



Enjoy Commercial Multimedia over IP Network with Cayin at GITEX SAUDI ARABIA 2006

Cayin Technology, April 12, 2006

URL: <http://www.pr9.net/comp/linux/3702april.html>

Cayin Technology is going to showcase the newest Digital Signage and VOD solutions at the exhibition GITEX Saudi Arabia 2006 in Riyadh from the 23rd to the 27th, April (Stand 119, Taiwan Pavilion).

PR9.NET April 12, 2006 - Taipei, Taiwan - In response to the growing demand for innovative multimedia and networking applications in the Middle East market, Cayin Technology is going to showcase the newest Digital Signage and VOD solutions at the exhibition GITEX Saudi Arabia 2006 in Riyadh from the 23rd to the 27th, April (Stand 119, Taiwan Pavilion). Come and visit Cayin at our both and be astonished by the powerful network multimedia marketing and entertaining solutions!

GITEX Saudi Arabia is the largest IT show in Saudi Arabia and the second largest in the Middle East. It will display latest IT systems and components, telecommunication products / services, e-commerce products, multimedia, internet and intranet products and more. With the rapid increase in the development and usage of information technology in recent years, Saudi Arabia has become the biggest IT market in the Gulf region.

As an innovator in the multimedia networking field, Cayin is going to first introduce two leading solutions into Saudi Arabia, which are Digital Signage and VOD (Video-on-Demand) in various commercial applications. Cayin intends to overwhelm the visitors to Cayin's stand by Digital Signage, the new, multimedia promotion platform in retail, bank, hotel, fast food store, etc. Cayin will also demonstrate a unique interactive digital signage applied at point of purchase with a 32" TFT-LCD touch screen. For VOD system, Cayin will demonstrate the advanced personal entertainment system applied to transportation, hotel, etc. Visitors can enjoy the high quality video and decide when and what to watch as you wish.

Digital signage, also known as narrowcasting or electronic billboards, is a network of signs that use digital displays to communicate with target audiences in designate locations. Besides graphics and texts, you can attract audience's attention with high-quality video and animation. Under a server-client structure, administrators can centrally manage all SMP media players located at different sites via IP network with automatic content updates, scheduling playlists, players group management, and real-time broadcast (streaming video). At GITEX, Cayin will exhibit the powerful CMS server and compact SMP series players: SMP-WEB and SMP-PRO2. All media players can display English and Arabic characters in tickers to meet customers' requirements in Middle East.

Video-on-Demand service is no longer limited to your TV at home and can be further applied to commercial applications, such as hotel, mass transportations including long-distance buses, trains, airlines, or cruise ships. Besides VOD, Cayin's entertainment system can support real-time multi-channel broadcast and other entertainment options, such as karaoke, games, and browser. You can choose to watch live TV programs (IPTV) and any DVD-quality movies or concerts. In addition, you can use those DVD/DVR type functions such as backward, fast forward, pause, and replay as you wish. At GITEX, Cayin will showcase the CMS server and AVC player, and visitors can enjoy a luxurious living-room-like personal entertainment with Cayin.

At GITEX Saudi Arabia 2006, Cayin Technology is going to introduce the powerful, advanced features and versatile applications in digital signage and VOD. If you are interested, we invite you to come to visit us (Stand 119, Taiwan Pavilion). You will have the opportunity to see all the possibilities related to the booming multimedia networking applications.

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About Cayin Technology

CAYIN Technology offers a complete portfolio of appliance-based digital signage solutions, including media players, servers, and software, for various commercial applications, such as education, transportation, retail, hospitality, corporate use, and financial and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide, and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the Company also provides tailored services to satisfy the ascending market demand for almost limitless applications.

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