

CAYIN products

SMP-PRO4

Zone-Type Digital Signage Player

Zone-type fanless digital signage player with AV-in supporting portrait mode, real-time video, playback of image slide show, ticker text, video, and clock in maximum six zones.



SYSTEM FEATURES

Multimedia Presentation

- Zone-type presentation supporting one background design, one multimedia (stored video/streaming video/image/music) area, two image slide show areas, one ticker area, and one clock & date area
- Support easy settings of ticker by entering texts directly in the web-based user interface, or feed texts from a text file, URL, or RSS feed.
- Play real-time video by directly connecting to a TV tuner, DVD player, USB Camera (UVC compatible), etc.
- Support various resolutions for standard (4:3) and wide screens (16:9) in both portrait and landscape displays.

Easy Template Creation

- Equipped with pre-designed skins and stylish clocks for users to create attractive presentations easily.
- Packed with a handy tool, Skin Editor, with an intuitive drag-and-drop user interface. Users can define the size and location of each zone freely and create skin and clock files.



Local and Central Scheduling

- Edit schedule directly on individual SMP player or centrally control multiple players in groups by CAYIN CMS server.
- Edit playlist and playback multimedia contents based on a pre-set schedule.
- Turn on/off display and adjust volume manually or by a pre-set schedule.

Powerful Remote Management

- Manage each player remotely by a web-based user interface via wired/wireless network.
- Complete step-by-step configuration via Wizard Mode.
- Turn on/off screens, or control other devices by RS-232.
- Recover system remotely for easy maintenance.
- Create log files recording the system status for management and analysis purposes. Users can purchase **SuperReporter 2** to generate advanced reports.
- Manage the player as a standalone system or incorporate it with CAYIN CMS server as a server-client structure.
- Trigger emergency mode via CAYIN CMS server or **SuperMonitor 3**
- Hardware watchdog timer, CPU temperature.

Content Update

Update multimedia contents by USB flash drive (offline), FTP, Network Neighborhood, or by CAYIN CMS server with automatic centralized content update according to the pre-set schedule through LAN or the Internet.

HARDWARE SPECIFICATIONS

Dimension	• 268 (W) x 174 (D) x 47 (H) mm
Weight	• 2.2 Kg (with hard drive)
Material	• Aluminum + Steel (Fanless)
Color	• Black
Network	• 10/100/1000 Mbps Ethernet • 802.11 b/g WIFI controller (optional)
Internal Storage	• 160G Byte, 2.5" SATA HD
Video	• VGA D-Sub, DVI-D (no HDCP support)
Audio	• RCA (Stereo)
Video in	• S-Video
Audio in	• RCA (Stereo)
Power	• 100~240V AC (with external adaptor)
Others	• 2 x RS-232 (COM), 4 x USB
Certificate	• CE, FCC, LVD, RoHS, CB, CCC

- Specifications subject to change without notice.

ADVANCED APPLICATIONS

The uniqueness of CAYIN network digital signage solution lies in its scalable products which can collaborate with each other to achieve more advanced functions. The following products can collaborate with SMP-PRO4 and provide powerful remote management:



CAYIN CMS server

With CMS server, administrators can manage players in groups, and perform live video streaming, central scheduling, emergency mode, access right management, and content updates of multiple players simultaneously.



SuperMonitor 3

Administrators can monitor the functioning status of digital signage networks and configure settings of SMP players and CMS servers easily.



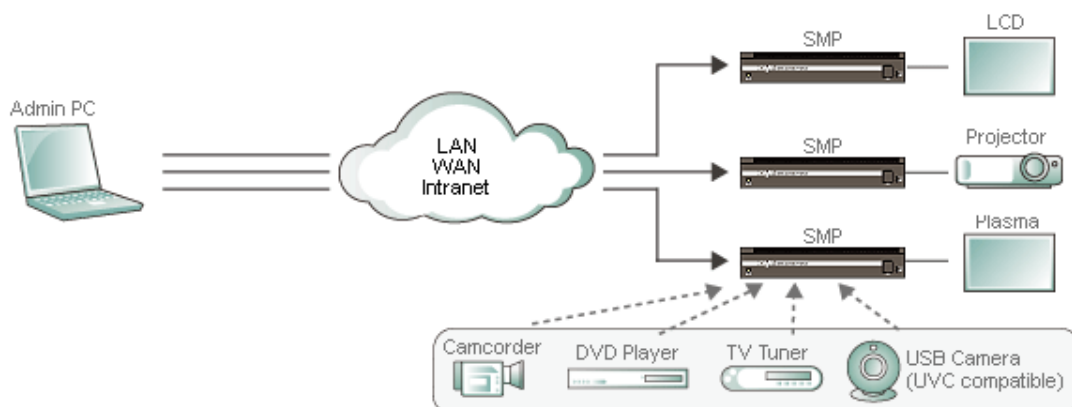
SuperReporter 2

Administrators can use SuperReporter 2 to generate diagrams and reports for billing and performance analysis.

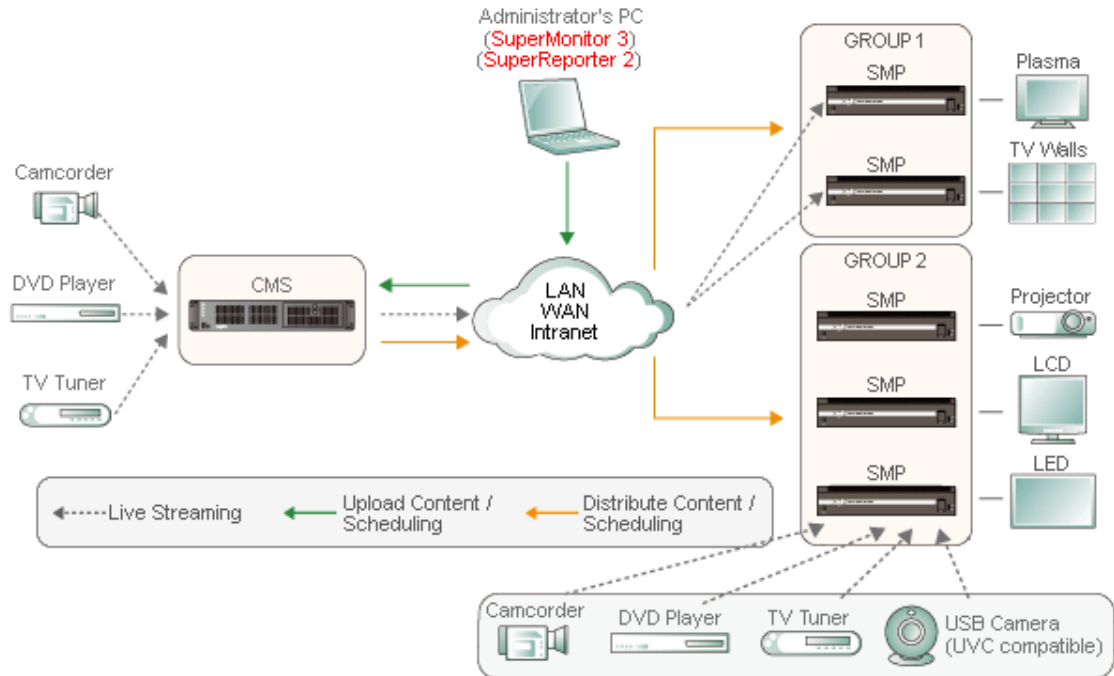
SYSTEM STRUCTURE

SMP-PRO4 can be deployed either as a “networked standalone solution” or under server-client structure over wired or wireless IP network.

Networked Standalone Digital Signage Player



Digital Signage Network with Server-Client Structure (CMS server + SMP player)



CMS-Mini

Content Management server

Compact and reliable dedicated digital signage server for efficient media player management, content update, central scheduling, and streaming broadcast

SYSTEM FEATURES

Media Player Management

- Provide a completed client list, detailing all media players controlled by this CMS server
- Create media player groups for easy systematized management
- Remotely manage media players in two major aspects: content update and play-list scheduling

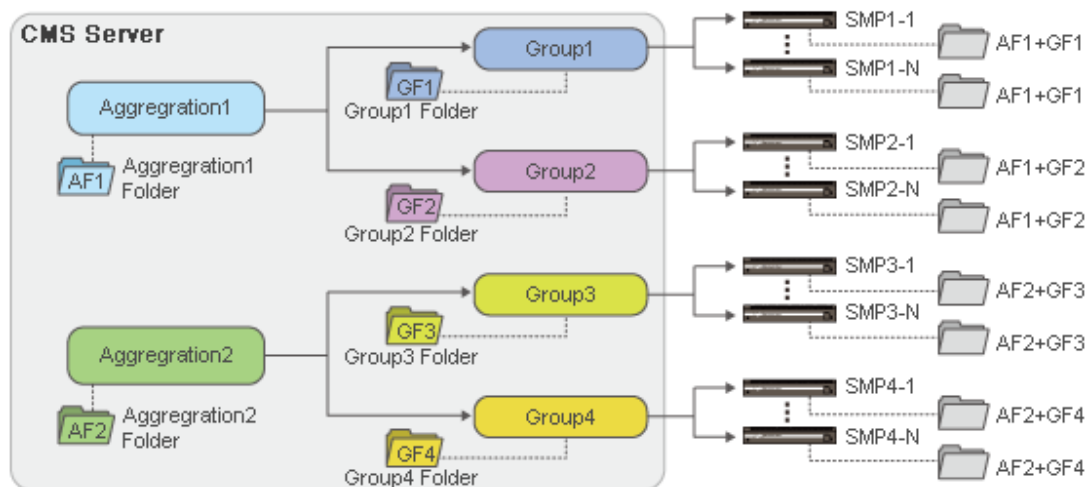


Access Control

- Create multiple user accounts and authorize each account to possess different access rights
- Secure the access to Web Manager and Media Folder by username and password

Content Update

- Update and synchronize content automatically to all media players in groups and aggregations (two-layer groups)
- Synchronize playlist, skin, font, and all multimedia contents in the Media Folder to media players
- Support to create folders and sub-folders to store and organize multimedia content
- Upload contents by FTP and Network Neighborhood
- Update contents to max. 40 players simultaneously



Central Scheduling

- Centrally control the playlists of all media players in groups and aggregations (two-layer groups)
- Edit playlists of video, image, ticker, skin, and volume for SMP-PRO series
- Edit playlists of video, web playlist, program, and volume for SMP-WEB series
- Schedule the playlist to minutes by weekly basis or schedule an one-time event
- Edit unlimited number of client groups
- Edit Emergency Scheduling (or Emergency Event): After you configure the Emergency scheduling, you can trigger it anytime by CMS or by **SuperMonitor 3**. The Emergency Scheduling has the highest priority than any other scheduling type.

RTB (Real Time Broadcast)

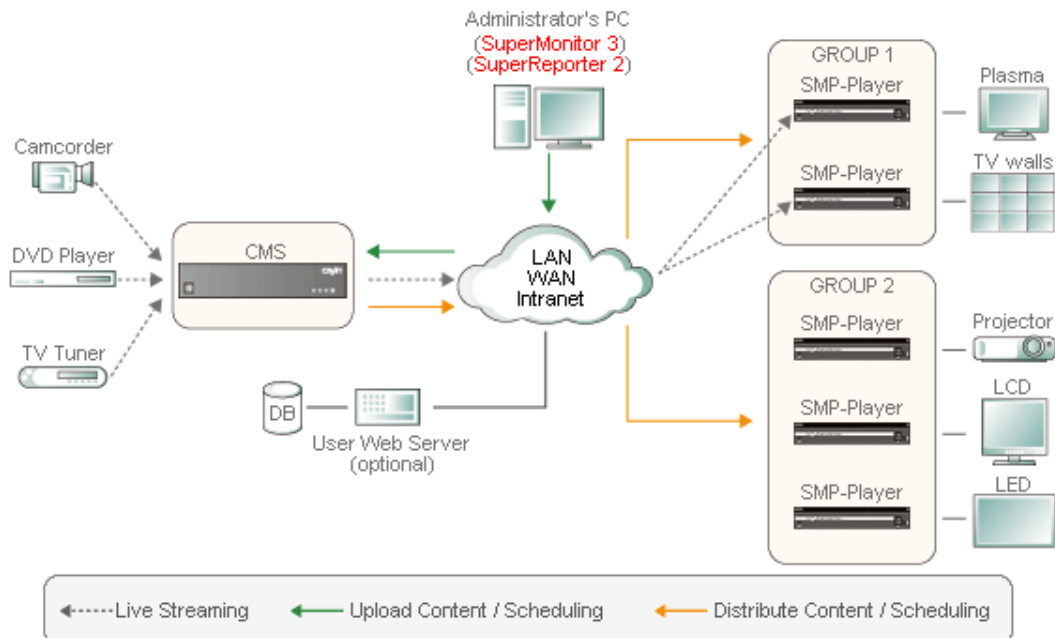
- Assign each video signal (NTSC and PAL) to a particular channel
- Real-time video/audio signal transcoding and broadcasting
- Transmit streaming data to media players by means of LAN broadcasting, multi-casting, or uni-casting
- Manage 1 video signal per server; up to 64 inputs for the whole system
- Support DVD quality MPEG-2 and MPEG-4 transport streaming; bit-rate from 1 Mbps to 5 Mbps (1Mbps for CIF; 2Mbps or up for Full D1)

HARDWARE SPECIFICATIONS

Dimension	• 65 (H) x 320 (W) x 334 (D) mm
Weight	• 3.5 Kg (May differ between models)
Material	• Aluminum
Color	• Black
Network	• 10/100 Mbps Ethernet controller • Protocols: IP, TCP, UDP, ICMP, HTTP, DHCP, RTB, SMB/CIFS, FTP
Storage	• 160G Byte, 3.5" IDE Hard-disk drive
Connector	• RJ-45 (Ethernet) x 1 • USB 2.0 x 4 • VGA D-SUB x 1 • PS/2 Keyboard/Mouse • Power connector x 1 • Video in (RCA or BNC) x 1 • Audio in (Phone jack) x 1
Certificate	• CE, FCC, RoHS

- Specifications subject to change without notice.

SYSTEM STRUCTURE



CMS-Performance

Content Management server

Powerful and reliable dedicated digital signage server for efficient media player management, content update, central scheduling, and streaming broadcast

SYSTEM FEATURES

Media Player Management

- Provide a completed client list, detailing all media players controlled by this CMS server
- Create media player groups for easy systematized management
- Remotely manage media players in two major aspects: content update and play-list scheduling

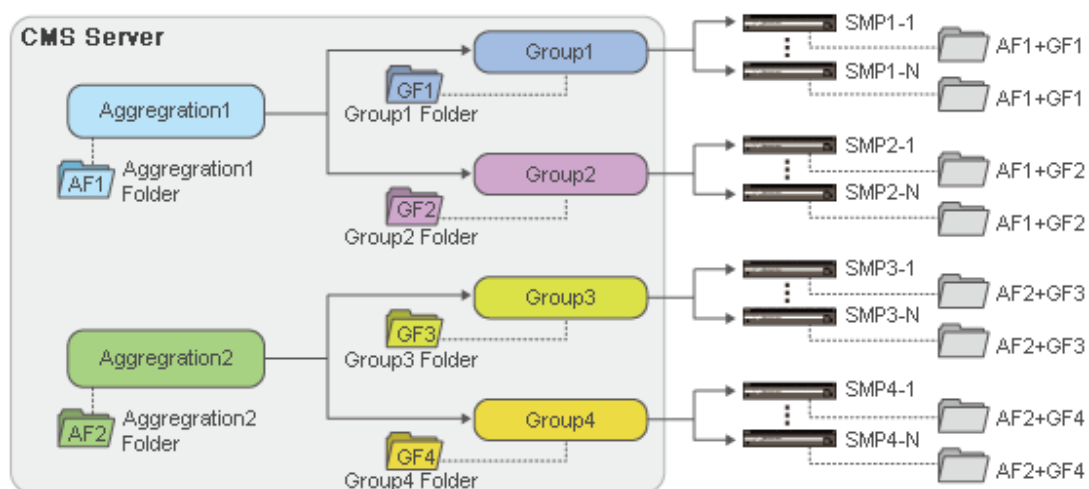


Access Control

- Create multiple user accounts and authorize each account to possess different access rights
- Secure the access to Web Manager and Media Folder by username and password

Content Update

- Update and synchronize content automatically to all media players in groups and aggregations (two-layer groups)
- Synchronize playlist, skin, font, and all multimedia contents in the Media Folder to media players
- Support to create folders and sub-folders to store and organize multimedia content
- Upload contents by FTP and Network Neighborhood
- Update contents to max. 250 players simultaneously



Central Scheduling

- Centrally control the playlists of all media players in groups and aggregations (two-layer groups)
- Edit playlists of video, image, ticker, skin, and volume for SMP-PRO series
- Edit playlists of video, web playlist, program, and volume for SMP-WEB series
- Schedule the playlist to minutes by weekly basis or schedule an one-time event
- Edit unlimited number of client groups
- Edit Emergency Scheduling (or Emergency Event): After you configure the Emergency scheduling, you can trigger it anytime by CMS or by **SuperMonitor 3**. The Emergency Scheduling has the highest priority than any other scheduling type.

RTB (Real Time Broadcast)

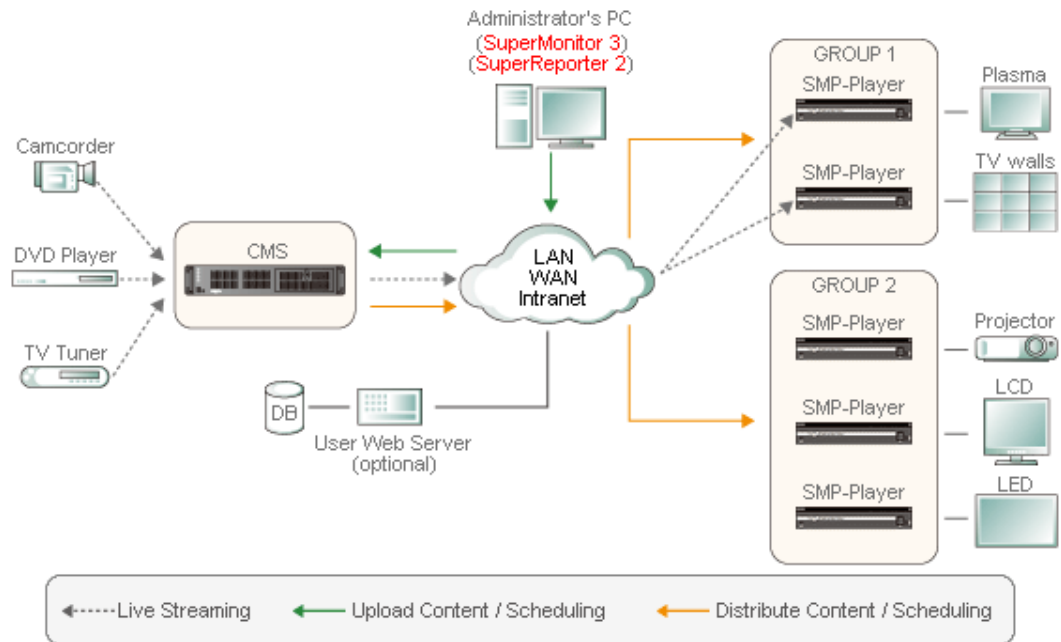
- Assign each video signal (NTSC and PAL) to a particular channel
- Real-time video/audio signal transcoding and broadcasting
- Transmit streaming data to media players by means of LAN broadcasting, multi-casting, or uni-casting
- Manage up to 8 video signals per server; up to 64 inputs for the whole system
- Support DVD quality MPEG-2 and MPEG-4 transport streaming; bit-rate from 1 Mbps to 5 Mbps (1Mbps for CIF; 2Mbps or up for Full D1)

HARDWARE SPECIFICATIONS

Dimension	• 88 (H) x 482 (W) x 450 (D) mm; 2U Rack
Weight	• 13.5 Kg (May differ between models)
Material	• Steel
Color	• Black
Network	• 10/100/1000 Mbps Ethernet controller • Protocols: IP, TCP, UDP, ICMP, HTTP, DHCP, RTB, SMB/CIFS, FTP
Storage	• 3.5" IDE Hard-disk drive x 1 or 2 (Mirror or Strip); size by request
Connector	• RJ-45 (Ethernet) x 1 • USB 2.0 x 2 • VGA D-SUB x 1 • PS/2 Keyboard/Mouse • Power connector x 1 • Video in (RCA or BNC) x 4 or 8 • Audio in (Phone jack) x 4 or 8
CDROM	• Internal slim CDROM
Certificate	• CE, FCC, RoHS

- Specifications subject to change without notice.

SYSTEM STRUCTURE



SOFTWARE

SuperReporter2

Generate Statistics Reports for Billing and Performance Analysis

SuperReporter 2 is the advanced reporting software dedicated for CAYIN digital signage network. Incorporated with CAYIN SMP players, the software assists administrators in generating playback and system status reports instantly for multiple digital signage networks.



USER INTERFACE INTRODUCTION

The user interface of SuperReporter 2 is composed of three major areas:



- 1. Project Management:** Edits player and content profiles.
- 2. Statistics Report:** Previews statistics diagrams and generates complete reports.
- 3. Player Status Report:** Monitors current and history log-receiving status of all SMP players.

SuperReporter 2 IS BEST APPLICABLE TO

- Digital Signage Media Operators: The software can generate playback reports for billing in commercial applications.
- Digital Signage Network Users: Administrators can generate reports easily for periodical performance review.

PROJECT MANAGEMENT

Manage Multiple Projects Simultaneously

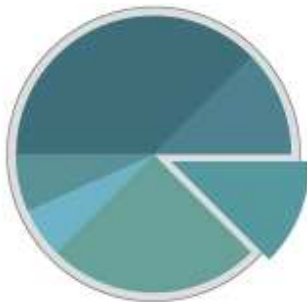
Administrators can manage different digital signage networks at the same time and generate reports based on each project. This classification function can also be used to manage players based on geographic regions, customers, contents, business models, etc.

Generate Reports Whenever Needed

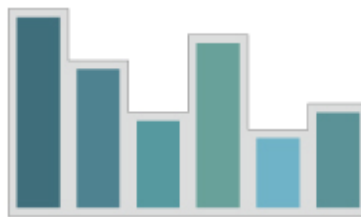
Administrators can select any time period to conduct analysis and generate reports whenever they are needed.

PLAYBACK REPORT

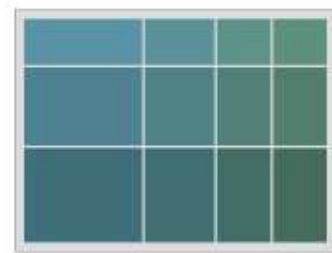
Three Major Report Types



Pie Chart



Bar Chart



Tables/Figures

Generate Reports by Agent

Administrators can filter different content sources immediately and generate reports particularly for a specific advertising agency or content providers.

Playback Analysis from Multiple Angles

Administrators can preview reports within a selected time period in the following two ways:

- **Comparison Chart over Time:** Users can check the total number of playback times and total running time of playback of each multimedia file per day or per hour.
- **Comparison Chart among Files:** Users can compare the total number of playback times and total running time of playback of different selected multimedia files.



Export Reports into Two Formats

- HTML: All statistics and diagrams can be exported into HTML files. Administrators can share reports easily with advertisers, advertising agencies, or other users via Internet.
- Excel: SuperReporter 2 can export Excel files, detailing all playback records of each multimedia file. Administrators can utilize these raw data to conduct further analysis and create their own reports and diagrams with great flexibility.



Generate Reports Automatically and Periodically

SuperReporter 2, incorporated with batch files or Windows® Scheduled Tasks, can automatically generate and send reports daily or weekly. For example, you can generate a report, send it to your marketing staff by email, and save a copy to your PC on the first day of each month.

PLAYER STATUS REPORTER

Monitor Current Status of SMP Players

SuperReporter 2 assists administrators in conducting preliminary check of the connection status of SMP players. If the software cannot receive SMP player's log records, a warning sign will be shown in the Player Status Report, so that administrators can verify the problem and solve it immediately.

INTEGRATION WITH SuperMonitor 3

By not having to edit player lists manually, administrators can create player profiles more efficiently by importing CAYIN's **SuperMonitor 3** files. **SuperMonitor 3**, Windows®-based package software, assists administrators in monitoring functioning status of digital signage networks and manages multiple CMS servers and SMP players simultaneously.

SYSTEM STRUCTURE



SYSTEM REQUIREMENTS

Operating System	Windows® XP, Windows® Vista, or Windows® 7
Display resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	512 MB minimum. 1024 MB or more is recommended
Hard Disk	10MB for program and configurations, 20GB or more for storing log records

- . Features and specifications are subject to change without notice.
- . All brand names and trade marks are the property of their respective owners.

SuperMonitor3

Monitors and manages multiple projects, servers, and players simultaneously

SuperMonitor 3 is the advanced management software dedicated for CAYIN digital signage network. Incorporated with CAYIN CMS server, the software greatly enhances managerial functions, assisting administrators in monitoring and configuring multiple CMS servers and SMP players simultaneously by simply clicking, selecting, and drag-n-drop.



USER INTERFACE INTRODUCTION

The user interface of SuperMonitor 3 is composed of three major windows:



1. Group Tree View: Displays CMS servers, groups, and SMP players in a clear hierarchical menu.

2. Player View: Displays the connection status and basic system information about selected SMP players in a table.

3. Status View: Displays detailed information about selected SMP players in a tab menu.

INSTALLATION

Monitor Player Installation Progress

Administrators can import a player list (text file) into the unregistered folder in advance. Each player will be automatically moved to its predefined folder after it gets online and registers to the CMS server.

CONFIGURATION

Perform Time-Saving Batch Configuration

Configurations, such as multimedia playback, local schedule and system settings, can be synchronized between the benchmark player and all the other selected players in the same group.

CONTENT UPDATE

Monitor Content Update Process

Administrators can watch the percentage of the download process and ensure successful content synchronization. Historical records of content update can also be tracked on SuperMonitor 3, so that administrators can watch over the status at any time.



SCHEDULING

Schedule Playlists Centrally with Calendar View

SuperMonitor 3 provides an alternative calendar view to schedule the following multimedia playback:

- **SMP-PRO series:** video, music, image, ticker, skin, and volume independently
- **SMP-WEB series:** playlist made up of items: webpage, Flash, image, video, program, volume. All schedules and playlists configured in SuperMonitor 3 will be synchronized to CMS servers automatically and then apply to SMP players in groups.

PLAYBACK

Monitor Live Status of Multimedia Playback

Administrators can check the current playlist, multimedia files, and even the actual preview of the screen, receiving instant updates of each SMP player.

UPGRADE

Update and Manage Patch Efficiently

SuperMonitor 3 assists users in listing available patches, filtering suitable SMP players for each patch, and simplifying the maintenance of large-scale digital signage networks.



REORGANIZATION

Regroup Players with Great Flexibility

With SuperMonitor 3, administrators can easily move SMP players to a different group or a different CMS server by simple drag-n-drop. In addition, hostnames of SMP players or CMS servers in SuperMonitor 3 can be changed without entering the web-based management interface one by one.

ABNORMAL OPERATION

Provide Instant Alert Mechanism

The system will indicate those abnormal devices whenever any disconnection between a SMP player and a CMS server is detected. SuperMonitor 3 can even send an alert notification by Email to multiple users immediately or upon a pre-set schedule.



EMERGENCY

Trigger Emergency Events

Administrators can trigger emergency events through SuperMonitor 3, so that those enabled players will broadcast the pre-configured emergency contents to the public.

SECURED PLATFORM

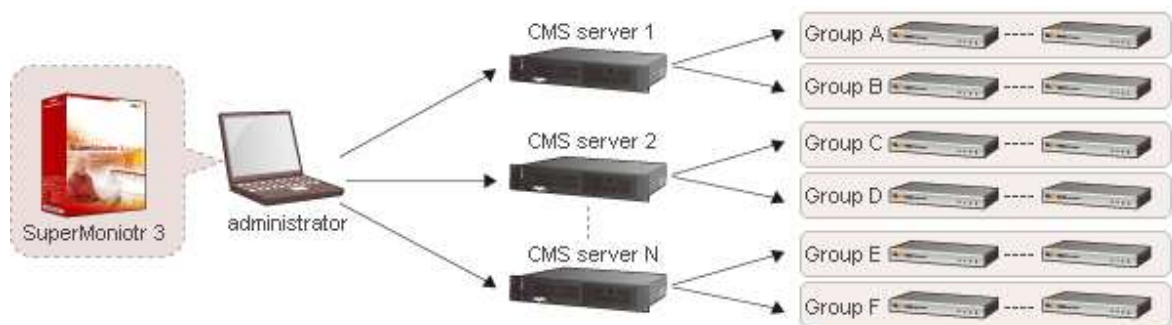
Enhance Security with Data Encryption

SuperMonitor 3 adopts advanced encryption and authentication methods to secure data transmission. Users can configure their own golden key to ensure the integrity of data.

INTEGRATION WITH SuperReporter 2

The player profile in SuperMonitor 3 can be imported into **SuperReporter 2**, so that the same database can be shared. **SuperReporter 2**, the Windows®-based package software, helps administrators to generate playback and system status reports and diagrams.

SYSTEM STRUCTURE



SYSTEM REQUIREMENTS

Operating System	Windows® XP, Windows® Vista, or Windows® 7
Display resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	512 MB minimum. 1024 MB or more is recommended
Hard Disk	30 MB for program and configurations



lobbyPost

Content Creation Software for Lobby Digital Signage

FEATURES

Dedicated lobby digital signage system

lobbyPost is application software especially designed for lobby digital signage, such as for administrations of hotel and convention center to communicate with guests in lobbies. Powered by lobbyPost's content and managerial tools, the software, incorporating with CAYIN SMP-WEB series players, can be used to easily display advertisements, room types and tariff, currency exchange rate, weather and more information.



Four easy steps to create a signage

lobbyPost provides the content editing platform with easy operational workflow, which comprises the following four steps:

STEP 1: add a new lobby display

STEP 2: select a template

STEP 3: modify template settings

STEP 4: enter data

The first three steps only have to be configured at the first-time use. For daily maintenance, users only need to do the 4th step, enter data

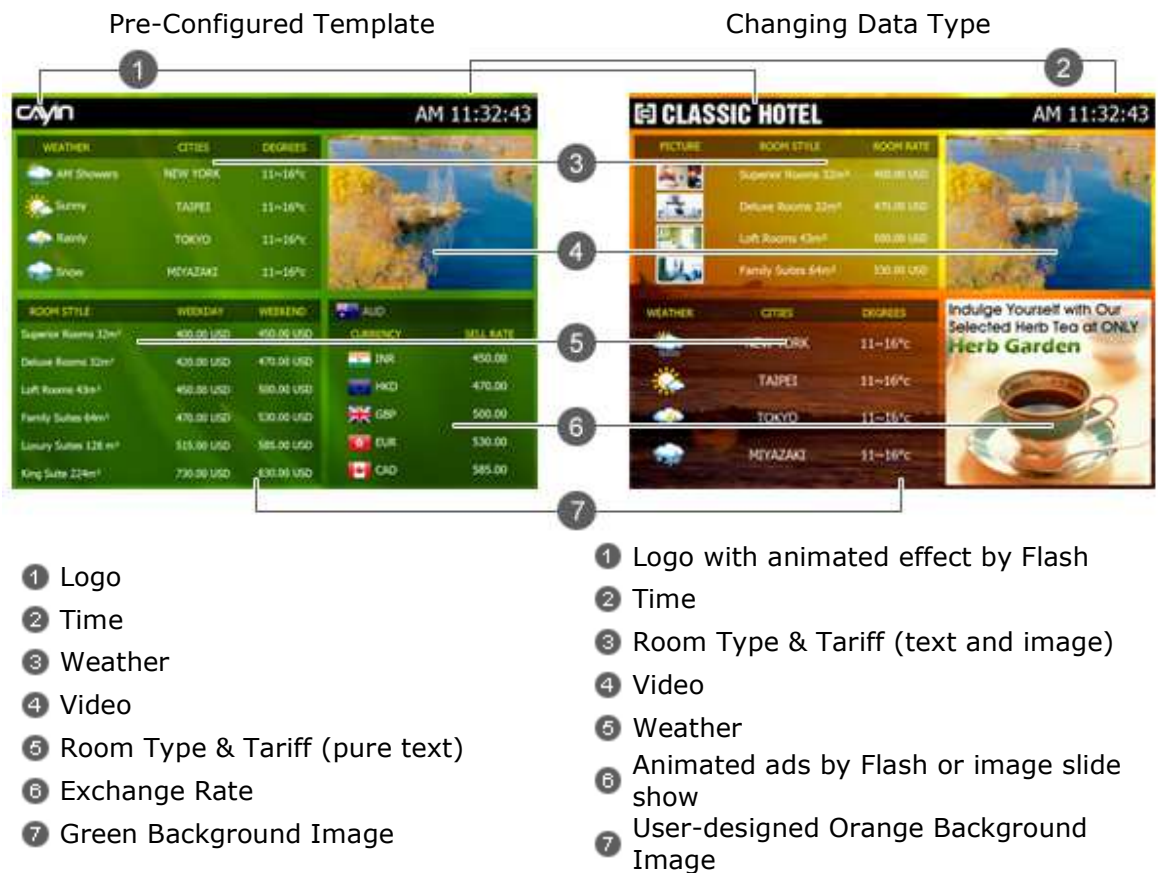


Pre-designed templates for instant adoption

lobbyPost provides with various pre-designed templates both in portrait and landscape displays that allow users to adopt easily and quickly. Each template contains at most six areas with pre-configured data types respectively. After selecting a template, you can input data in each area one by one according to the pre-configured usages. Within an instant, you can have a professional public display in lobbies when you complete data entry.

Changing data type in each area with great flexibility

Each template contains multiple areas for a variety of combinations of room type and tariff, currency exchange, weather information, images, Flash, video, and ticker. You can follow the pre-configured usages or modify the data type of each area at your disposal to create your own ideal lobby display.



Informative room type and tariff

lobbyPost provides an easy content-editing platform for users to display information about guest rooms. In this area, users can input information in maximum five columns: room type, quantity, tariff, availability, and picture. You can decide which columns to be shown and also name each column by yourself.

Changing exchange rate instantly

Exchanging currencies is an important service for international hotels or convention centers. To cope with the fact that exchange rates fluctuate according to the international situation and each hotel applies its own exchange rate, lobbyPost especially designs for easily updating exchange rates. Users can input information at maximum three columns: country, and sell and buy rates. With built-in 237 national flags, if you wish, lobbyPost can automatically display the correspondent flag when you choose a country or region. For sell and buy exchange rates, you only need to input the most recent figures with simple typing skills.

Showing updated weather information automatically

Weather is one of the most useful information influencing our daily life. In the weather area of lobbyPost, users can display information in maximum four columns: city, weather icon, temperature, and notes. Besides the normal method of manual data entry, lobbyPost furthermore allows users to retrieve weather information automatically from the Internet. Selecting a city is the only thing you need to do; then, you can display correct weather information on the lobby screen. lobbyPost also provides 48 useful weather icons for you. Only when you choose to enter weather information manually, do you need to select the weather icon by yourself, or the system will show the correct icon automatically.



Easy remote management and control

lobbyPost provides web-based user interface, and requires only simple and intuitive operation skills. Administrators can sit in office and remotely change the information displayed in the lobby by typing and effortless operation.

Complimentary basic system module

System module provides administrators with system information, equipped with managerial functions on user accounts and software license.

SUPPORTED PLAYERS

✔ SMP-WEBPLUS | ✔ SMP-WEB4 | ✔ SMP-WEBDUO

APPLICATIONS

✔ Hotel Lobby | ✔ Convention center lobby | ✔ Information counter in shopping mall

SYSTEM REQUIREMENT

Operating System	Windows® XP or Windows® Vista
Display resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	1024 MB or more is recommended
Hard Disk	200 MB for program and configurations, 10G minimum for store data.
Browser	Internet Explorer® 6 or above, Firefox® 1.5 or above

ORDERING INFORMATION

- . Ability to add maximum 255 lobby screens according to the range of software license. For more details, please contact CAYIN sales representative.
- . Software will be delivered via online download.



meetingPost

CAYIN's smarter meetingPost system now allows you to change meeting schedules within an instant!

FEATURES

Digital signage system dedicated to meeting room management

CAYIN's meetingPost is dedicated to the needs of meeting rooms and banquet halls that require




flexible arrangement on the meeting schedule as well as frequent update on information post. meetingPost is designed to cooperate with CAYIN SMP-WEB series. By integrating its function of meeting management, meetingPost can be used to substitute traditional paper signs, displaying real-time information of the event on the monitor outside each meeting room/banquet hall.

Easy remote management and control

meetingPost provides web-based user interface, and requires only simple and intuitive operation skills. Administrators can sit in office and remotely change the information displayed outside the meeting room by typing and effortless operation. No more going to-and-fro the meeting rooms is needed!

Functional display mode of meeting schedule

meetingPost provides three different meeting display modes:

 <p>Single meeting Display details of the current meeting</p>	 <p>Meeting list List out all the appointed meetings of the day</p>	 <p>Integrated display A combination of "single meeting" and "integrated display"</p>
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Pre-designed templates for fast adoption

meetingPost is installed with various templates that allow users to adopt easily and quickly. Users can also change logo, background image, as well as colors and sizes of texts according to actual needs. A template can be used for all meeting rooms to create the sense of unison. Characterized styles can also be used in correspondent meeting rooms to underscore their individual purposes. In addition, meetingPost supports both portrait and landscape presentation for better flexibility.



Showing rich meeting information

By using web-based user interface, administrators can input basic information of meeting/event, including the title of meeting room, the name of meeting, date and time for the meeting to take place, company logo, and event photo. Separately, meetingPost features two text zones for users to add in further information with flexibility. Screens can be used to broadcast brand image or video when there is no meeting held inside.

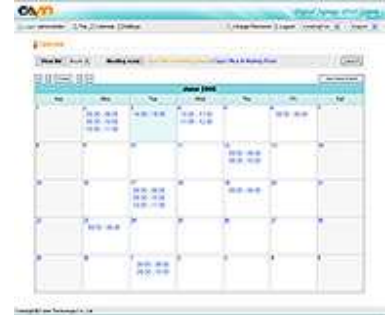
Pre-scheduled display vs. instantaneous display

Administrators can pre-edit a meeting list for each meeting room on pre-scheduled display. For occasional, urgent events, administrators can also remote input meeting information and instantly display it on the screen.

Room booking system

You can process online booking for all meeting and banquet rooms, and other facilities. To arrange events on monthly and weekly calendars, simply click on the dates and start to book rooms!

meetingPost also features for its search function, which can automatically find available rooms for a specified period of time.



Integrating with wayfinderPost

meetingPost shares saved meeting information with wayfinderPost, providing both meeting information and signpost simultaneously without repeating information input process.

Complimentary basic system module

System module provides administrators with system information, equipped with managerial functions on user accounts and software license.

SUPPORTED PLAYERS

✓ SMP-WEBPLUS	✓ SMP-WEB4	✓ SMP-WEBDUO
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APPLICATIONS

✓ School conference rooms	✓ Convention center / meeting rooms at exhibition center
✓ Company meeting rooms	✓ Hotel meeting rooms / banquet halls

SYSTEM REQUIREMENT

Operating System	Windows® XP or Windows® Vista
Display resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	1024 MB or more is recommended
Hard Disk	200 MB for program and configurations, 10G minimum for store data.
Browser	Internet Explorer® 6 or above, Firefox® 1.5 or above

ORDERING INFORMATION

- . Ability to add maximum 255 meeting rooms according to the range of software license. For more details, please contact CAYIN sales representative.
- . Software will be delivered via online download.



wayfinderPost

CAYIN's wayfinderPost system helps update events information and directions easily and quickly.



FEATURES

Providing dynamic public announcements and direction guiding system

wayfinderPost is application software that CAYIN especially develops for public spaces where conveying announcements, promoting events, and guiding directions are frequent and crucial. This software is designed to cooperate with CAYIN SMP-WEB series products. By integrating wayfinderPost's editing and managerial functions, CAYIN's digital signage player can present dynamic public announcements and direction guidance more easily.

Four easy steps to create a signage

wayfinderPost provides a content editing tool with easy operation workflow comprising the following four steps:

STEP 1: add a new display

STEP 2: select a template

STEP 3: modify template settings

STEP 4: enter data

The first three steps only have to be configured at the first-time use. For daily maintenance, users only need to do the 4th step, enter data.



Pre-designed templates for instant adoption

wayfinderPost provides various pre-designed templates both in portrait and landscape displays that allow users to adopt easily and quickly. Users can also change logo, background image, as well as font color and size of the text according to their particular needs.

A wide variety of applications

The software provides various templates, which can be applied in different occasions with great flexibility. Applications include, but not limited to, the following four examples.

	<p>Special Event and Wayfinding The screen can be used to strongly promote an event before it begins. Event participants can be easily guided to the right location by the screen, showing the event name and time, accompanying with a direction arrow and attractive images. This can be applied to wedding banquets, seminars, get-together, etc.</p>		<p>Meeting Information and Direction This system, integrating with meetingPost, can display today's meeting on the screen, along with the direction of the meeting room of each event respectively. It can improve the traffic flow and guide the event participants to the right meeting room.</p>
	<p>Service Facility Sign and Direction wayfinderPost provides an easy platform for owners of hotels or convention centers to show all visitor where the service facilities are, such as toilet, entrance, elevator, parking lot, information center, etc.</p>		<p>Floor Plan wayfinderPost can assist in creating a simple floor plan by selecting build-in symbols, entering the introduction of each floor, and uploading self-designed pictures.</p>

Manual and auto data input

Users can enter data via the following two methods:

- . Enter wayfinder data manually: After selecting a template, users can manually enter texts or choose images in each column based on the selected template.
- . Lively retrieve data from meetingPost: When wayfinderPost is incorporated with meetingPost, users can choose to automatically retrieve data, such as meeting room's name, logo, topic, time, etc. from meetingPost, without manually repeating data entry.

Build-in useful icons of your choices

wayfinderPost provides many useful images, such as arrows, numbers, English characters, and other symbol signs. Users can adopt these images quickly; meanwhile, they can also upload their own designs, if they could not find a suitable one.



Complimentary basic system module

System module provides administrators with system information, equipped with managerial functions on user accounts and software license.

SUPPORTED PLAYERS

✓ SMP-WEBPLUS	✓ SMP-WEB4	✓ SMP-WEBDUO
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APPLICATIONS

✓ Hallway or lobby of hotels	✓ Convention center or exhibition center	✓ Museum
✓ Department store, shopping mall	✓ Other public space	

SYSTEM REQUIREMENT

Operating System	Windows® XP or Windows® Vista
Display resolution	1024 x 768 or above is recommended
Processor	Intel® Pentium® 4 compatible CPU or above
Memory	1024 MB or more is recommended
Hard Disk	200 MB for program and configurations, 10G minimum for store data.
Browser	Internet Explorer® 6 or above, Firefox® 1.5 or above

ORDERING INFORMATION

- . Ability to add maximum 255 wayfinding screens according to the range of software license.
- For more details, please contact CAYIN sales representative.
- . Software will be delivered via online download.
-

APPLICATIONS

ENTERTAINMENT

Digital Signage in **Entertainment**

Nowadays, the entertainment industry faces a tough audience who demands more dynamic, colorful and instant content to hold their attention. Digital signage provides a perfect communication platform to convey powerful and entertaining messages through digital displays in sports arenas, stadiums, movie theaters, pubs, casinos, etc. It not only broadcasts instant and attractive messages, but also creates ambiance of excitement, which are vital to provide a pleasant customer experience.



Diversified Information Platform

• **Sports arenas**

Digital signage system can be used to broadcast live games on large LED displays, presenting every detail of the game, and on LCD screens at snack bars, ensuring that fans can watch the game while they are standing in line. This dynamic system is also a perfect vehicle for promotions or sponsors in gift shops, food stands, and throughout the stadium.

• **Movie theaters**

Displays in the theater lobby can promote all current and upcoming movies. Furthermore, theater managers can sell time on the display to other advertisers to generate more revenue. Installing digital menu boards in concession stands is also one good application for digital signage. Besides just showing a simple price list, it can also present rich, lively promotions to boost sales.

• **Pubs & bars**

Sports bars can use digital signage to broadcast sports games along with some alcohol advertisements on the screens. Interactive games deployed with touch screens can also be an attraction to keep customers entertained and engaged.

• **Casinos**

Digital signage solution can act as an advertising system to promote hotels, pubs, shows, restaurants, spas, and all related events in a casino via outdoor billboard or indoor digital displays. It can also convey frequently changing information, such as wayfinding and conference information.

System Deployment

All SMP Players as a networked stand alone solution

- All SMP Players incorporated with CMS Server as a Server-Client structure solution
- SMP-WEB and a Web server (ASP/PHP programs) as a Server-Client Structure solution

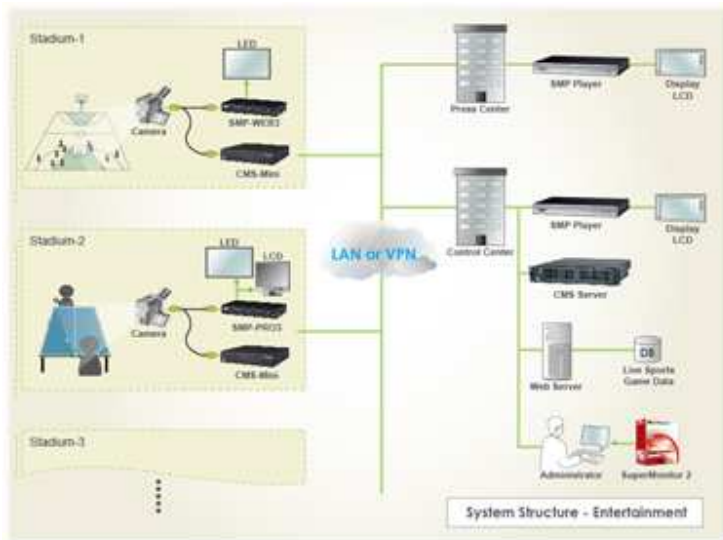


Illustration: Digital Signage in Sports Arenas

System structures will vary from venue to venue. Welcome to discuss your requirements with us. We can cooperate with you to fulfill your needs.

TRANSPORTATION

Digital Signage in **Transportation**

Signage has been prevalent in the transportation industry for years, such as airport, train station, bus stop, ferry, etc. Compared to traditional printed signage, digital signage is proven to effectively get more travelers' attention with vivid contents and becomes a practical marketing platform for advertisers in public transportation areas, since passengers need to kill time while they are waiting.



Broadcasting safety instructions and live, frequently changing information with minimum human involvement is also one major advantage of digital signage. For example, digital signage in the airport can convey updated flight schedules and wayfinding information to travelers so that they can find their destination swiftly and, furthermore, enhance travel experience.

Diversified Information Platform

• **Airport**

Digital signage network can be used to convey updated flight information, announcements, and emergency messages at the boarding gate, check-in counter, and other public spaces inside the airport. Retail shops, restaurants, baggage claim areas, and boarding gates in the terminal also provide a good platform for advertisers to promote their products and brand image.

• **Train and Subway**

Digital signage network can be used to broadcast train timetables and direction guiding at the entrance and in the passageways. Dynamic advertisements on the walls of the escalator, running from top to bottom, can create magnificent visual effects.

- **Bus**

Screens inside a bus can provide news, announcements, and promotions of local companies. With GPS, advertisements can be run depending on your current location.

- **Taxi**

Screens, installed behind the driver's seat, can be used for advertising. With GPS, advertisements can be run depending on your current location. Entertainment content, such as TV, news tickers, maps, weather, tourist information, etc. can increase passengers' satisfaction.

- **Ferry and Cruise**

Digital menu board can be deployed in snack bars and restaurants. Displays in the shop areas and at the entrance can present eye-catching promotions of products, services, and events. Live information, such as weather and news, can also be useful and entertaining to passengers during the trip.

System Deployment

- All SMP Players as a networked standalone solution
- All SMP Players incorporated with CMS Server as a server-client structure solution

SMP-WEB and a Web server (ASP/PHP programs) as a server-client structure solution

EDUCATION

Digital Signage Solution for **Education**

School is a place for innovation and creativity, and usually acts as an early-adopter of new technology. Replacing traditional static bulletin board is more than a need; it is a necessity. CAYIN's dynamic digital signage network allows schools to display instant multimedia content and manage it efficiently across campuses over Internet.



Digital signage, also named narrowcasting, can provide identical or different information to targeted audiences across campuses. It helps to differentiate school's image, and utilizes advanced multimedia and network technologies to set up an internal information network for students, teachers, staff, and visitors.

Diversified Information Platform

- At front gates, along corridors, beside stairs, and in front of elevators
Content displayed includes general school information and specific news and information to targeted audiences (teachers, students, visitors, or administrative staff), such as: announcement, school timetable, promotion of speeches, seminars, or activities, greetings and messages for guests, and the display of students' multimedia (art) works.

Administrators can broadcast live seminars, sports games, and school ceremony to all displays within campuses. The content can also include interactive information, such as: campus guide (map, departments, and facilities).

- Outside conference rooms
Content displayed includes daily occupancies, events, and current conference information (name, time, subject, etc.)

System Deployment

- All SMP Players as a networked stand alone solution
- All SMP Players incorporated with CMS Server as a Server-Client structure solution
- SMP-WEB and a Web server (ASP/PHP programs) as a Server-Client Structure solution

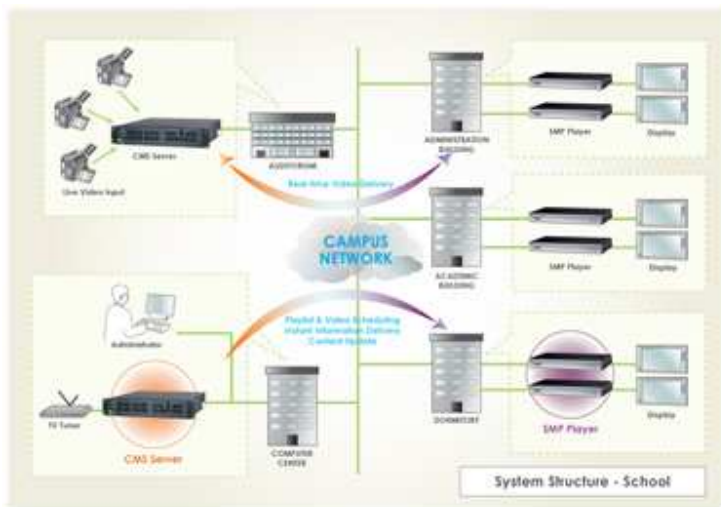


Illustration: Digital Signage at Campus

System structures will vary from school to school. Welcome to discuss your requirements with us. We can cooperate with you to fulfill your needs.

HOSPITALITY

Digital Signage in Hospitality

Dynamic digital signage is becoming more and more popular in hotels, resorts, restaurants, and casinos. It builds up an efficient communication platform between venue owners and customers. With digital media networks, customers can easily access to all kinds of up-to-date information and entertaining programs easily.



For venue owners, CAYIN's digital signage solution brings not only a modern, advanced corporate image to hotels but also new interactive services for customers. Administrators can update information centrally and immediately. Last but not least, it increases customers' satisfaction and, furthermore, brings higher hotel frequentation and sales revenue.

Diversified Information Platform

- At the front desk or reception

Content displayed includes corporate image, room tariff, currencies/exchange rates, updated news, special events or promotions, greetings for organizational or special guests, manager's name, messages for guests, and general information (weather, sports, market data, etc.)

- At the lobby

Content displayed includes interactive information (with touch screen or keyboard), floor plan, hotel guide (rooms & facilities), shopping information (inside and outside the hotel), local tours, cruises, specialties, attractions, special events or promotions, daily meetings, banquets and events.

- Outside conference rooms

Content displayed includes daily occupancies and events, current conference information (name, time, subject, etc.)

- At the entrance or inside elevators

Content displayed includes floor map, hotel guide (room & facility), special events & promotions for restaurants, spas, and lounge facilities and general information (weather, sports, market data, etc.)

- At the bar

Content displayed includes real-time sport games & TV programs, advertisements and special offers.

System Deployment

- All SMP Players as a networked stand alone solution
- All SMP Players incorporated with CMS Server as a Server-Client structure solution

SMP-WEB and a Web server (ASP/PHP programs) as a Server-Client Structure solution



Illustration: Digital Signage in a Hotel System structures will vary from venue to venue

MUSEUM

Digital Signage in a Museum

The relation between art and technology is getting closer than ever. Artists create digital works with advanced computer technology. In addition, more and more museums need a platform where art and technology can work together, both for digital or non-digital artwork. With the aid of digital signage network, museums can communicate efficiently to visitors and offer artists the possibility to express their creativity extensively.



Diversified Information Platform

- At the entrance
Content displayed includes general museum information, greetings and messages for visitors, opening and closing hours, ticket prices, promotions of special exhibitions or artists, and the museum promotional video.
- At the exhibition hall, along corridors, and in front of elevators
Content displayed includes the museum guide and video clips of recent exhibitions or performances. Artists can also broadcast their live performances to all displays within the museum.

System Deployment

- All SMP Players as a networked stand alone solution
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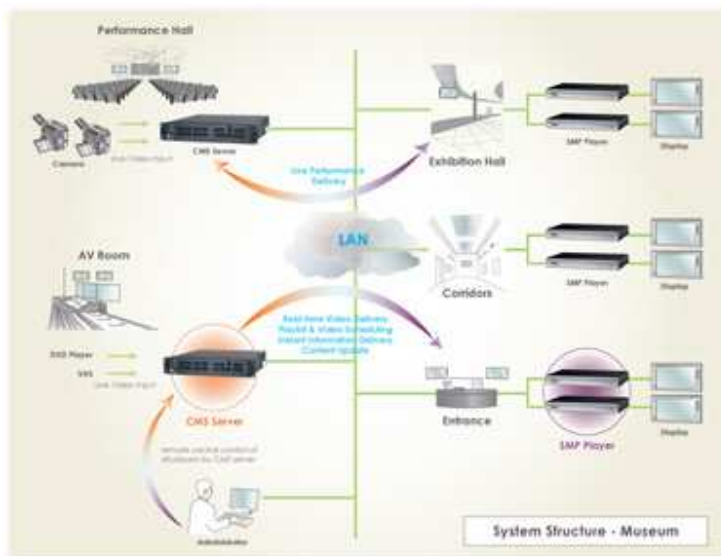


Illustration: Digital Signage in a museum

System structures will vary from museum to museum. Welcome to discuss your requirements with us. We can cooperate with you to fulfill your needs.

RETAIL

Digital Signage in **Retail**

Retailers are at the end of the supply chain and have a significant influence on customers' decisions and satisfaction. Therefore, marketers consider retailing to be important in the overall distribution strategy.



Shop owners also emphasize the importance of an effective and time-to-market promotion at the point of purchase. CAYIN's Digital Signage products fulfill retailers' needs by offering a flexible and easy-to-use platform for distributing updated information. We also provide log records for monitoring status of the whole system and the playback of commercial films and other multimedia content.

CAYIN's complete solution allows displaying instant multimedia content and manage efficiently all the information over Internet. Therefore, administrators can remotely control all players in each chain store in groups and display right content at the right place and the right time.

More than a tool to increase sales, CAYIN's digital signage platform is facilitating the access to updated information for both employees and customers.

Diversified Information Platform

- In a mall, chain stores, shops, etc.

Content displayed includes all information to targeted audiences (customers and employees), such as news, announcement, open hours, promotions, and special offers.

CAYIN's SMP-WEB series is under an open structure. Administrators can update live information, e.g. prices or product descriptions, manually via the Internet. They can also integrate CAYIN's products with retailers' database or inventory management system to provide promotion activities automatically based on the inventory status in stores.

- Interactivity

The content can include interactive information such as: questionnaires, floor plan/facilities of a mall and e-catalogs. This can be enabled via a touch screen, mouse, keyboard, or keypad.

System Deployment

- All SMP Players as a networked stand alone solution
- All SMP Players incorporated with CMS Server as a Server-Client structure solution
- SMP-WEB and a Web server (ASP/PHP programs) as a Server-Client Structure solution

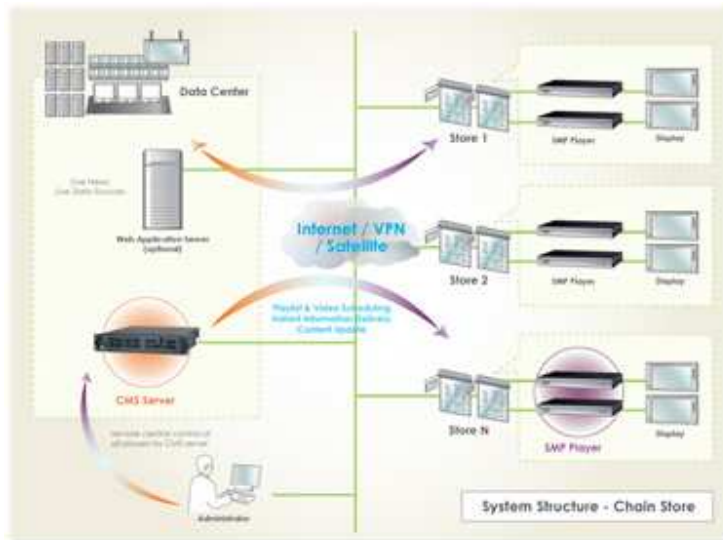


Illustration: Digital Signage in Chain Stores

System structures will be different case by case. Welcome to discuss your requirements with us. We can cooperate with you to fulfill your needs.

HEALTHCARE

Digital Signage in **Healthcare**

Digital signage is an effective communication tool and can be beneficial greatly for both patients and healthcare providers in hospitals, clinics, and nursing homes, in the following aspects:

- **Entertainment**

Digital signage can provide TV programs or even interactive games to comfort anxious patients and reduce patient's perceived wait time.

- **Wayfinding Information**

Digital signage can be arranged in receptions leading patients and visitors to their destination quickly.

- **Education Platform**

Digital signage can help hospitals provide educational programs, such as new treatments, surgery, preventive care, etc.

- **Information Delivery**

Digital signage system can show hospital's announcement, doctor's visit time, department, etc. It can also keep families of surgery patients informed continuous update of the surgery progress and comfort the families in the waiting room.

- **Patient Flow Management**

Digital signage can integrate with hospital queuing system so that healthcare providers can serve patients quickly and efficiently, as well as entertain patients at the same time through a multi-zone template.



System Deployment

- All SMP Players as a networked stand alone solution
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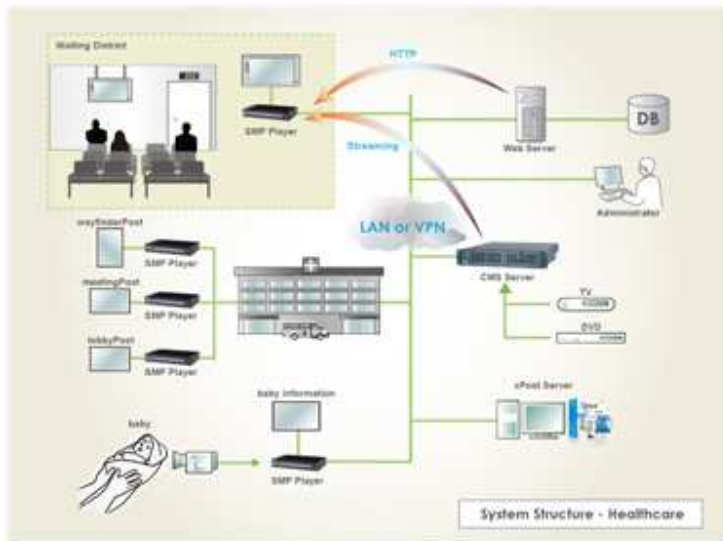


Illustration: Digital Signage in Healthcare

System structures will be different based on your applications. Welcome to discuss your requirements with us. We can cooperate with you to fulfill your needs.