



Cayin Technology Showcases Market-Driven Digital Signage Products at IBC 2006

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PR9.NET August 23, 2006 - Taipei - In response to the booming Digital Signage projects in the European markets, Cayin Technology is going to demonstrate its latest series of networked Digital Signage players and server at the exhibition IBC 2006 (Hall 2, Stand 114) in the Netherlands, from the 8th to the 12th of September; high definition video, portrait mode presentations and real-time video streaming will be some of the astonishing and powerful features presented by Cayin Technology in IBC this year.

The IBC Exhibition will take place at the Amsterdam RAI. It will showcase the latest technology and foremost business ideas in broadcasting and media, including Digital Signage. The exhibition is internationally renowned for being run by the industry for the industry and offers unparalleled expertise and opportunities in the fields of content creation, management and delivery.

Digital signage, also known as narrowcasting or electronic billboards, is a network of signs that use digital displays to communicate with target audiences in designated 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 one of the major driver of Digital Signage market, Cayin Technology will be exhibiting at IBC exhibition three of its main products: CMS server and two players, SMP-PRO2 and the latest product SMP-WEBPLUS. Cayin will showcase all multimedia presentations in larger screen displays, including both traditional landscape and portrait mode, for bank, hotel, and retail applications. Cayin will also demonstrate the easy-to-use streaming server for video streaming over IP network applied to Digital Signage.

SMP-PRO2 is a skin-based display engine. It means it uses fixed template (picture) as the display background (skin). Using a simple software tool that Cayin offers, you can easily draw up to five dedicated areas on the skin; one area for stored/lived video playback or pictures slide show, one area for scrolling text, two areas for picture slides show and one area which is actually the background. For each area, the size and the location can of course be chosen for customized presentations. SMP-PRO2 supports RSS feeds, streaming video when incorporated with Cayin's CMS server and most popular codec and file formats, such as MPEG 1/2, AVI, WMV, WMA, MP3, JPG, GIF, etc.

SMP-WEBPLUS is a web-based networked digital signage system. All multimedia contents are displayed in full-screen webpage, so designers can utilize their own familiar web-editing tools and unleash their creativities. SMP-WEBPLUS supports most popular web languages, image file formats, audio/video codec, and furthermore, HD (High Definition) videos. In addition to Flash, HTML, video, images, animations, and texts, SMP-WEBPLUS can easily be extended to provide interactive services incorporating with external devices such as touch screen, keyboard, keypad, or mouse.

Both SMP-WEBPLUS and SMP-PRO2 are scalable and can be deployed either as a networked standalone solution or under a networked server-client structure, incorporated with Cayin's CMS Server. With CMS server, administrators can manage the contents and system settings of all SMP clients. A CMS server can administrate a network of players and send right messages to be displayed at right time and right places.

At IBC 2006, Cayin Technology is going to introduce advanced features and versatile digital signage applications. If you are interested, we invite you to come to visit us (Hall 2, Stand 114). You will have the opportunity to see all the possibilities related to the booming out-of-home business.

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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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