

Starting point: Hall 10 M118

NETWORK, DISCOVER, LEARN & DO BUSINESS  
**2 - 4 February, 2010 Amsterdam RAI, NL**



**CEDIA** CUSTOM ELECTRONIC DESIGN & INSTALLATION ASSOCIATION  
**infoComm** INTERNATIONAL

## The Digital Signage Expert Tour

**OVAB** | Out-of-home Video Advertising Bureau Europe  
**Digital Signage Experts Tour**  
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# THE DIGITAL SIGNAGE EXPERT TOUR

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## WHAT IS THE DIGITAL SIGNAGE EXPERT TOUR?

Let our experts guide you through Integrated Systems Europe 2010

OVAB Europe – the first pan-European digital out of home association – announces the bringing of the ISE Digital Signage Tour to the Amsterdam RAI. The ISE Digital Signage Expert Tour is an educational framework, helping visitors understand and experience the full digital out-of-home application on the show floor. Integrated Systems Europe is the leading professional AV and electronic systems integration show.

The tour will visit and inform about suppliers of

- Content
- Screens
- Software
- Extension
- Totems
- Audience Measurement

The tour is a free service and will be held at Hall 10 Booth M118, 2 – 4 February at 11:00 am.

This free tour will provide an overview of a selection of carefully hand-picked exhibitors following the accurate path of the digital signage supply chain, from content creation to traffic management, outlining how they fit into the overall Digital Signage puzzle. Traditionally, a visitor finds it difficult to get a bird's eye view of the overall application. The ISE Digital Signage Tour answers this need by providing the full end-to-end story with real live demos of each piece in the puzzle, an overview of the solution which a visitor would normally not get.

Ronni Guggenheim, Vice President OVAB Europe, explains: "The digital signage industry is a fragmented collection of technology and solution providers, each of them offering one piece of the puzzle in the digital signage eco-system. While a show visitor normally walks the floor seeing bits and pieces of the overall application out of context, the tour participant will be presented the end-to-end solution – giving a bird's eye perspective on how to plan, create, rollout and operate a full-scale digital signage network, from content to measurement. After that, attendees will be able to get more information about the industry from the OVAB Europe booth. We believe this is a unique combination that will have widespread appeal to the ISE visitor base"



## DIGITAL SIGNAGE – AN OVERVIEW

Digital Signage (DS) is the use of digitally powered signs (such as plasma display panels, liquid crystal displays (LCDs), kiosk stations, computer monitors and normal televisions) to replace and enhance traditional media. Digital Signage is revolutionizing the media and information industries by allowing the central and rapid update of content and its immediate delivery to specific locations.

### Components of Digital Signage

The components needed for a Digital Signage System include:

#### Content

An authoring console, equipped with content management software with access to a video graphics database and real time web feeds, allowing the definition of content in a variety of playback formats. Content is a very important element of the DS puzzle.

#### Distribution (Narrowcasting)

A server, to which finished content is uploaded and from where it is distributed to different displays in the network. Through the database interface the server has access to the content + scheduling database, the alarm system and the reporting and booking + scheduling platform. A distribution infrastructure (consisting of a data network or fiber optic cable or CATX cable) broadcasts media from the server to the displays. The software as the key element plus infrastructure can either be bought or as more commonly lately booked via an SAAS (software as a service) model.

#### Last Mile

Audio, video and serial extenders and distributors which allow a greater distance between media players and LCD/plasma screens and distribute the content to the screens. This allows media players to run from a secure, environmentally controlled location. Media Players integrated in a screen are used for single-screen applications or where CATX cable can't be installed.

#### Display + Mounting

There is a huge variety of digitally powered signs like LCDs, TFTs, LEDs, touchscreens and others to suit the application's need. These displays have to meet all the professional criteria for, in most cases, 24/7 use. The mounting solutions for the displays depend also very much on each application and especially in large installations on the public area. The stands, trolleys, wall and ceiling mounts are often modified individually for the application.

#### Measuring

Monitoring DS installations is very important. A black screen or a damaged one can make a very bad impression. Measuring customer's behavior is a key element especially for network owners to provide proof of the efficiency of this medium and to help ad agencies to get the right data.

#### Standard & Metrics

Specialists who set the standards and provide metrics for Point of Sales and the DS market.

## COMPONENTS OF DIGITAL SIGNAGE

### CONTENT



Doohstuff is one of the world's leading companies within the industry for content delivery and content creation with a 100% focus on digital signage. Doohstuff provides up to 100.000 clips, 5 million stills and the weather news for 95% of the globe. People working for Doohstuff were employed for years within the industry for digital signage and therefore understand what kind of content is needed for each specific target group. Doohstuff provides editing services to create specific content for each digital out of home channel. Doohstuff operates in a network of content providers and will always be able to find the right content for every screen worldwide. Doohstuff is reseller for, among others, BBC Motion Gallery, Clipdealer, Image Select, Meteo Consult and Reeldealhd.

Need to know more? Visit [www.doohstuff.com](http://www.doohstuff.com) or call Piet Hein Goossens, managing director at Doohstuff via (+) 31 6 2090 1057 or via [piethein@doohstuff.com](mailto:piethein@doohstuff.com).

Hall 12, Booth 12F71

### DISTRIBUTION (NARROWCASTING)



Scala  
T: +31 43 358 8300  
W: [www.scala.com](http://www.scala.com)  
E: [info@scala.nl](mailto:info@scala.nl)

Scala is a leading global digital signage company providing software and advertising management solutions. By combining digital and traditional signage systems, Scala has become the world's first connected signage company, offering the leading platform for content creation, management and distribution in digital signage networks, and the first unified platform for advertising management of both traditional and digital signage networks.

## The Digital Signage Expert Tour

The company's solutions are used in retail, education, entertainment, government and other industries for diverse applications such as retail advertising networks, corporate communications (employee TV), traditional and digital billboards, digital menu boards, digital posters, cable TV, hotel lobby signage, gas pump toppers, outdoor advertising, interactive kiosks, etc.

Scala pioneered the digital signage industry and today with over 100,000 licenses driving over 300,000 screens worldwide; Scala drives more screens than all competing digital signage companies combined. The company's digital signage customers include Rabobank, IKEA, Burger King, T-Mobile, Virgin MegaStore, EuroDisney, McDonalds, Warner Brothers, The Life Channel, Rikstoto, FuelCast, Repsol, Shell, NorgesGruppen and thousands more. Advertising management customers include CBS Outdoor, Clear Channel Outdoor, Magic Media, Reagan, Adams Outdoor Advertising, among others. Scala is headquartered near Philadelphia, USA and has offices in Canada, The Netherlands, France, Norway, Germany, Denmark, Sweden, UK, Japan and also over 450 partners in more than 60 countries. More information is available at [www.scala.com](http://www.scala.com), call +31 43 358 8300 or email [info@scala.nl](mailto:info@scala.nl)

Hall 12, Booth 12D89



Net Display Systems is a company that develops standard software products for the professional public display market in general and the airport industry in particular. Everywhere where public communication is required the software of Net Display Systems offers a solution.

Worldwide more and more companies offer a solution for what is called 'dynamic signage' or 'electronic displaying'. Often these companies are focused on a certain concept and content management, whereby the technical implementation doesn't get enough attention. The PADS (Public Area Display System) software of Net Display Systems overcomes this problem, because it covers all facets of a public displaying system.

Net Display Systems is dedicated to the development and improvement of its products. The objective is to make the best possible solution for public display software worldwide. For this the newest technologies are incorporated in our software and transformed to easy-to-understand functionality.

Obviously we do this quite well, because worldwide our software is used on many airports to inform millions of passengers and at many other sites, varying from educational institutions, conference centers and banks to shops, call centers and casinos.

No wonder Net Display Systems is called to be 'leading in Public Display Technology'!  
More information is available at [www.nds.eu](http://www.nds.eu).

Hall 12, Booth 12A77

## LAST MILE



Minicom Digital Signage is the world leader in the manufacturer of advanced multimedia platforms. The company's award winning solutions enable transmitting rich content from a media player to multiple digital displays located hundreds of meters/feet away. They also keep network costs down by reducing equipment and licensing requirements and better preserving your system. Today over a quarter of a million screens worldwide run using Minicom technology. A private company with over two decades of experience in providing innovative technology solutions, Minicom Digital Signage is exclusively dedicated to the manufacture of digital out-of-home multimedia platforms. As a result of its success, Minicom became an Intel Capital portfolio company and was selected as a Deloitte Technology Fast 500 company.

[www.minicomdigitalsignage.com](http://www.minicomdigitalsignage.com)

Hall 10, Booth 10M118

## DISPLAY + MOUNTING



NEC Display Solutions Europe GmbH, based in Munich, Germany, is responsible for all business activities in the EMEA region. Profiting from the NEC Corporation's technological expertise, NEC Display Solutions, with its own research and development facility, is one of the world market leaders with the most comprehensive product portfolio of display and projector solutions. As the innovation and market leader in the field of digital signage, NEC Display Solutions supplies the central components of digital signage systems. An excellent understanding of the market and the industry, coupled with state-of-the-art technology, result in customised products and solutions with high levels of failure safety, intuitive operation and low total system costs for all areas of application. Examples include special high-brightness displays for use in daylight environments or public displays with extremely narrow frames for the construction of video walls with virtually invisible screen transitions. In addition to hardware, NEC also supplies its digital signage software, a simple and effective tool for creating and uploading content. For its projectors, NEC offers specialist software that can be used to turn any surface into a projection screen. The manufacturer also offers a stacking solution that enables up to four devices to be combined to form a bright, fail-safe unit.

As well as products and solutions, NEC Display Solutions also sets great store by consulting expertise and a focus on service. Together with its partners, NEC has established a unique network of expertise in the field of digital signage and can therefore supply everything – from network infrastructures and the

## The Digital Signage Expert Tour

hardware and software they use to the content for turnkey, complete systems – from a single source. The result is a unique portfolio of visual solution concepts that offer customers new, effective ways to boost their sales.

[www.nec-display-solutions.com](http://www.nec-display-solutions.com)

Hall 5, Booth 5078



Philips public signage offers display solutions in screen sizes up to 65-inch. Whether used in a network environment or as a single public display, our stylish screens are characterized by low total cost of ownership and designed for optimal image reproduction in a broad range of public areas. Philips Public Signage will unveil its Smart Insert solution at the ISE. The Smart Insert allows system integrators and solution providers' operational flexibility and better serviceability.

[www.philips.com/publicsignagesolutions](http://www.philips.com/publicsignagesolutions)

Hall 12, Booth 12A83



Infinitus Ltd. is an EU based company specialized in production of all weather outdoor Full HD LCD display systems. Our mission is to provide reliable, robust, attractive LCD display system, compatible with all digital signage software products and capable of operating in the most extreme environments – from Scandinavian winter, Middle East heat to Malaysian humidity.

We cherish our iMotion® technology and have patented it in 57 countries worldwide. Within the digital signage industry value chain we act as a supplier of currently niche technical element: all weather proof, 100% outdoor, Full HD LCD digital information display system. We are looking forward to establish the market together with our current and future regional partners - digital signage solution providers.

Infinitus in general provides: iMotion® Full HD LCD display system portfolio (IP 65 certified enclosure) in a sophisticated urban-designed housing, Free ControlMotion Basic software for management and surveillance of iMotion® functions.

<http://www.infinitus-outdoor.com/>

Hall 12, Booth 12B91

## MEASURING



TruMedia Technologies provides marketing intelligence solutions for digital out-of-home displays that enable businesses to more effectively communicate with on-site customers by using targeted and dynamic messages in real time.

Our solutions enable you to positively impact customers' purchasing decisions by delivering the right content to the right audience at the right time and at the right place.

[www.tru-media.com](http://www.tru-media.com)

Hall 12, Booth 12C60

## STANDARDS + METRICS

**OVAB Europe** is the neutral and independent representative body of the European Digital Out-of-Home industry. It is their mission to raise awareness and to establish Digital Out-of-Home communication as an independent and accepted media within the media landscape and to establish OVAB Europe as a permanent representative vis a vis the public, the economy, the political echelon and all relevant committees and organizations. Part of this is to work on standards + metrics for the Digital Signage industry. These metrics are very important to establish DOOH Digital-Out-Of-Home-Media as a medium like TV or Cinema.



**OVAB Europe**

W: [www.ovab.eu](http://www.ovab.eu)

Hall 10, Booth 10N120

The Out-of-home Video Advertising Bureau Europe promotes the pan-European dialog and knowledge transfer between all stakeholder involved in Digital Signage. Therefore OVAB Europe compiles information, conducts research and studies for its members and the targeted audience. The European chapter of OVAB helps to develop standards within dedicated competence teams.