



# Digital Signage Enhances Communication Experience in Congress Centre

Cayin Technology, December 07, 2006

URL: <http://www.pr9.net/business/marketing/4867december.html>

*Cayin Technology digital signage solution used in Italian Congress Centre*

PR9.NET December 07, 2006 - Taipei, Taiwan - The Congress Palace in Bologna (Italy) uses Cayin Technology digital signage solution to offer a flexible information platform for congress' participants and visitors.

Bologna Congress is the point of reference for business tourism and the ideal partner for those who wish to organize events in the Italian region of Emilia Romagna. The congress currently offers the use of 5 venues and more than 30 meeting rooms throughout the city. Bologna Congress is actually made up of 2 departments: the event and the travel departments. The event department is famous for organizing and promoting meetings and conventions while the travel department is specialized in congress and trade shows and offers a complete range of hospitality services through direct agreements with hotels, restaurants and leisure organizations.

By using Digital Signage, the Congress Palace in Bologna can offer an informative and advertising platform to enhance communication during events. This platform is used to efficiently convey useful information and targeted advertising to both visitors and congress' participants. Cayin Digital Signage distributes its innovative solutions in Italy through its recognized Italian partner Kennell Digital Distribution.

10 SMP-WEB players and 2 CMS-MINI servers are used together with large plasma displays of 42" and 50". Those screens are positioned at the reception, in conference rooms and in the congress cafeteria to deliver live information about hosting companies, meeting schedules and rooms usage. Due to the limited capacity of the auditorium, the platform is also used to transmit live streaming video from the main auditorium to other conference rooms to increase the number of viewers.

SMP-WEB is a scalable web-based networked digital signage system. It allows event hosting companies to display a variety of multimedia content, including HTML, Macromedia Flash, videos, animation, texts, and pictures without limitations in terms of number of area on the display. They can also display live content from a URL, PHP/ASP pages (from web server) and off-line web pages (from the player).

SMP-WEB can be deployed either as a networked standalone solution (without server) or under a networked server-client structure, incorporated with Cayin's CMS Server or web servers. With CMS server, administrators can centrally and remotely manage all SMP players located at different locations. CMS server offers automatic content updates, scheduling playlists, player group management, and live streaming video capabilities.

For more information on the dynamic digital signage, please visit the Cayin website at <http://www.cayintech.com/applications.htm>

For more press information, please visit <http://www.cayintech.com/press.htm>

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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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