



New Launch of Cayin SMP-PRO3 Leads to Easy and Stylish Digital Signage

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Cayin Technology is releasing an advanced division-type media player, SMP-PRO3, tailored for dynamic digital signage

PR9.NET May 31, 2007 - Taipei, Taiwan - At the COMPUTEX TAIPEI trade show, Cayin Technology is releasing an advanced division-type media player, SMP-PRO3, tailored for dynamic digital signage that offers a multimedia communication platform to promote, inform, educate, and entertain specific audiences at specific time for the out-of-home digital media.

SMP-PRO3, the new product of Cayin Technology under SMP-PRO series, is an advanced division-type display engine for digital signage applications. With SMP-PRO3, users can deliver instant messages, such as commercial films, TV programs, advertisement banners, and tickers to target audiences in a variety of occasions, such as retail stores, hotels, pubs, convention centers, hospitals, etc.

SMP-PRO3 supports various combinations of multimedia presentations to satisfy a broad spectrum of applications' needs. Not being limited to traditional given templates, users can create a new skin that matches the brand image or the theme of the event in five minutes with Cayin's Skin Editor, an intuitive, simple drag-and-drop tool. Users can present totally up to six dedicated areas for stored/lived video playback, two image slide shows, a ticker, a clock, and a theme background.

You can upload up to 30 skin images into the player. To assist users with instant deployment, Cayin especially provides multiple well-designed skins and stylish clocks for users to create attractive presentations easily. Users can also choose to display different skins by schedule, centrally managed by Cayin's CMS server.

SMP-PRO3 plays real-time video by connecting to a TV tuner, DVD player, camera, etc. With a large display, users can display live TV programs along with other advertisement banners on the same screen. Users can also choose to use Cayin's CMS server, incorporated with SMP-PRO3, to broadcast live streaming videos to all players via Internet.

SMP-PRO3, equipped with Cayin's media player, supports most popular codec and file formats, such as MPEG-1/2/4 ISO, MP3, WMV 7/8/9, WMA 7/8, DivX, RAW DV, JPG, GIF, etc. It also supports most of resolutions for both standard and wide screens.

SMP-PRO3 also features for its good scalability and can be deployed either as a networked standalone solution or under a server-client structure (incorporated with Cayin's CMS server). With CMS server, administrators can centrally and remotely manage all SMP-PRO3 players located at different sites, and distribute right messages to be displayed at pre-scheduled time and designated places.

Another significant feature of SMP-PRO3 is its 'log record' for monitoring status of the system, the network, the media player, and the playback for management and analysis purposes, especially for critical commercial applications. You can also purchase Cayin's professional management software – Super Report to generate billing and monitoring reports.

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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