



Digital Signage Newsletter May 2009

Dear Customer and Partner,

Almost a third of a difficult economic year is gone. We have maintained our position with you in an acceptable way. Our ambition for even more intelligent products, better technical expertise and a steadily improved service level are the motivating factors in our daily work. Our market recognition shall be quality, innovation, competence, reliability and competitiveness.

I hope you agree that our company has never been as technology driven as in our 17th year of existence. But this is no reason to relax. Our engineers and our marketing-team are thinking about many new products with many attractive functionalities. This is our answer for the future, but also our answer to the not always fair competition with international competitors.

Talking about unfair competition refers to those lacking social standards, production with limited environmental protection and breaking patents without international consequences.

This newsletter shall reflect our product innovations in hardware and software. New products for our traditional industry and the new markets of digital signage.

I am not worried about the future. I count on you!

For further details please do not hesitate to contact us.

Yours,

Richard McKay
President



Content

- Welcome to Apollo Display Technologies new Vice President/CFO.....
- New 46" Samsung panel with ultra-slim bezel
- New 70"/2000nit DID-panel from Samsung.....
- New Data Collection Software for ARCB remote diagnostic board (GPL)
- Slide show via Artista Media.....
- Multi-display solutions
- Saving at the wrong end: TV-panels used in the portrait-mode
- Field test: PSU power save function

Welcome to Apollo Display Technologies new Vice President/CFO

We would like to both introduce and welcome the newest addition to the Apollo family, Joanne Sottile. Joanne joins Apollo as our new Vice President and Chief Financial Officer. She comes to Apollo as a graduate of Hofstra University with a bachelor degree in business administration and accounting and 12+ years of experience as a CPA.

To learn more about Joanne or to contact her directly please click [here](#).

❖ New 46" Samsung panel with ultra-slim bezel

The new **Samsung LTI460AA04** is a WXGA (1366x768) 46" TFT-panel. With its ultra-slim bezel it fits perfectly for applications where several displays are mounted next to each other (e.g. video - or split-walls). This means the area between two panels is only a few millimeters wide. The black colored bezel makes the *Super Narrow Bezel* appear even slimmer. The display also features a very wide viewing angle of 178° (vertically and horizontally), a luminance value of 700 cd/m² as well as a very high typical contrast ratio of 3000:1.

Of course we will also offer this panel in a complete VGA/DVI/HDMI/Video-Kit, optionally with our automatic brightness adjust via a digital ambient light sensor + an intelligent software algorithm! Panel will be available from June 09'. We are waiting to fulfill your orders. For further information please click [here](#).



[top of page](#)

❖ New 70"/2000nit DID-panel from Samsung

The **LTI700HD02** is a new 70" Full HD TFT-panel by Samsung that includes a dynamic controlled LED backlight unit. With its very high luminance value of 2000 cd/m² and the ultra-wide viewing angle (178° vertically and horizontally) it is the perfect solution for outdoor applications like advertising totems. It also provides a perfect readability and the short response time guarantees a smooth and clear picture even during fast scene changes. In addition, this panel features a dynamic contrast control with contrast values up to 200.000:1.

The picture shows the **LTI700HD02** (left) in comparison to the LTI700HD01-001, which has a luminance value of 600 cd/m². It also succeeded in a direct comparison to a 82" Hibrigh panel of a competitor as this [overview](#) will show you.

Of course we will also offer this panel in a complete VGA/DVI/HDMI/Video-Kit! Further info on this and other DID-panels can be found [here](#).



[top of page](#)

❖ New Data Collection Software for ARCB remote diagnostic board (GPL)

There is a new Data Collection Software - called **ARCS** - available for our [Diagnostics Board ARCB](#). The **Artista Remote Control Service** is a WIN XP service, which enables the user to communicate via the unique IP-address with the Artista Remote Control Board (ARCB) from any PC that is connected to the network. The **ARCS** works as a service, which replies to Http-requests - either in the HTML format to show the current operating parameters and adjust the settings of the ARCB in a browser or in the XML format. These XML files will be used with available 3rd party management software. The **ARCS software** will be available as an open source software in our download area, meaning you are free to adjust the software to your needs. Of course we can also customize the software for you. Further details can be found in this [manual](#).

Our present WIN XP-based and SQL database oriented ARCB Data Collection Software, with data saving on the ClientPC for up to 60 days, is the alternative solution.

For more information please contact us at sales@apolloDisplays.com.

Slide show via Artista Media

Our network media player board [Artista Media](#) is now ready to play **slide shows** also. Within a couple of minutes you can create a slide show with a software program (like TMPGEnc XPRESS 4.0) consisting of e.g. 10 images. The software tool converts the images (that might show advertising messages or product information etc.) into the AVI format. Each image can be shown in any defined time range and optimized with fancy fading-effects. Please find further information [here](#) or contact us at sales@apolloDisplays.com when having any questions.

Multi-display solutions

Also when it comes to **Multi-display solutions**, the Data Display Group products are the perfect choice - either in the industrial or digital signage sector! Only one Client-PC/Host/MediaControlBox is necessary to directly drive up to 123 TFT-panels via our [ArtistaUSB II](#) controller boards. This generates an outstanding energy efficiency, is saving cash and is protecting the environment. As an example the pictures below show a multi-display application installed in the foyer of a bank. In this innovative multi-display unit four [R190E1-L01](#) panels from CMO are used. This panel features outstanding optical characteristics like a 1000:1 contrast ratio or a luminance value of 600 cd/m² - this guarantees very good sunlight readability. It is also long term available.

The content showed on the displays is controlled by our easy to use and cost-efficient **ArtistaControlCenter Software**. Here you can generate the playlist (optionally video clips when using Artista Media) for each display with a defined timing list. A number of other features are available - for example a time-controlled content-management and a tiling function (1 picture can be distributed over the complete display structure) were added to the latest [ACC Version 2.4](#). For more details please click [here](#).



Saving at the wrong end: TV-panels used in the portrait-mode

TV-panels are basically designed for applications in horizontal position (landscape). This is defined in the specification of TV panels. Therefore we offer the high-quality **Samsung DID-panels**, which are specially designed for vertical or horizontal mounting. What might happen when using TV-panels in the portrait-mode can be seen on the pictures supplied to us from a now-DID-panel-using-customer below: due to heat accumulation dark, irreversible spots occurred, which negatively influenced the readability of the panel. Other than better optical characteristics (e.g. luminance value), **DID-panels** are designed to perfectly dissipate the heat created by the backlight unit. Furthermore, the fittings for the panel's films are optimized for landscape - as well as portrait use. Further information on all **DID-panels** in our product portfolio can be found [here](#). For more details please [contact](#) us.



dark spots



[top of page](#)

❖ Field test: PSU power save function

In our [January Newsletter](#) we presented several technologies to save energy by using our products, among them the so called **PSU power save function**. This feature enables the controller board to switch off the +12V and +24V of the power supply as long as there is no input signal. It is now a new feature for our [PRISMAMedia](#) and [PRISMA II](#) controller boards. For further information please contact us at sales@apollodisplays.com.

Please find a comment of one of our customers below, who used our VGA/DVI/Video/HDMI converter-board [PRISMA Media](#) in combination with the [LTI570HH-L01](#) by Samsung:

*For "Power OFF" event and "no signal" event the PSU is switching off the 12V and 24V.
The Power consumption in Stand By mode is then 1.1W only. Perfect functionality!*

Thanks for your support!

Best regards

[top of page](#)

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Please note! You have received this e-mail from our company either because you agreed to receive our newsletter or because you have been asking us to send you our monthly newsletter. In case you have been sent this e-mail by mistake, we would like to apologize. If you do not want to receive further information or e-mails, please send us an e-mail to unsubscribe@apollodisplays.com (just click on the link, give your name and company and send the e-mail). You will then receive just one more e-mail confirming your deregistration.