



Cayin Technology Showcases High Performance Digital Signage Solutions for Narrowcasting at Computex 2006

Cayin Technology, May 30, 2006

URL: <http://www.pr9.net/comp/linux/3887may.html>

Cayin Technology is going to demonstrate at Computex Taipei 2006 from June 6 th to 10th (Hall 3, Booth G658), the newest series of networked Digital Signage solutions

PR9.NET May 30, 2006 - Taipei, Taiwan – In response to the growing demand for niche marketing at public displays, Cayin Technology is going to demonstrate at Computex Taipei 2006 from June 6 th to 10th (Hall 3, Booth G658), the newest series of networked Digital Signage solutions, including SMP-WEB+ and SMP-PRO2 media players. Come and visit Cayin at our booth and be astonished by the powerful and attractive multimedia presentations.

Computex Taipei 2006, the world's second largest IT event, opens its 26th anniversary year from June 6 to 10 with a variety of attractions in Computer Systems, Communications, Components & Parts, Optoelectronics Display, Digital Audio/ Video, Peripherals, Motherboards, Add-on Cards, CarTronics, IC Application, IP Telecom, Security, WiMax, and Software.

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 by high-quality video, audio, animation, graphics, and texts. Replacing and enhancing traditional signs, digital signage offers a multimedia communication platform to promote, inform, educate, and entertain specific audiences in a variety of out-of-home occasions.

As an innovator in the Digital Signage market, Cayin is going to demonstrate two main Linux-based products: SMP-PRO2 and SMP-WEB+, the newest high-performance display engine. We will showcase all powerful and multimedia presentations in larger screen displays, including landscape, portrait, and interactive applications in retails, pubs, banks, gymnasiums, and other popular applications of digital signage.

SMP-WEB+, the web-based media player, is designed for those who wish to use HTML, Macromedia Flash®, JavaScript, DHTML, CSS or other popular web languages to display free-style dynamic multimedia content and interactive applications. You can edit your own playlists and all multimedia content is displayed in full-screen web pages. Therefore, you can use your own familiar web-editing tools and unleash your creativity. In addition to the landscape presentation, SMP-WEB+ can further support the portrait digital signage applications. It can also support most popular image file formats, audio/video codec, and, furthermore, HD (High Definition) movies.

SMP-PRO2, the division-type media player, is designed for those who only need to display video, graphics, and scrolling banners in separate divisions. With Skin Editor, you can upload your own theme background and use this simple drag-and-drop tool to easily define the size and location of each division. You can manage each SMP player with any PC which connects to the Internet, and remotely control with a web-based management tool, Web Manager.

At Computex Taipei 2006, Cayin Technology is going to introduce the powerful, advanced features and versatile applications in digital signage. We invite you to come to visit us at Hall 3, Booth G658. You will have the opportunity to see all the possibilities related to the booming out-of-home marketing and broadcasting platform.

For more information on the dynamic digital signage, please visit the Cayin website at http://www.cayintech.com/solution_signage.html

For more information about Computex Taipei 2006, please visit the Cayin website at http://www.cayintech.com/press_computex.html

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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.

Phone:	+886-2-2595 1005
FAX:	+886-2-2595 1050
Website:	http://www.cayintech.com
E-Mail:	press@cayintech.com
Address:	8F-2, No.577, Linsen N. Road, Taipei 104, Taiwan, R.O.C.

