



New Launch of Cayin SMP-WEB3 Leads to a Flexible and Real-time Digital Signage Solution

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Cayin Technology will showcase the latest web-based digital signage player, SMP-WEB3, at infocomm07. SMP-WEB3 offers flexible and interactive multimedia presentations to satisfy a limitless spectrum of applications' needs, such as universities, pharmacies, book stores, congress centers, hospitals, etc. This system supports most popular web languages, such as HTML, JavaScript, Flash, DHTML, CSS, etc. It also 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. SMP-WEB3 offers to play real-time video by connecting directly to the player a TV tuner, a DVD player, a CCTV camera, etc.

PR9.NET June 05, 2007 - Taipei, Taiwan - At the infoComm07, Cayin Technology is releasing an advanced web based media player, SMP-WEB3, 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-WEB3, the new product of Cayin Technology under SMP-WEB series, is an advanced web based display engine for digital signage applications. With SMP-WEB3, users can use HTML, Flash, and Cayin's media player to deliver instant and live messages, such as commercial films, TV programs, advertisement banners, and tickers to target audiences in a variety of occasions, such as universities, pharmacies, book stores, congress centers, hospitals, etc.

SMP-WEB3 offers flexible and interactive multimedia presentations to satisfy a limitless spectrum of applications' needs. All multimedia contents can be displayed in full-screen web page which can include Flash, video, ticker text, picture and live content. Designers can utilize their own familiar web-editing tools and unleash their creativities. Users can enjoy templates without limitations in terms of areas. This system supports most popular web languages, such as HTML, JavaScript, Flash, DHTML, CSS, etc. SMP-WEB3 can also be easily extended to provide interactive services incorporating with external devices such as touch screen, keyboard, keypad, or mouse.

SMP-WEB3 also offers to play real-time video by connecting directly to the player a TV tuner, a DVD player, a CCTV camera, etc. With a large display, users can display live TV programs along with other advertisement on the same screen in Flash or HTML. Users can also choose to use Cayin's CMS server, incorporated with SMP-WEB3, to broadcast live streaming videos to all players on the network.

SMP-WEB3, 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.

As SMP-WEB3 is an open-structure and scalable platform for easy integration, it can be deployed either as a "networked standalone solution" or under server-client structure over wired or wireless IP network, and can integrate easily with customers' existing network facilities, including web server, database, storage, backup, and load balance. With Cayin CMS server, administrators can centrally and remotely manage all SMP-WEB3 players located at different sites, and distribute right messages to be displayed at pre-scheduled time and designated places.

Another significant feature of SMP-WEB3 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 Reporter to generate billing and monitoring reports.

For more product information, please visit Cayin website at <http://www.cayintech.com/products.htm>.

For more press information, please download at <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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