



Cayin Releases New Digital Signage Appliances Responding To Vertical Market Demands at Computex Taipei 2007

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Cayin Technology is proud to officially release new networked digital signage players, SMP-PRO3 and SMP-WEB3, at Computex Taipei 2007 (Hall 3, Booth G365, 367), held from June 5th to 9th.

PR9.NET May 17, 2007 - Taipei, Taiwan – Foreseeing increasing demands for integration of live video in diversified applications, Cayin Technology is proud to officially release new networked digital signage players, SMP-PRO3 and SMP-WEB3, at Computex Taipei 2007 (Hall 3, Booth G365, 367), held from June 5th to 9th. Along with the two new products, Cayin will be showcasing the complete digital signage solution, including compact media players (SMP series), powerful content management server (CMS series), and professional remote management tools for administrators to easily manage larger-scale deployment.

Digital signage is becoming more and more popular everywhere in our daily lives. It replaces or enhances traditional signs by providing a flexible and interactive communication platform to promote, inform, educate, and entertain specific audiences at specific time in a variety of out-of-home occasions, such as hotels, airports, banks, schools, and other public spaces.

Cayin always pioneers the latest technologies and concepts to its products portfolio. At Computex Taipei 2007, Cayin will be introducing the new launch of digital signage media player, SMP-PRO3 and SMP-WEB3, which feature for their live video input function and create the scenarios for visitors to experience the simulations when the media player integrates live video such as TV, CCTV camera, and DVD input, in various circumstances, including hotel, convention center, bank, sports bar, hospital, salon, kindergarten, etc.

Cayin will also showcase the most powerful web-based media player, SMP-WEBPLUS, which can support HD (High Definition) video playback. SMP-WEBPLUS is also the best choice for those who want to display portrait multimedia contents, including text, images, Flash, and video. Cayin will also demonstrate the interactive digital signage applications incorporating with touch screen, keyboard, keypad, and mouse.

SMP-PRO3 is a zone-type digital signage media player, which is especially designed for those applications which require displaying video, images, tickers, and time/date. With Cayin's Skin Editor, an intuitive, simple drag-and-drop tool, users can create totally up to six dedicated areas on the skin. Cayin also provides multiple skin templates and stylish clocks for users to easily create attractive presentations.

SMP-WEB3 and SMP-WEBPLUS, web-based digital signage media players, support most popular web languages, such as HTML, JavaScript, Flash, DHTML, CSS, etc. They are under an open-structure and can easily integrate with customers' existing network facilities. It can also be extended to provide interactive services incorporating with some external devices, such as touch screen.

With Cayin's CMS server, administrators can use a web-based management tool to manage multimedia content and system settings of all digital signage players located at different sites centrally and remotely. CMS also features for its access right management. Administrators can use authentication and access control functions to assign authorization to each user to manage respective groups of players.

For more information about Cayin's products, please visit <http://www.cayintech.com/products.htm>

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

Cayin Technology in Brief

Cayin Technology is established by a group of professionals specializing in development, researches, and engineering. Cayin devotes itself to providing complete digital signage solutions in various applications, such as transportation, education, retail, hospitality, corporation, financial and public institutions. In order to best facilitate the deployment of Cayin products, we also provide tailored hardware and software services to satisfy customers' demands for almost limitless applications.

More about Cayin Technology at <http://www.cayintech.com>

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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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