

New Solutions For Digital Media Applications

DIGIMORE

Equinox™ Standalone Edition



Equinox™

Overview



Equinox Standalone is a Windows-based Digital Media Platform giving you complete control of schedules and multimedia contents on a single display at a pre-scheduled time. No network is required, except for displaying RSS feeds from an online source. Also, the software is very user-friendly and cost-effective. Equinox Standalone Edition can run on any multimedia-capable PCs. It delivers all the functionality to business owners to manage their digital ads effectively and capture customer attention.

*Equinox Standalone features the same reliable playback engine as our networked Player but packaged as a single PC solution.

The process of Equinox Standalone Edition is to place text, graphics, video, and other media files and content onto a dynamic display positioned in a venue area that helps reach your targeted audience at the right time with the right message in almost any location.

Equinox Standalone Edition is used for a wide range of purposes, including generating advertising revenue, influencing buyer behavior, building brands, increasing sales at POP (point-of-purchase), collecting customer information, and improving their experiences. By using Equinox Standalone Edition, businesses can manage the system at a lower cost and with great efficiency.

Applications:

It is suitable for smaller scale implementations, for business owners who do not have a big budget but want to display digital advertisements at a single location.

Standalone Player

Equinox Standalone Player is a seamless, comprehensive and perfect integration of digital signage content management and reliable playback. It has the powerful capability not only to design created zones, layouts and schedules to meet all business marketing needs, but also to present various popular types of digital contents both from the web and from locally stored files.

- ▶ Build a multi-zoned screen layout
- ▶ Manage the creation of playlists
- ▶ Distribute content to the right zone(s), to play your content on a specific date or during a particular time range

- ▶ Support from any single screen resolution to multiple screens with single media player
- ▶ Support both landscape mode and portrait mode
- ▶ Play back a huge selection of digital media contents stored locally or from streaming resources
- ▶ Log back the players' internal/external IP and last active time to Equinox server
- ▶ Support remote player controls, e.g.: volume adjusting, automatic player reboot, RS232 display controls

Equinox Simple and Efficient Operation



Admin



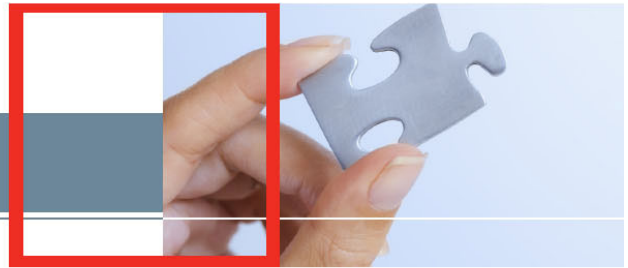
Player



Screen

Equinox™

Features & Contact Info



■ Media Files Management

Ability to upload, and search media assets for use on network. The system is built to support all common PC based media formats, including:

- ▶ Video (MPEG 1/2/3/4, DIVX 1/2/3/5, AVI, WMV, MOV, FLV, MP4)
- ▶ Flash (SWF)
- ▶ Audio files (MP3, WMA, MIDI, WAV)
- ▶ Web Pages (both local and web-based URL's)
- ▶ Still Images (GIF, JPEG, PNG, BMP)
- ▶ Video Streaming (RTSP, MMS, RTP/UDP)
- ▶ RSS feeds
- ▶ Plain Text (with transparent background)

Large and small media files can easily be added to your space. Also, streaming media files can also be uploaded by specifying the target URL.

■ Media File Viewer Function

Equinox Standalone Edition supports a flexible way (Details View or Thumbnail View) to display each media files in Media Library and Playlists.

■ Playlist Creator

Create a sequence clip of media contents that can be scheduled by date and time for inclusion in a layout zone. The playlist creator also allows media preview in a thumbnail when you click each clip.

■ Layout Creator

Enables the user to design and save multi-zoned layouts based on any resolution. The layouts can contain one zone or multiple zones that are populated by playlists created and scheduled from the media files. A familiar drag-and-drop function easily creates the layout(s) to use.

■ Schedule Creator

- ▶ Preset one or more playlists on a specific date or time range such as by day, week, month, etc. Each playlist may contain different contents in a sequential order. You can upload selected contents to your targeted audience through the upload function.
- ▶ The multi-zone layout can be fully scheduled as a whole and also allows each sub-zone or single zones to have a nested schedule by a common calendar interface.
- ▶ Equinox includes a failsafe mode. If there are no more playlists defined for the current time, the Player will loop the Default Playlist.
- ▶ Equinox offers a layout sequence that defines the order of layouts played by the exact order specified. This function allows you to have different layouts follow one after the other for even more flexibility.

■ Minimum System Requirements

Equinox Digital Signage Player PC

Due Core CPU
1GB RAM if running Microsoft® Windows XP Pro/Home
2GB RAM or higher if running Microsoft® Windows 7 Pro/Home or Vista
80GB HDD
Internet connection (ADSL/LAN or faster)
TV tuner card (if live video signal is required)

(Standalone Edition does not require an Internet connection)

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