

# NAME™

Digital Performance. Paper Prices.™

**THE NAME™ IS A PATENT-PENDING, ULTRA-THIN, CLOUD-BASED SMART DEVICE FOR CORPORATE AND CONSUMER COMMUNICATION AND DIGITAL SIGNAGE**

**SUPERIOR STYLE, IMAGE AND VIDEO QUALITY UNSEEN AT SUCH A LOW PRICE POINT**

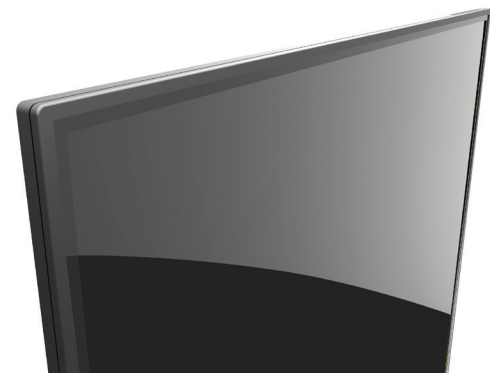
- Ultra-slim contemporary display, less than 13 mm thick
- Operates on UL-approved low DC Power (24V DC)
- 1080w x 1920h resolution
- 10-bit color (1.06B possible colors)
- Still images are sharp and detailed, even at close range
- Ultra-wide viewing angle, with accurate and consistent color rendering, including blacker blacks and uniform bright whites
- Smooth video rendering at 1080p with full-motion frame handling at 60 frames per second
- High luminance value, 500 nits (vs. TV's 350 nits)
- [NAME] display is mounted using a secure, proprietary wall mounting system that makes it easy to complete a UL-compliant installation in record time

**DIFFERENT MODELS TO SUIT MULTIPLE ENVIRONMENTS**

Whether your displays are in a retail environment, or in a public area that requires maximum protection, all versions of [NAME] displays share the same contemporary, low profile, glass and metal aesthetic that enhances the attention grabbing value of ad media content.

**SMART DEVICE THAT'S AN EXTENSION OF THE CLOUD**

- [NAME] is always communicating with and monitored by the cloud, so you can see visual quality and health metrics
- [NAME] is self-healing; it can fix itself after common OS and application crashes, so customers will never see the "blue screen of death"
- **Content ingestion:** ingest, normalize and reference wide range of media types tagged with unique tracking ID
- **Assets:** managed in the cloud, synced across multiple devices, and downloaded when needed
- **Proof of play:** combines continuous critical hardware component performance monitoring with ad tracking to produce an accurate proof of play report
- **Scheduling:** program ad media using simple to complex scheduling which includes nesting, dayparting or carousel
- **Signage creation:** Creative Studio offers a broad range of tools to create layouts and format different combinations of display objects



13mm

LOGO

## DEVICE AND CONTENT ARE SECURE

- **Device security:** device is assembled and sealed at factory with unique security encryption keys that are securely managed to make it impossible to display unauthorized content
- **Content security:** content is tagged during ingestion process and securely stored and managed to ensure unique correspondence between media content and devices authorized to play that content

## LOW COST OF OWNERSHIP

- **Low acquisition cost:** [NAME] displays are a quarter the cost of traditional digital signage displays
- **Low installation cost:** simple, fast installation and connection to the cloud in just moments
- Self-monitoring and self-healing architecture means the [NAME] recovers from most software and application crashes without human intervention, reducing tech support costs

- The [NAME] uses high-efficiency, low-heat LEDs, a unique back-lighting configuration, edge heat management and advanced heat-dissipating material, all engineered to increase display lifespan

## PART OF THE POWERFUL SMARTMEDIA PLATFORM

The [NAME] Platform is a powerful suite of smart devices and cloud-based applications to manage displays, create engaging content, and leverage data.

- **[NAME]** and **[NAME]** equipped displays, smart devices connected to the cloud, always listening and aware of their environment and audience
- **[NAME]** a web-based portal for managing and monitoring [NAME] displays, ingesting assets, creating projects, events and schedules
- **[NAME]**, a web-based application for creating content-rich digital signage layouts

# SPECIFICATIONS

Panel	
Display Type	LCD with ELED BLU
Display Area	34.4 x 19.4 (in) 874 x 493 (mm)
Resolution	1080w x 1920h
Display Colors	10-bit Color, 1.06B
Refresh Rate	60 Hz
Response Time (G-to-G)	10 ms
Luminance (Typical)	500 cd/m2
Viewing Angle (H/V)	178° / 178°
Physical	
Exterior Dimensions	35.5 x 20.4 x 0.5 (in) 902 x 518 x 13 (mm)
Weight	24 lbs (11 kg)
Bezel Width	0.47 in (12 mm)
Color (Enclosure)	Silver front w/black back
Surface Treatment	Hardcoated (3H), anti-glare treatment (Haze 2%)
Connectivity	
Wireless	801.11 a,b,g,n (Wi-Fi) 802.15.1 (BT v4)
Sensors	Brightness, orientation
Power	
Power Supply	Input: AC 110-240V (+/- 10%), 50/60 Hz, Output: 24V, 5A 100W Max
Power Consumption (Typical)	85W
Power Consumption (Max)	100W
Power Consumption (Sleep)	<1W

Operation	
Operating Temperature	0°C to 40°C (32°F to 104°F)
Storage Temperature	-20°C to 60°C (-4°F to 140°F)
Operating Humidity	10 to 80 % (non-condensing)
Certifications	cUL: UL60950, FCC Class B Energy Star 5.0 (pending) RoHS Compliant
Features	
Internal Processor	ARM Cortex A9 1.2 GHz Quad Core CPU 1MB L2 Cache 2GB Dual 32-bit DDR3-533 32GB Storage (Expandable to 512 GB)
Media Support	<b>Cloud-based Creative Studio:</b> <b>Stills:</b> JPEG, PNG, JPEG-2K, <b>Video with hardware acceleration:</b> MP-1 P2, MP-2 P2, MJPEG (A/B), MP4-P2, H.264 (MP4 AVC and MP4 Part10) <b>Audio:</b> MP1 L1/2, MP3, AC-3, Vorbis <b>Applications:</b> Android Application Package (APK)
Proof of Play	BLU and interface monitoring, content tracked with unique ID
Physical Security	Anti-tampering construction
Digital Security	Signed media, signed applications, encrypted file system, 128/256-bit AES encryption, secure boot loader
Housing/Mounting	
<b>[NAME] (base)</b>	The [NAME] base model is designed for indoor environments that do not require protection.
<b>[NAME] S</b>	The [NAME].S is designed for use in public areas that require minimum protection. Tempered glass protects the display surface while a wall bracket securely anchors the display to the mounting surface.
<b>[NAME] X</b>	The [NAME] shell is designed for use in an indoor environment that requires maximum protection from water, impact and chemicals (IP65 dust and liquid protection rating and IEC 60950 impact rating). The display is hardened inside an aluminum and tempered glass enclosure and installed using a unique and secure "floating" mounting system.

Current as of November 2015. Specifications subject to change.