

ACTi Digital Signage Solution



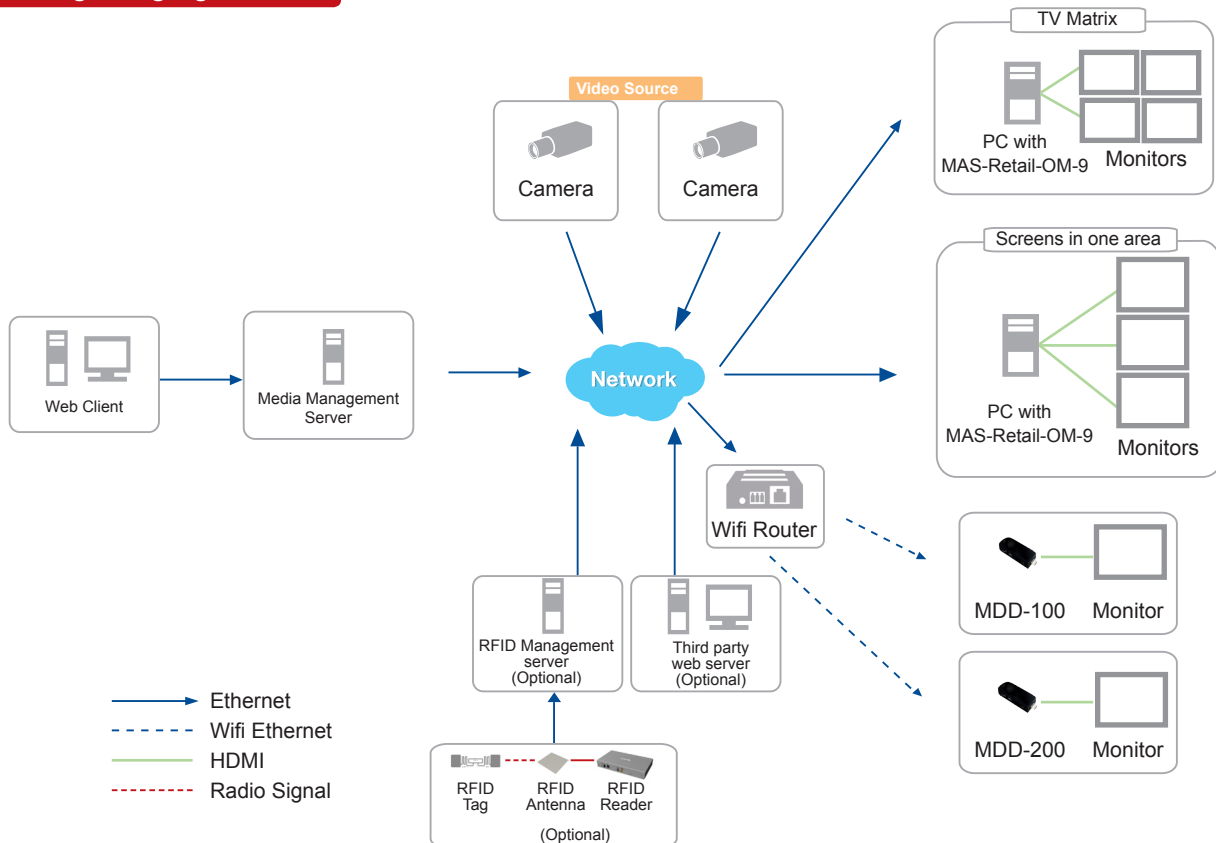
- Unified Digital Signage Solution
- Flexibility display in any grid cell of layout
- Variety of media content types for advertisements or announcements
- Easy and efficient display management
- Emergency alerts
- Signage reports and Status Monitoring

INTRODUCTION

ACTi Digital Signage Solution is the system containing monitors, related devices and the central management software with the purpose of showing pre-defined digital content on the monitors with customized layout, based on pre-defined schedule or event rules.

SOLUTION ARCHITECTURE

ACTi Digital Signage Solution



APPLICATIONS

General Advertising



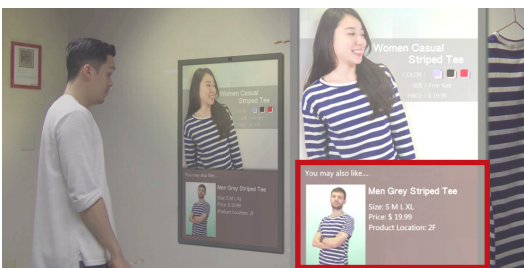
Promote products to your customers by displaying ads or related product information with a customized layout from the public monitor.

Product Proximity Advertising



Detect the proximity of product by RFID reader and automatically provide the specific product information.

Demographic Adaptive Advertising



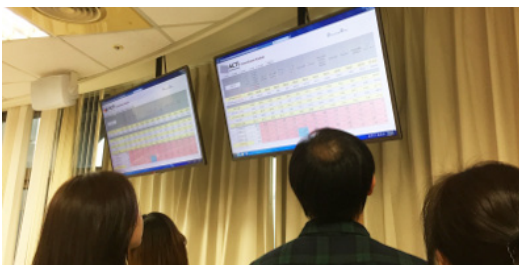
Provide specific product information by detecting the customer's Age / Gender for more efficient products promotion.

Personal Communication



Recognize VIP guests or employees based on face recognition technology and provide personalized information (ads, instructions, greetings) on the screen or real-time information to another person.

Notifications



Display reminders, instructions, notifications and customized webpage content.

Surveillance Monitoring & Theft Prevention



Support surveillance monitoring and theft prevention with live video.

PRODUCT SPECIFICATIONS

ACTi Digital Signage Solution



Model	MDD-100	MDD-200	MAS-Retail-OM-9	Media Management Server
Production Type	Media Display Device	Media Display Device	Media Display software	Media Display Management Software
• Application				
General Advertising	Y	Y	Y	Y
Product Proximity Advertising	Y	Y	Y	Y
Demographic Adaptive Advertising	-	Y	Y	Y
Personal Communication	-	Y	Y	Y
Notifications	Y	Y	Y	Y
Surveillance Monitoring & Theft Prevention	Y	Y	Y	Y
• Devices and Monitors Management				
Maximum Number of Devices	-	-	-	1,000
Maximum Number of Monitors	1	1	4 (LMAS-Retail-OM-9 license required)	4,000 (LMMS1000 license required)
Media Display Devices Central Management	-	-	Add / delete monitor	Add / delete monitor, devices and device groups; Change monitor and device's device group
• Signage Content Management				
Signage Content Type	Camera Video Stream: Live video from camera Video Playback: Video file or stream playback Analyses: Age&Gender Detection Module, Face Recognition Module Others: Image, Web page, Text			
Maximum number of Video and Analyses combined	4	4	4	According to device's maximum capability
Max Concurrent Camera Streams	2	1	4	
Max Concurrent Playback videos	4	4	4	
Maximum Analyses	-	1	4	
Maximum Concurrent Images	20	20	20	
Max Concurrent Web Pages	5	5	5	
Maximum Concurrent Texts	20	20	20	
Customized Layout	Y	Y	Y	Y
Signage Playlist Mode	Normal, Metadata triggered (RFID), Emergency triggered	Normal, Age/gender triggered, VIP triggered, Metadata triggered (RFID), Emergency triggered		
• Event Triggers				
Normal Schedule	Y	Y	Y	Y
Age & Gender Detection	-	Y	Y	Y
Face Recognition	-	Y	Y	Y
Metadata (RFID)	Y	Y	Y	Y
Emergency	Y	Y	Y	Y
Device Idle	Y	Y	Y	Y
Device Disconnected	Y	Y	Y	Y
Storage Error	Y	Y	Y	Y
Synchronization Failure	Y	Y	Y	Y
• Event Responses				
Event triggered notifications by e-mail	Y	Y	Y	Y
Switch to pre-defined content or layout	Y	Y	Y	Y
Option to allow instant override	Y	Y	Y	Y
• Emergency Management				
Setup	Pre-define contents and layouts for different emergencies			
One-click launch emergency	Y	Y	Y	Y
Instant Free text communication with full-screen layout	Y	Y	Y	Y
Resume to normal service	Y	Y	Y	Y
Black-screen	Y	Y	Y	Y

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Models	MDD-100	MDD-200	MAS-Retail-OM-9	Media Management Server
• VIP Management				
Maximum Number of VIPs	-	1000 VIPs, 10 images per VIP (total of locally added and imported by remote synchronization)		
VIP Profile	-	Edit VIP profile, Add / delete VIP		
VIP Activity log	-	Check the VIP activity log		
• Data Synchronization with Management Server				
Media Display log	Y	Y	Y	Y
Age/Gender Detection log	Y	Y	Y	Y
Face Recognition log	Y	Y	Y	Y
Face Recognition profiles	Y	Y	Y	Y
• Report				
Media Display Report content	Display the report table with date, time, signage device ID, monitor ID, customizable text, display area size (%), media content name, video file length, display duration, reason to start playing, reason to stop playing (requires LSRP1000 license per monitor on signage device's side)			
Filters & Export	The reports can be sorted and filtered and the results can be exported			
SignageDevices report	The signage devices status by time period			-
Server report	-	-	-	Display the server status by time period
• eMap				
Layout	-	-	-	Area maps with device and monitor icons
Setup	-	-	-	Upload map image, Place devices on map, Delete emap
• Licenses				
To activate monitors for signage devices (LMAS-Retail-OM-9, per monitor)	1 bundled, maximum 1	1 bundled, maximum 1	0 bundled, maximum 4	-
To enable age & gender detection (LAGD1000, per stream)	-	1 bundled, maximum 1	0 bundled, maximum 4 (by project support)	-
To enable face recognition (LFRC1000, per stream)	-	1 bundled, maximum 1	0 bundled, maximum 4 (by project support)	-
To enable report (LSRP1000, per monitor)	0 bundled, maximum 1	0 bundled, maximum 1	0 bundled, maximum 4	-
To enable central management of monitors (LMMS1000, per monitor)	-	-	-	0 bundled, maximum 4,000
• Server Hardware Requirement				
PC Requirement	-	-	For 1 monitor: Intel Core i5-6500TE or higher; For 2-4 monitors: Intel Core i7-6700TE or higher	Intel Core i5-6500TE or higher
Graphic Adapter Requirement	-	-	Independent graphic adapter recommended. No more than 2 monitors per graphic adapter	-
Operating System Requirement	-	-	Windows 7 or newer	Windows 7 or newer
• Hardware				
CPU	Intel Atom Z3735F		-	-
RAM	2GB		-	-
• Network				
Network Protocol & Service	IPv4/v6, TCP, HTTP, SMTP, FTP, RTSP			
• System				
Server Operating System	Windows 8.1		-	-
User Management	Add /delete users, set user groups with different permissions, add / remove users to user group			
Multi-language	Y	Y	Y	Y
• Interface				
Wireless	Wi-Fi (IEEE 802.11b/g/n), Bluetooth		-	-
Local Storage	MicroSDHC, MicroSDXC memory card slot (64GB included)		-	-
USB	1 port(s), USB 2.0		-	-
Local Access	HDMI port for monitor		-	-

* All specifications are subject to change without notice.

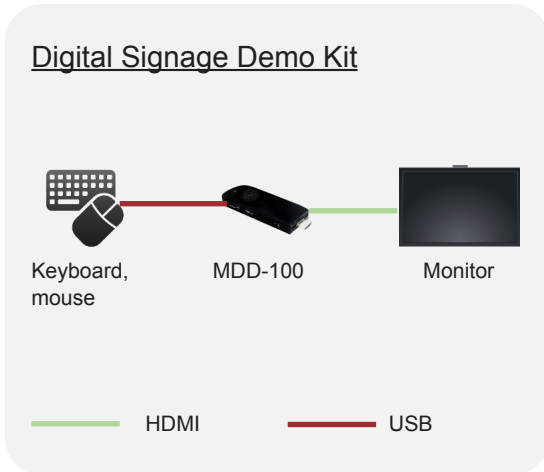
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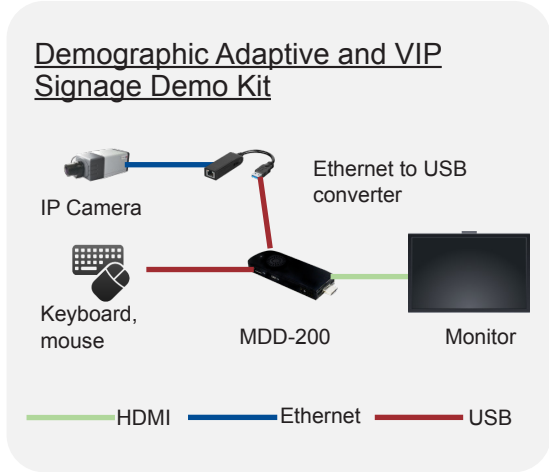
Models	MDD-100	MDD-200	MAS-Retail-OM-9	Media Management Server
• General				
Power Source	DC 5V	-	-	-
Power Consumption	10 W (DC)	-	-	-
Weight	52g (0.11lb)	-	-	-
Dimensions	(W x H x D): 125mm x 37.6mm x 14.5mm (4.92" x 1.48" x 0.57")	-	-	-
Bundled Accessories	Power Adapter	-	-	-
Operating Temperature	0°C ~ 40°C (32°F ~ 104°F)	-	-	-
Operating Humidity	10% - 85% RH	-	-	-
Warranty	1 Year(s)	-	-	-
Approvals	CE, FCC, UL	-	-	-
Color	Black	-	-	-

DEMO KITS

PADK-0003



PADK-0004



Reference Information

Video

ACTi Smart Shopping Assistant



<https://www.acti.com/video/v1751>

Slides

Digital Signage Applications



<http://Download.acti.com?id=18425>