



Digital Signage Newsletter February 2009

Dear Customer,

2009 has started out to be tough year. But whining will not be of any help in this globalized world. Innovations and solutions will lead you to success. GREEN IT is one of the issues that give you a chance to be successful. Reduced energy costs, lower or no costs on IT-administration, an intelligent energy management and replacing expensive clientPCs - all this will be important in 2009. We have developed a number of products for this purpose. For instance in the 4th quarter of 2008 we were able to win projects with our ArtistaNET controller board, which provided a basis for intelligent doorplates and digital signage applications for customers like Allianz Global Investment, E.on, Vodafone Germany and Vodafone UK - a good example for success through innovation! In this newsletter I want to give you a closer look to these projects.



For further details please do not hesitate to contact me!

Sincerely,

Richard McKay
President



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ArtistaNET as basic application for Allianz Global Investors, E.on and Vodafone

"Green IT" means two things today: saving the environment and minimizing costs. Saving the environment means a lot more than just using it as an advertising point or a plain philosophy. For the sake of our families we are responsible for using as little energy as possible. For companies it is undeniable that there is a huge potential for saving costs on maintenance and administration within their IT networks. Maintenance costs for using a client PC over a 5 year span by far exceeds the costs of the initial investment. Therefore replacing client PCs with "Green technology products" also has a positive effect on your ability to compete!

Global players like Allianz, E.on or Vodafone have been dealing with this subject and found a solution. They now use high-quality digital information displays controlled by our [ArtistaNET](#) boards in combination with intelligent control software. This combination of products provided a technology, that features a very low power consumption and does not need any IT administration or firewall, thus reducing maintenance costs and improving competitiveness. The Vodafone UK project also included the optional touch screen making this application interactive. Altogether, this **Green IT application** results in the following advantages:

- no need for a client PC
- basic application has power consumption of typically only 3W
- extremely safe data integrity without need of firewall
- no royalties for using [ArtistaNET](#)

- no internal monthly fees for use of additional client PC within company networks

We would be pleased to try to help you find a solution for your application. For further information please contact us at sales@apolloDisplays.com.



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“GREEN IT” continues to be our motto in 2009

In 2009 we want to continue to meet our **Green IT** standards. Since 2006 we have been developing products that save energy resources and thus the environment, which is something we are eager to keep doing in the future. The following products already live up to this **Green IT** standard:

- The **Ambient Light Sensor** can be ordered optionally for our [PrismaII](#), [PrismaMEDIA](#) and [ARCB-Boards](#). Combined with an intelligent control algorithm this sensor automatically adjusts the backlight of the TFT-panel to the ambient lighting conditions. In our part of the world this can **reduce the consumption of energy up to 50%**! Please see our [flyer](#) for further information.
- Our high-performance VGA/DVI/Video/HDMI-converter-board [PrismaMEDIA](#) features a **Power-Saving Function** which significantly reduces power consumption, for example when there is no input signal over a longer period of time. This may lead to **saving up to 95% of energy in the standby mode**.
- For our [PrismaII-](#) and [PrismaMEDIA-boards](#) as well as our network controller boards [ArtistaNET](#) and [ArtistaMEDIA](#) there is optionally a **Motion Sensor** available. This can be used as an active energy-control, for example at a kiosk terminal, where the brightness of the panel can be dimmed to a minimum as long as there is no user nearby. This can **save you up to 50% of energy** depending on location and time of use.
- Our controller boards are basically optimized to use a very low amount of power. Our [ArtistaNET-board](#), which perfectly fits for applications with static images like digital doorplates or posters and welcome boards, typically needs **less than 3W**. The network-player board [ArtistaMEDIA](#), suitable for applications like information- or POS-terminals to playback video files, has a power consumption of typically **less than 6W**. Furthermore, an ON/OFF-sequence can be implemented on both controller boards via a service program on Windows XP. Switching the controller board on and off at a certain time can save you a considerable amount of energy!

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New Samsung 70" with LED backlighting

Samsung will offer a new 70" TFT panel with LED backlights. It will feature a Full HD resolution, a high typical luminance value of 2000 cd/m² and - due to the LED backlighting - an outstanding dynamic contrast ratio. Samples will be available this April! For further information click here: [LTI700HD02-LED](#)

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Artista controller boards used for digital information signs

For applications like public displays, welcome panels, electronic information displays or digital door signs a lot of our customers are using our high-quality industrial panels featuring a very wide viewing angle and our controller boards [ArtistaNET](#) and [ArtistaUSB](#) which enable you to control a high number of displays. These modules can be operated by various room management software programs and provide cutting-edge technology for digital information display applications:

- centrally controlled network of displays
- individual and exclusive design
- easy and efficient installation and management of display content

There is a number of application areas: whether installing it at trade fairs, in conference centers, hotels/bars/restaurants, universities, movie theaters or in public buildings - digital information signs guide you, provide information and draw the attention. In addition, you receive sophisticated yet easy to use technology: there is no need of a VGA cable since you only need a USB, LAN or WIFI connection to control your display. Installing, controlling and operating is simple because an "embedded PC" is not needed. No matter if you want to operate 1, 10 or 100 displays: all of them can be controlled and updated from a single PC, wherever they are installed in the building! This reduces costs and effort! For more information please [contact](#) us.



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Large size digital signage displays

Our components are also used for large size digital signage applications: available sizes range from 32" to 82". The use of high-quality panels results in a long life expectancy. These kind of modules are suitable for various applications and also are very price-effective. Our [ArtistaNET](#) and [ArtistaUSB](#) boards are used as controlling units, making it possible to control the modules via a LAN or USB connection. Thus these modules are a perfect fit for applications like welcome boards or public information displays in hotels, conference centers, public buildings etc. For further information please [contact](#) us.



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Customer application: 70" display module

One of our customers offers finished **digital signage display modules** starting at 32". One unit consists of a display module and a control module. Available sizes are 32", 40", 46", 57" and 70". All display modules feature a high-quality [digital information display](#) (DID), which has an increased value of luminance (compared to a standard TV panel) and a very thin bezel. As a control module the RGB/DVI/Video converter board [Prismall](#), our network controller board [ArtistaNET](#), our network player board [ArtistaMEDIA](#) or a SBC can be used. Such modules have a very flat and robust design, thus ensuring a high image quality and a long life expectancy.

Digital signage displays as well as all other parts meet the demands of Green IT. Optionally there is a safety glass available that improves contrast ratio and reduces reflection.



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