The Next Evolution of   Digital Signage is Here

DIGITAL SIGNAGE IS AT THE BRINK OF A KEY EVOLUTION.

Once used for closed-loop playback of limited media, advances in embedded technologies now bring digital signage into the age of targeted marketing, modern analytics and networked, scalable control.

As reported in the recent CRN.com article, "5 Reasons To Think Differently About Digital Signage," year-on-year segment growth has been in the double digits, "an indication that the segment began taking off like a rocket with the addition of new technology," wrote Edward F. Moltzen.

Helping to power this evolution is the convergence of key technologies: power-efficient multicore processors like the Intel® Core™i5 processor, and improved remote management features like those made possible by Intel® Active Management Technology (Intel® AMT).

Solution providers can take advantage of these advancements and roll out advanced digital signage solutions to a wide range of customers at lower total cost of ownership (TCO). "Solution providers can take advantage of these advancements while reducing their time to market and lowering their total cost of ownership (TCO)," said Jose Avalos, Director of Digital Signage at Intel.

For Digital Signage Users, A New Era

For advertisers and end users of digital signage, the next evolution of this technology means a move to:
- Rich media blending in state-of-the-art LCD displays in multiple zones
- Video analytics that can measure total and even individual viewers and target the right ads at the right time to the right viewer

For instance, throughout busy Beijing International Airport, Chinese advertiser AirMedia installed 600 82-inch and 108-inch displays that present a combination of high-resolution video, RSS feeds, high-quality images and animation.

A company called DT Research created the signage appliance solution for AirMedia's needs. DT Research's WebDT SA3000 appliance is fanless and supports solid state drives. Its energy-efficient Intel® Core™2 Duo mobile processor P8400 and Mobile Intel® GM45 Express Chipset deliver dynamic content while communicating with servers for constant updates on compound video files, Flash, HDTV and last-minute data changes.

To demonstrate the future direction of digital signage, however, Intel recently unveiled the Intel® Intelligent Digital Signage Proof of Concept display. Configured as two, tall, touch-enabled 1080p screens in a retail clothing store setting, the left side is see-through with a holographic-like display of information augmenting the real-world view. Information on products on store shelves appear to "hover" in the air. The right side features graphic-rich ads that users can scroll through with the wave of a hand. A bezel-mounted camera links to anonymous video analytics software that can distinguish between male and female shoppers – and serve up appropriate store and ad info.

For Solution Providers, Rich Features and Reduced TCO Mean Big Advantage

For solution providers, digital signage based on Intel technology means being able to provide customers with eye-popping features while lowering TCO. In a growing market of cutting-edge technology, lower TCO is a big advantage to bring to the table.

Solution providers and developers can:
- Cut IT support and equipment costs with Intel® AMT and select Intel processors

"SOLUTION PROVIDERS CAN TAKE ADVANTAGE OF THESE ADVANCEMENTS WHILE REDUCING THEIR TIME TO MARKET AND LOWERING THEIR TOTAL COST OF OWNERSHIP (TCO)"

Jose Avalos, Intel

- Balance energy consumption and performance to a granular or cost-containment ceiling
- Provide a scalable solution to meet any power footprint or end user size
- Enable cutting-edge features such as anonymous video analytics that link to networked systems to provide a stream of rich research data

One of the standout features of the Intel® AMT circuit is the ability to establish an "out of band" link and control systems even in powered-down or power-off states. The "out of band" capability makes maintenance, repair or upgrades efficient by not relying on linked networks' uptime.

Remote management is the key to controlling not only maintenance costs, but update and software support costs too. Many update and support tasks are done by IT after hours, so some systems remain powered up to complete key IT maintenance tasks. The ability to conduct key IT tasks in powered-down states cuts utility costs.

One of the biggest benefits is the ability to use technology such as anonymous video analytics. With USB cameras built into displays and anonymous facial recognition software by third-party vendors, digital displays can tell when viewers are looking at content, just glancing at it or ignoring it. In fact, video analytics can even be used to distinguish between male and female viewers, and tailor content to the appropriate gender.

Add all of this up, and with Intel technology, solution providers can help feed the interest in digital signage – and help a growing market grow even quicker.

Intel® Core™i7 Processors
Intel provides the multi-core computing horsepower for state-of-the-art networked digital signage systems of any size, with powerful features.

Real-Time Video Analytics
With Intel® Core™i7 Processors and 3rd party applications, advertisers can measure the effectiveness of their signage in real time.

Lower Support Costs
Using Intel® Active Management Technology (Intel® AMT) advertisers have a cross platform solution that can support digital signage, POS, kiosk, and servers. Processors with Intel® AMT can even control systems when powered down – or even off.

Easily Scalable
Whether your customer is using a single in-store digital display or a large enterprise with many media-rich networks of displays – Intel technology makes scalability easy.

Greater Energy Efficiency
Intel technologies can strike the right balance between energy consumption and performance and even give users granular control over system power.

Ongoing Innovation
Intel technologies assure that as digital signage becomes more compute-intensive, your enterprise will be able to keep pace with fast-moving innovation.

THE NEXT EVOLUTION: visit Intel's Digital Signage Solutions site:
www.intel.com/go/digitalsignage

FOR IN-DEPTH INFO: Intel Embedded Design Center
www.EDC.intel.com

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