hit Florida by the weekend... High winds and rain covered most of the Florida panha

## Digital Signage Markets & Applications

### Vertical Markets

- Corporate
- Education
- Retail
- Financial
- Government
- Hospitality
- Hospitals

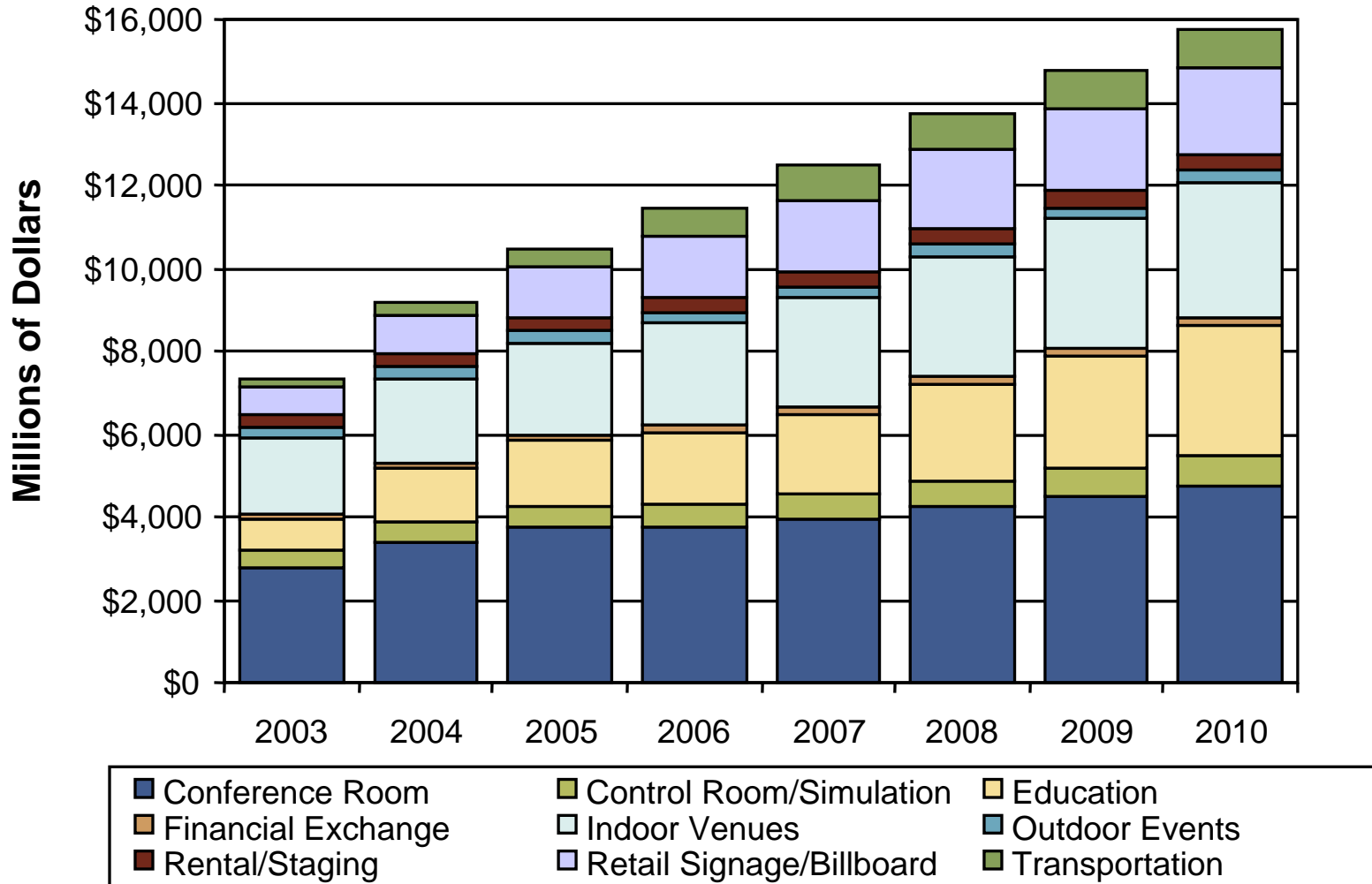
### Applications

- Corp. Communications
- Student/Employee Training
- Branch Advertising/Marketing
- Merchandising
- Gov't Communications
- Patient Education & Entertainment
- Video Walls
- Digital Billboards

## Market Drivers / Enablers

- U.S. retail industry alone spends more than \$5 billion annually on printed promotional signage and graphics.
- Recent advancements in screen technologies and larger screen sizes.
- Drastic price reductions in large screen plasma and LCD displays.
- Access to broadband networks makes the Web a perfect pipeline for delivery of content to digital displays.
- Video is quickly emerging as the mainstream communications medium since it attracts and maintains the audience's attention.... and increases the chances of maximizing one's ROI.
- The ability to change and update content instantaneously.
- Digital signage has been tested and proven with large retailers and has helped set the stage for expansion.

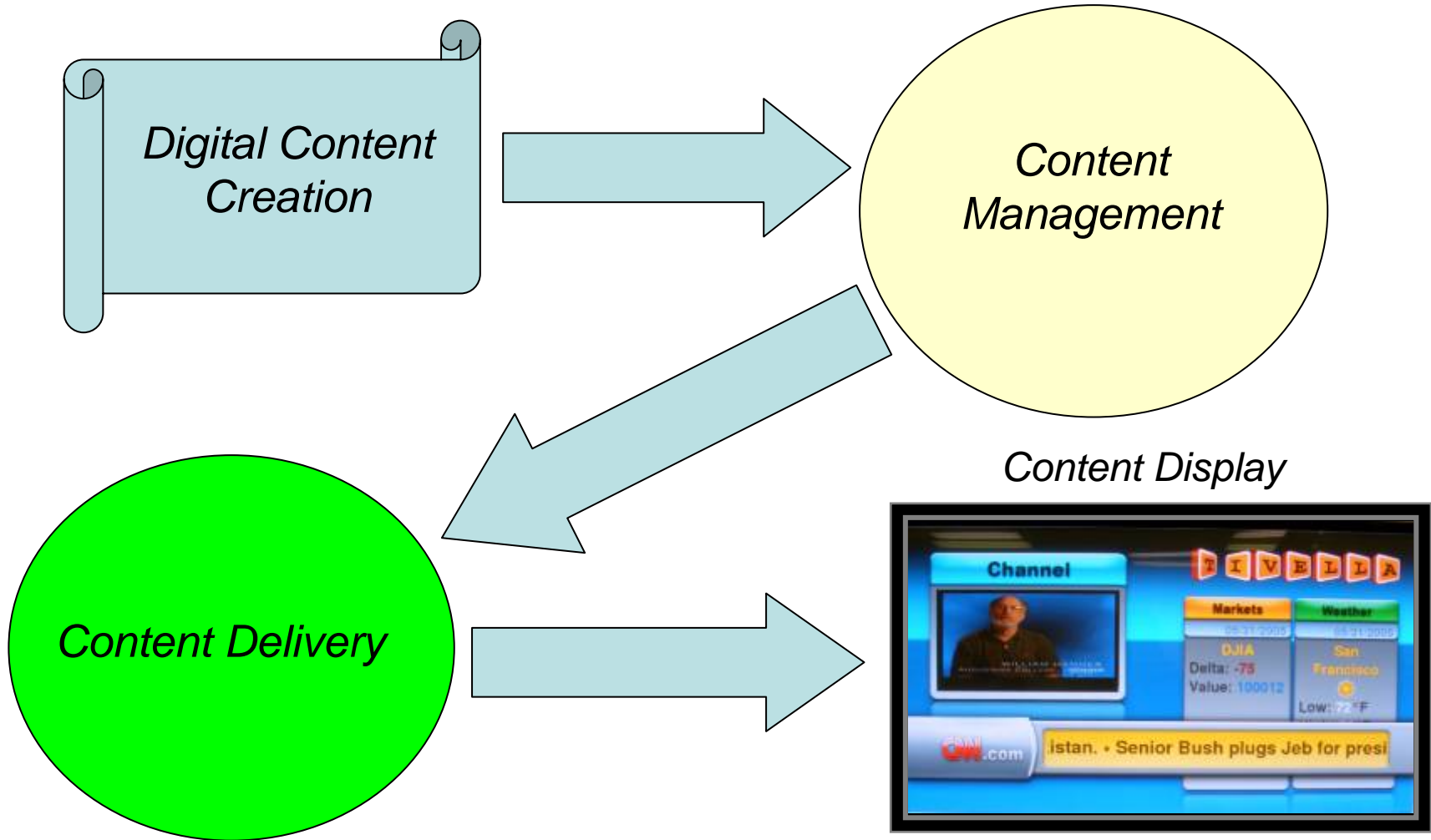
# Market for Large Screen Displays for Digital Signage



## Market Opportunity Digital Signage System Components

- Typical digital signage systems have four components  
Display, Mgt. Software, Media Player, Install & Networking
- Compounded growth rate (CAGR) per component  
Displays = 26% Software = 26% MP = 29% I & N = 38%
- Mgt. Software market = 10% of display market
- Media Player market = 30% of display market
- Install + Networking = 34% of display market
- Based on a study from Frost & Sullivan for Digital Signage for Advertising & Merchandising in North America

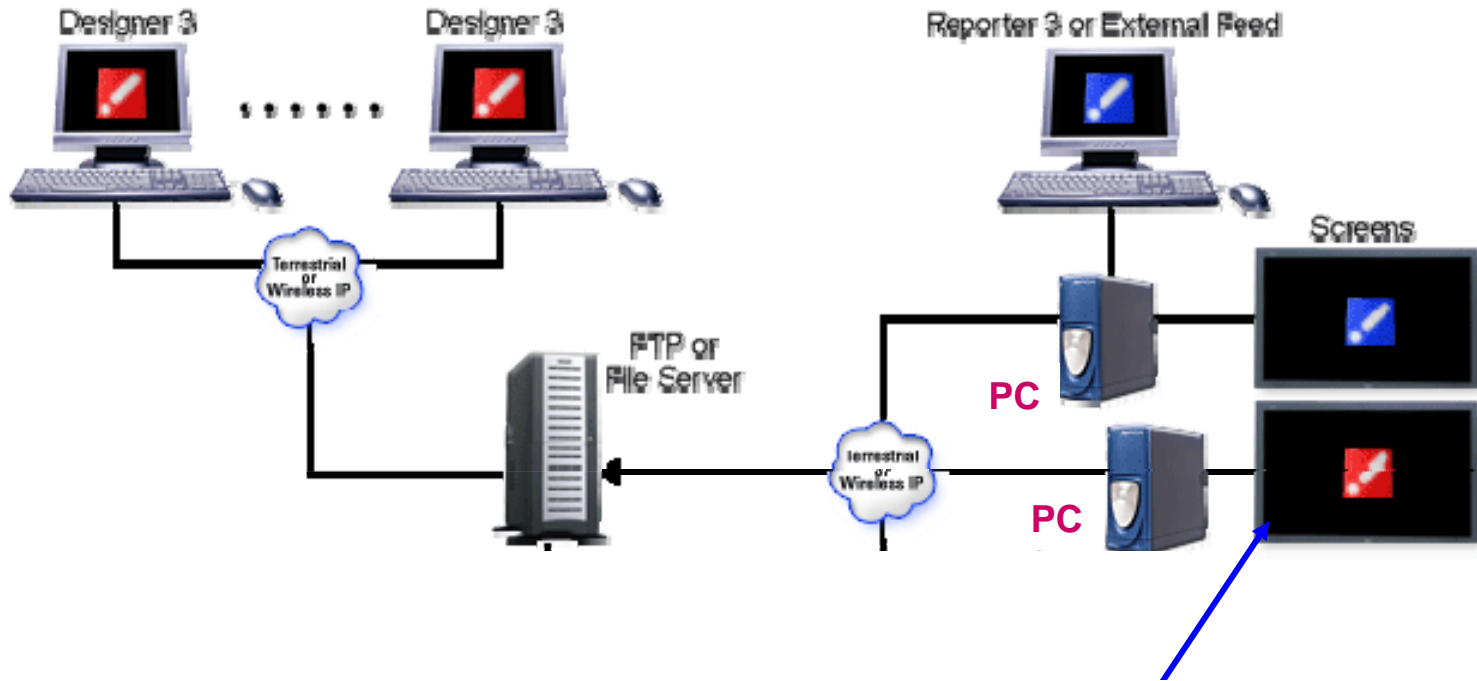
## Four Elements of the Digital Signage Solution





## Common Digital Signage Solution Today

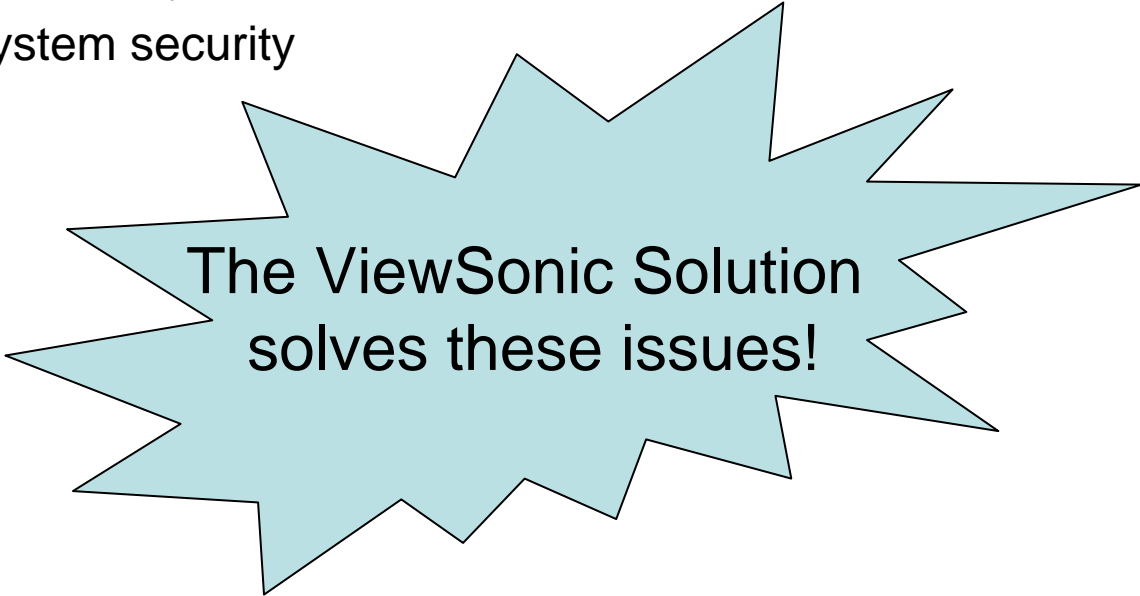
- Uses PCs connected to each display



**PC + Display cost = Cost per station**

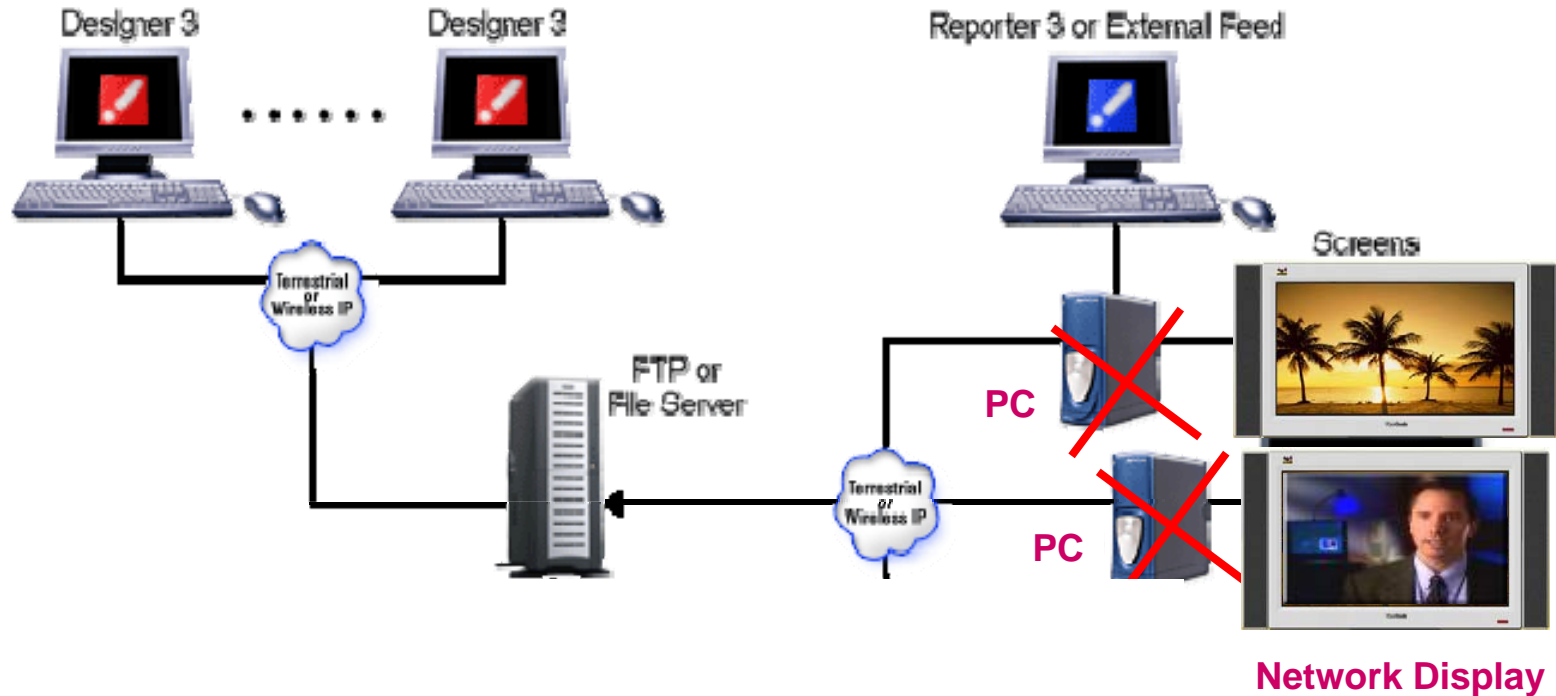
## Weaknesses with Today's Solution

- Common Problems and Issues
  - Remote PC reliability and maintenance
  - Installation of PC and cabling
  - Limited video capability
  - Proprietary s/w tools
  - System security



The ViewSonic Solution  
solves these issues!

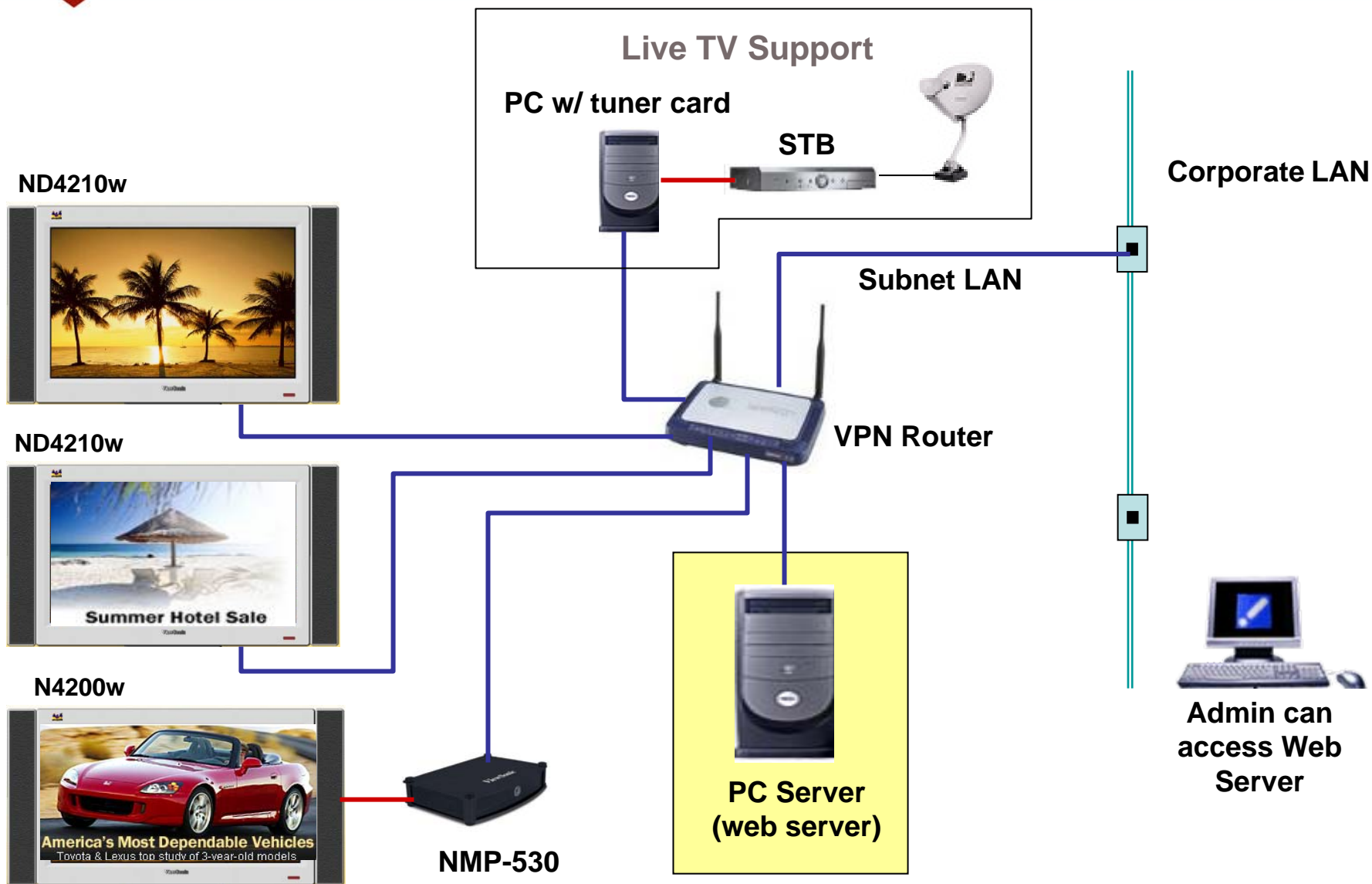
## ViewSonic's Solution – Integrated Network Display - No Local PC Requirement



**Network Display will reduce cost per Station  
and reduce the total cost of ownership**

## Benefits of ViewSonic's solution

- Reduce costs
  - Installation, Creation and Management
- Reduce or eliminate onsite service calls
- Reliable digital content
- Easy to use scheduling software
- Easily create, change and add content
- Control content distribution from a central source



## ViewSonic uses open architecture – Easy to Use

### Content Creation Standard Authoring Tools



- Macromedia (Flash 6.0)
- Breeze
- PowerPoint
- Dreamweaver
- Front Page
- WEB tools

### Content Management

- HTML Web access – no specialized software required for content management

### Media Presentation

#### **ViewSonic Digital Content Playback Capability:**

Full-featured Mozilla browser with  
Flash plug-in

Stand alone Flash player

HD media player



# Horizontal and Vertical Zoned Screen Samples



See the difference™

**Single Zone Landscape  
Layout  
(Full screen IP Video  
example)**



***Single Zone Portrait Layout  
(Full screen IP Video  
example)***



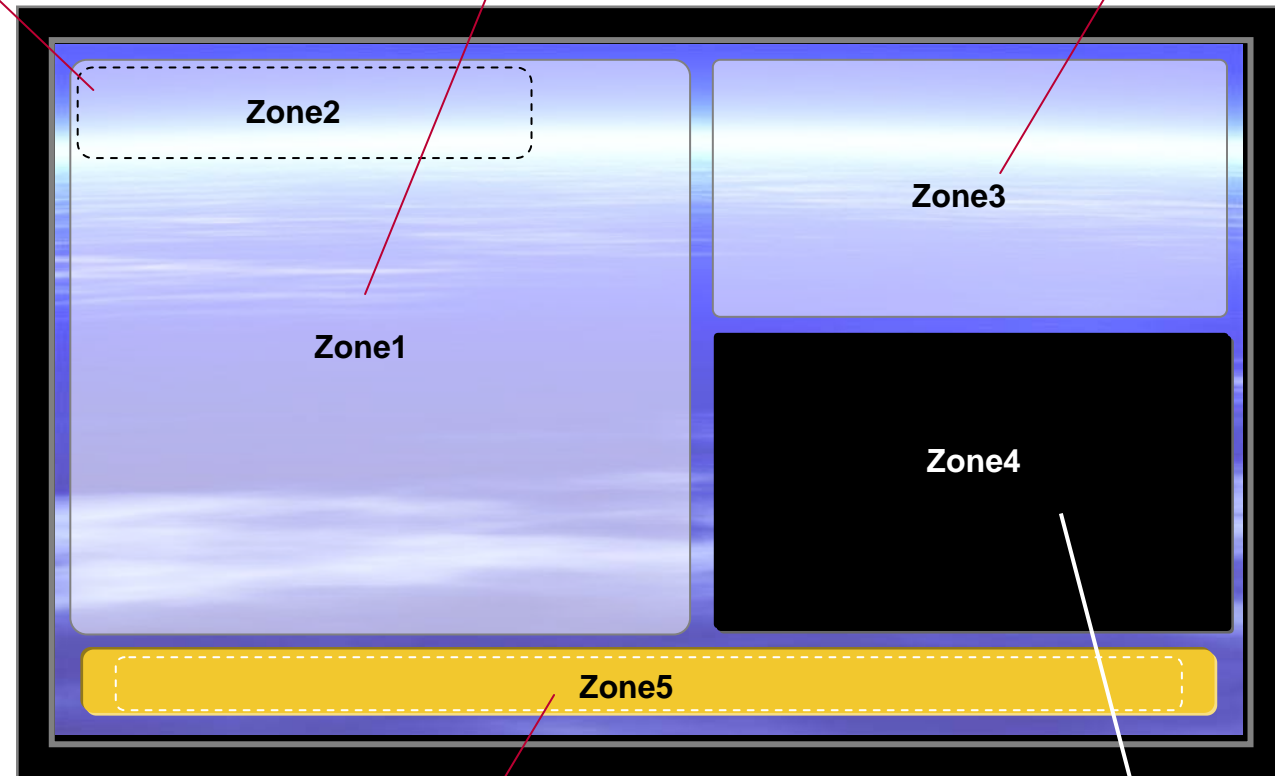


## Background HTML Wallpaper (5 zone example)

Define Flash Logo overlay location  
Define Flash Logo source

Define Website location

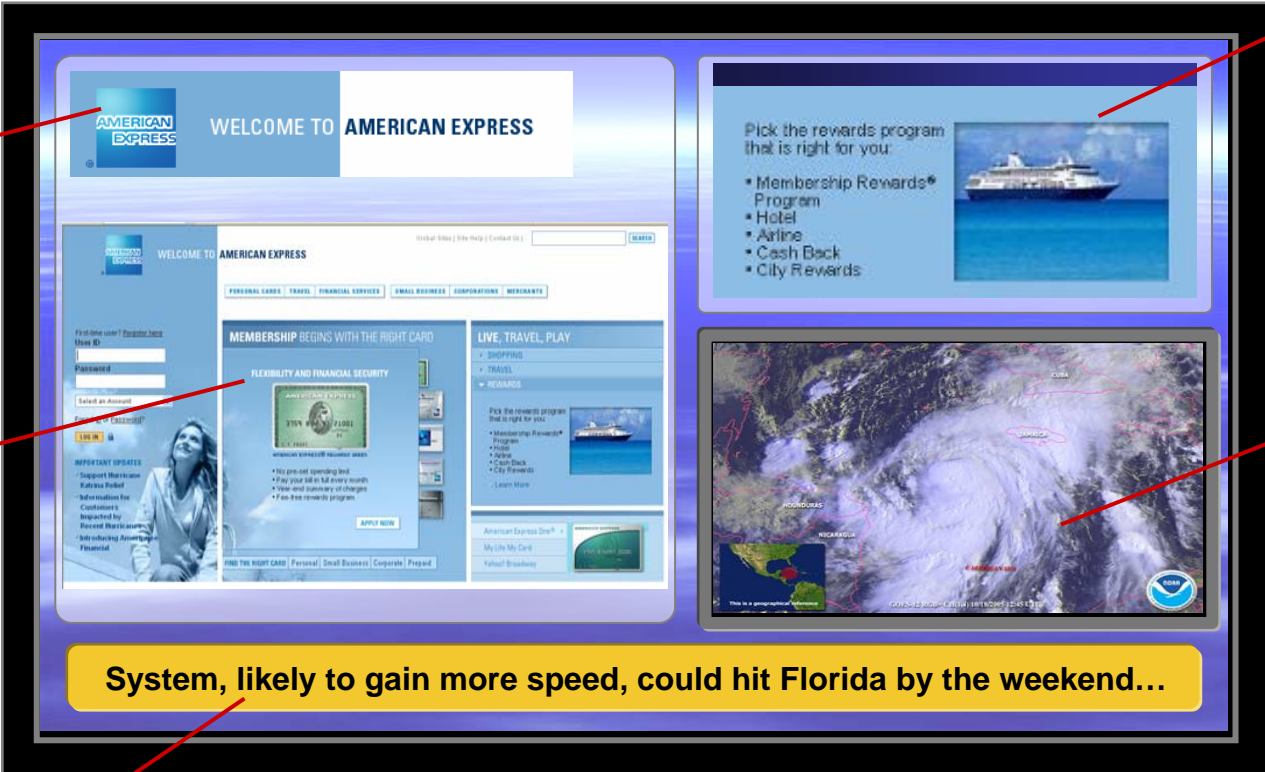
Define PPT location  
Define PPT source



Define Ticker tape location  
Define Ticker text source

Define location for live video  
Define video source

## Multi Zone Display Layout (5 zone Example) HTML WEB page, Flash, Video, Power Point all running



**Flash Logo**

**Web page**

**PowerPoint**

**Video or Live Broadcast**

**System, likely to gain more speed, could hit Florida by the weekend...**

**Ticker tape – industry standard RSS protocol**

## ND4210w – 42” Integrated Display

- **Optimized Video A/V over IP**
  - Display is fully integrated for A/V IP delivery
  - No need for external PC or Boxes
  - Simple installation
- **Flexible Connectivity**
  - Two Ethernet RJ45 for Daisy chaining
  - 802.11g Wireless bridge support
  - USB 2.0 – local storage or media play port
- **Remote Display Management**
  - Low cost of ownership.. NO PC
  - Remote control of main display parameters
  - Remote reporting of display status
- **A/V Streaming**
  - MPEG 1,2,4 A/V decoding
  - Optional local content buffering (in CF card)
  - Macromedia Flash support
- **Infrastructure**
  - Fully compatible with Cisco VMS infrastructure



Shown with detachable speakers



Rear Panel

## N4200w – 42” LCD Display w/o tuner

- **42” 1366 x 768 LCD Display**
  - 1600:1 Contrast Ratio
  - 8ms response time
  - Supports 480i, 480p, 567p, 720p, 1080i
- **Flexible Connectivity**
  - PC RGB
  - Composite, Component and S Video
  - HDMI
- **Optional Speakers**
  - 2 x 10W
- **Standard VESA Mount**
  - 200mm x 300mm
  - 200mm x 400mm
- **1 year limited warranty**



Shown with detachable speakers

## NMP-530 Network Media Player Solution for Conventional LCD Displays



CONNECTORS:  
HDMI, DVI, VGA,  
component video,  
“S” video

IP ADDRESS



Corporate LAN  
or WEB



N4200w

*Network Media Player configuration can support same the applications as the Integrated LCD display with exception of remote display control*

## NMP-530 Network Media Player

- The NMP-530 is a IP based media player delivering MPEG video or browser based (HTML) media content
  - Gives an IP Address to virtually any display
  - USB, HDMI/DVI, S Video, Composite, Serial, Ethernet
  - Supports MPEG1, 2 , 4, MP3 and Macromedia Flash
  - Linux OS
  - 2GB SD Card for local storage
  - Small form factor



# ViewSonic® *access*

SIMPLY BETTER BUSINESS

- ViewSonic Reseller Program
  - Training
  - Demo Units
  - Special Pricing and Promotions
  - Growth Incentive Rebates
- Sign up at: [viewsonic.com/access](http://viewsonic.com/access)
  
- Digital Signage Products do require authorization:
- Sign up at: [viewsonic.com/signage](http://viewsonic.com/signage)

## ViewSonic Strengths

- ▶ Full suite of Offerings
  - NMP-530
  - ND4210w
  - N4200w
- ▶ Competitive Pricing and Availability
  - Value for cost advantage
- ▶ Award Winning Display Heritage
  - Most recommended display brand
  - 2000+ awards



Thank You!

Questions?

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Reminder: To sign up to become an authorized Digital Signage reseller, please visit [www.viewsonic.com/signage](http://www.viewsonic.com/signage)