Panasonic Digital Signage

Embedded Solutions...

Taking business communications to a new level...

Panasonic digital signage solutions offer a versatile and effective content delivery system for distributing information, promotions, advertising and point-of-sale materials directly to your customers.

A plasma panel with an integrated PC streamlines management of content locally or across an entire network, using a server.

Your images, movies, advertising or training information can be uploaded to a server and distributed in real time across your network via the internet/LAN/WAN, up to 3000 sites nationwide.

Key Benefits:

Embedded Design
The PC integrates seamlessly into a Panasonic professional plasma. It minimises the need for cabling, making installation easier, removing the need for a separate PC or an extra air conditioning unit to keep it cool.

Control
Change the way you communicate to staff and customers. Enjoy the flexibility of updating your content in real time, when you want it, where you want it and as often as required.

Power
A single power source ensures that no additional power is required. With an ultra low voltage chip of 15 watts, energy usage is lower than a light bulb.

Reliable
Based on an industrial grade PC platform, the system is stable and reliable for uninterrupted playback of multimedia content.

Speed
Unlike traditional forms of signage such as billboards and point-of-sale posters, the digital signage solution allows dynamic and rich content, ensuring fast transfer of information via the screens.

Scalable distribution
The application is scalable from one screen to thousands of screens nationwide, networked via wireless, WAN, LAN or satellite distribution.

Low Noise
Low noise operation makes Panasonic professional plasmas suitable for hospitals, hotels, libraries and museums.

Standard Network Configuration

1. **Content Creation**
   Create virtually any Digital File Format. Video, Still Images, Powerpoint, Flash etc.

2. **Create a Schedule**
   Content can be up-loaded instantly or scheduled weeks or months in advance.

3. **Upload Content to a Server or ISP**
   Transfer the content to a CD/DVD or upload directly to a Server or your ISP.

4. **Distribute and Display Content**
   Transfer scheduled content via Internet/LAN/WAN. Your latest campaign is now on display in up to 3000 sites nationwide.

CONTENT CREATION / CREATE A SCHEDULE

UPLOAD CONTENT TO SERVER OR ISP

NDS-3.1 SOFTWARE

DISTRIBUTE AND DISPLAY CONTENT AT UP TO 3000 SITES

PDP + EMBEDDED PC   PDP + EMBEDDED PC   PDP + EMBEDDED PC

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www.panasonic.com.au

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Applications

Retail
Shopping Malls & Large Department Stores, Chains
- Influence customers at point of sale
- Alert shoppers of new products and in-store promotions
- Create an additional revenue stream through in-store advertising

Hospitality
Hotels, Resorts, Restaurants, Pubs & Clubs
- Provide guests with important local information to help them enjoy their stay
- Alert guests of special tours and promotions
- Create awareness of special guest services

Transport
Airports and Train Stations
- Deliver important news and information
- Alert travelers of timetable updates and delays
- Advertise local products and services

Education
Schools, Universities and Education Centres
- Provide staff and students with information
- Deliver interactive and stimulating lectures
- Bring presentations and education to life

Embedded PC: ETX1312C1000
1GHz ULV Intel Pentium Celeron Processor
Dimension: 203 (W) x 32(H) x 125 (D)mm 2-Slot Size
Supports LVDS and CRT Interface
Supports both Landscape and Portrait Display Mode
512 MB DDR SO-DIMM
2.5" 40GB HDD & Compact Flash Interface
10/100 Base-T LAN x 1
Max. 15W Power Consumption Intel 82855GME/ICH4 Chipset
OS: Windows XP or XP Embedded or Linux (optional)
4x USB 2.0 Ports (2 Connectors @ Terminal & 2 Headers on Board)
Interface: (2x USB2.0, 1x COM (RS232), 1x LAN (RJ45 w/ Status LED), 3x Audio Jack Connectors for Line Out, Line-in & Mic)

Digital Signage Software: NDS 3.1
Software for design, scheduling, distribution, playback and monitoring
Content sources can include video, Flash, PowerPoint, websites, TV…and more
Easy integration of real-time data and with live feeds from the Internet
Software supports analogue and digital TV
Capabilities to play RSS-feeds, including full support of proxy servers
Create chart elements in 2D-or 3D from real-time data sources
Database connectivity features
Role-based security for scheduling presentations
New add-ons for optimal playback of PDF files, Flash presentations and for RS232 communication

**For more information on Panasonic Digital Signage Solutions
Call 1300 859 049 or visit www.panasonic.com.au**

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