UShop SRP-130: Interactive Digital Signage Solution
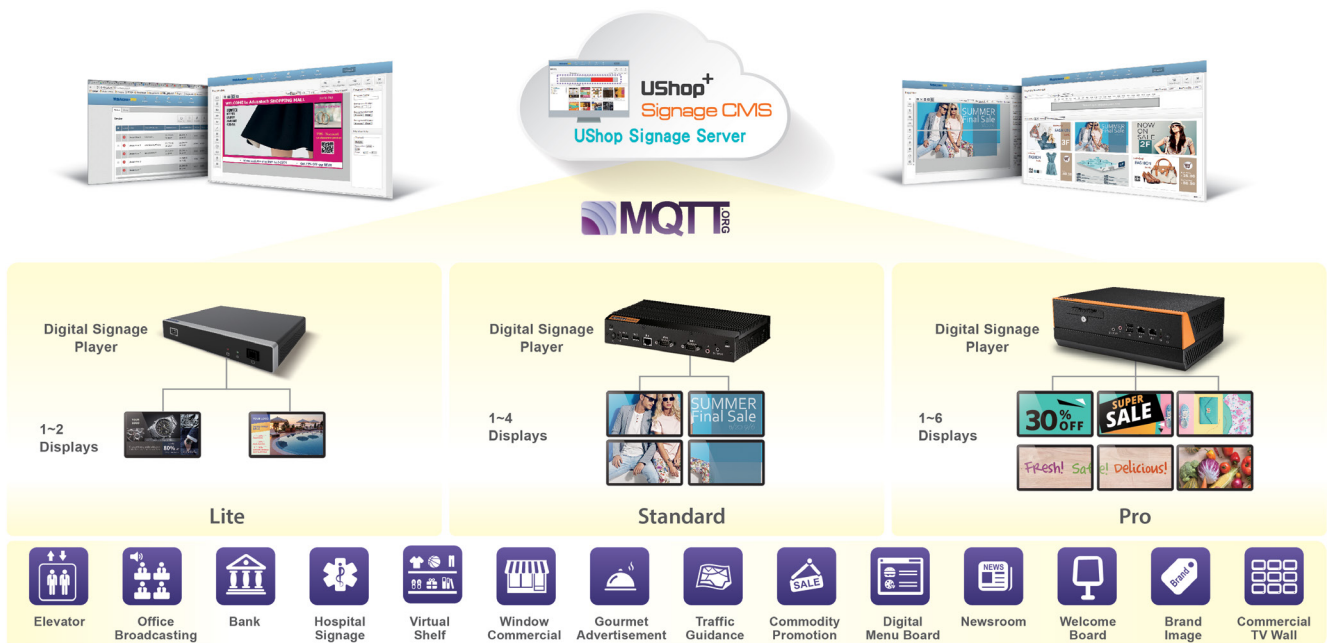
Advantech iRetail Solution Ready Platform Portfolio

As one of the leading intelligent solution providers, Advantech offers a portfolio of solution-ready and service-ready platforms to offer user-centric solutions that are flexible and scalable. The iRetail portfolio includes solutions for Digital Signage, eMenu Board and Store Traffic analysis. This product brief highlights the key features, benefits and ordering information for the Digital Signage solution

Interactive Digital Signage Solution: Increasing Shopper Engagement and Sales
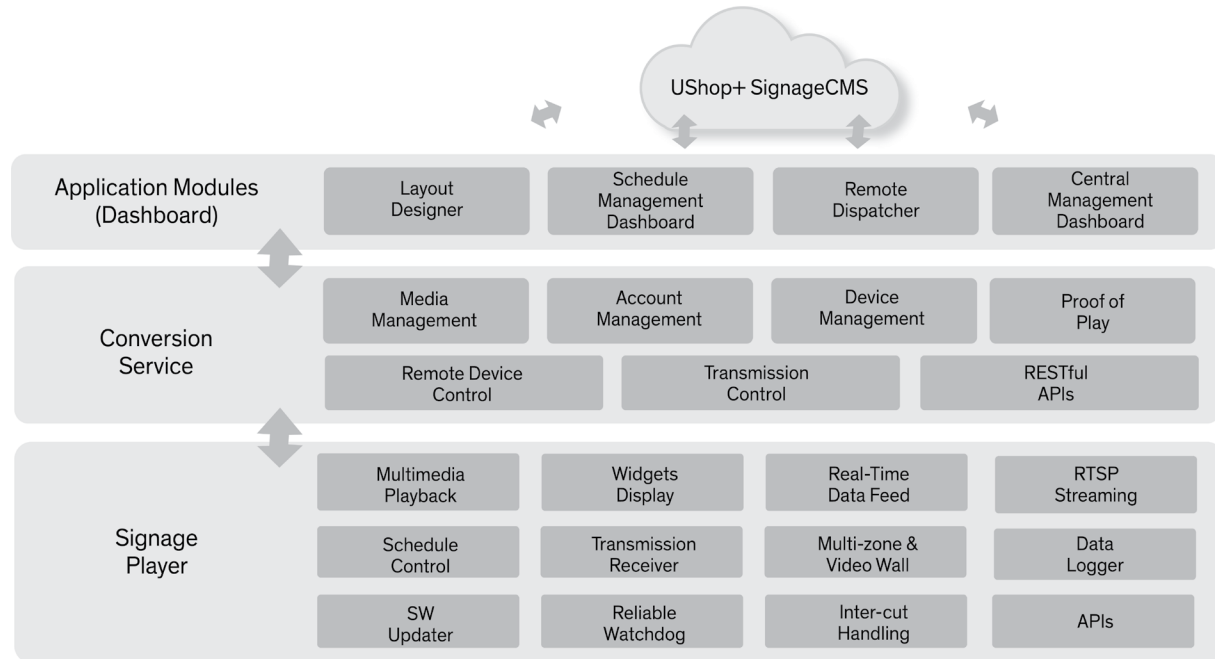
Advantech's Interactive Digital Signage solution delivers dynamic multimedia content with rich graphics for an immersive viewing experience for consumers. The solution combines industrial grade digital signage players with UShop+ SignageCMS, a web-based content editing/ publishing software and remote management. The friendly interface of UShop+ SignageCMS allows users to easily edit and publish content to digital signage terminals around the world.

Key Benefits of the Solution

> **Easy-to-use and friendly interface:** With intuitive operation, users can easily edit 1×3, 2×3 or multi display layouts simply by drag and drop operation.
> **Rich features and scalability:** The software provides widget tools such as clock, scrolling text, and bulletins. It supports real-time data feeds and enables easy content creation
> **Supports many multimedia formats:** Support over 30 media formats including TV broadcasting, webpage, image, PPT and live streaming videos.
> **Lowers labor cost via Central Management System:** The solution supports cloud management, which enables users to distribute signage contents to up to 500 remote client devices. This feature can reduce operating costs and enhance overall management, especially for chain stores.

Software Architecture

UShop+ SignageCMS

Application Modules (Dashboard): Layout Designer | Schedule Management Dashboard | Remote Dispatcher | Central Management Dashboard

Conversion Service: Media Management | Account Management | Device Management | Proof of Play | Remote Device Control | Transmission Control | RESTful APIs

Signage Player: Multimedia Playback | Widgets Display | Real-Time Data Feed | RTSP Streaming | Schedule Control | Transmission Receiver | Multi-zone & Video Wall | Data Logger | SW Updater | Reliable Watchdog | Inter-cut Handling | APIs

Dashboard Design Features

> **Multi Zone and Frameset Support:** UShop+ SignageCMS supports the creation of multi zones and framesets whether the network is on a single screen, video wall or projection.
> **"WYSIWYG" User Interface:** Using the "what you see is what you get (WYSIWYG)" user interface for editing, users can drag-and-drop content and view the layout as a finalized artwork.
> **Schedule and Dispatch:** Content can be scheduled for specific times. Users can pre-program advertising content to various locations in advance. It also supports interrupt scheduling.
> **Remote Device Management:** The system provides a server-client architecture. It supports up to 500 players/clients. Users can also monitor real-time device broadcasting status through a dashboard.

Interactive Digital Signage Player Comparison

Advantech offers three options for digital signage client player – Lite (1-2 displays), Standard (1-4 displays) and Pro (Up to 6 displays). Signage server software UShop+ SignageCMS can also be purchased and installed in self-owned servers for managing multi-client displays all at once.

Features	Lite	Standard	Pro
Part Number	UBX-310UDS1-G1E-C	DS-570UDS1-G1E-C	DS-980UDS1-G1E-C
CPU	Intel Bay Trail J1900 2.4 GHz	Intel Bay Trail J1900 2.4 GHz	Intel Skylake i7-6700TE
RAM	4GB DDR3L 1333 MHz	4GB DDR3L 1333 MHz	8GB DDR4-2133 MHz
Graphic	Intel HD Graphics	NVIDIA GeForce GT 730M	Intel HD graphics 530 (+ NVIDIA®GeForce® GT 730M)
Numbers of Display Output	2 (HDMI, VGA)	4 (2 × HDMI, 1 × DP++, 1 × VGA)	6 (6 × HDMI)
Storage	SATA 2.5" HDD 500 GB	SATA 2.5" HDD 500 GB	SATA 2.5" HDD 500 GB
Internet	1 × RJ45 (10/100/1000 Mbps)	2 × RJ45 (10/100/1000 Mbps)	2 × RJ45 (10/100/1000 Mbps)
I/O	5 × USB, 3 × COM, 1 × LPT	4 × USB, 3 × COM, 2 × Mini-PCIe (Internal)	6 × USB, 3 × COM, 2 × Mini-PCIe (Internal)
Power	12V DC-in	19V DC-in	12V DC-in 150W for top; optional 12V DC-in 84W for bottom
Size	245 × 45 × 185 mm	220 × 44.2 × 150 mm	190 × 250 × 88 mm
Weight	2.0 kg	1.7 kg	3.6 kg
Operating System	Microsoft Windows 7 Embedded		
Software	UShop+ SignageCMS		

UShop Signage Server

The UShop Signage Server is designed for simplifying your network operations, providing cost-effective performance and delivering state-of-the-art content distribution solutions. The UShop Signage Server offers complete flexibility and control over displays and content.

> Web-Based digital signage Content Management System (CMS)
> Management clients up to 500 Players
> Flexible to install into existing servers
> Easy access by any web browser
> Online editor, scheduling and dispatch
> Remote device management
> Part #: 968SPUDSS0

Ordering Information

Server Software
Digital Signage Server Software (968SPUDSS0)...

System Computing
Digital Signage Player Lite (1-2 Displays) (UBX-310UDS1-G1E-C).....................................
Digital Signage Player Standard (1-4 Displays) (DS-570UDS1-G1E-C).............................
Digital Signage Player Pro (Up to 6 Displays) (DS-980UDS1-G1E-C)................................

For more information
about how the Interactive Digital Signage Solution with Intel IoT Technology solution could work for you please email us at iot@arrow.com or visit arrow.com/IoT

In Person
Please contact your local Arrow account manager or 855 3264757

Online
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