



SpinetiX Key Benefits

About benefits and real value creation with the SpinetiX digital signage platform

This document gives an overview of the SpinetiX platform, its key benefits and the value proposition. Part of the SpinetiX platform is the HMP100 device (Hyper Media Player), the HMD (Hyper Media Director) application, licenses and training offerings.

Environmental

- Small & light
 - the HMP100 weights only 190 grams - the size of 2 iPhones
 - it can be fixed easily and everywhere, directly behind the screen
- Robust
 - no moving mechanical parts: no hard disk and no fans
 - no maintenance needed
 - no dust gets into the unit
 - no need of specific air-conditioned rooms
 - suitable for tough environments where others will compromise on performance
- No windows OS
 - the HMP100 is a specifically designed appliance for digital signage and kiosk applications
 - no virus and no crashes with the SpinetiX platform
- Silent: solid state technology for storage and without fans for absolute silence
- Green
 - low power consumption: 2 watts only ... 50 times less than a PC
 - low logistics and recycling costs
- Dedicated: HMP is - unlike PC's - designed to fit Digital Signage needs: display mission critical content

Features & architecture

- Independence: each screen is independent and can show content independently (Different content per screen)
- Internal storage: 2GB internal storage available
- Native support of shared network folders for centralized storage
- Offline content update (without LAN connection) is possible with USB key
- Maximum flexibility: 2 online content update mechanisms:
 - PUSH mode - suitable in simpler architectures:
the content is published to specific HMP100 units from the HMD software installed on any PC. No need of server. Also possible from WebDAV clients.
 - PULL mode - suitable for larger architectures:
the content is autonomously and automatically retrieved by the HMP100 units from a WebDAV or web server. Preferred mode when different users contribute to the content collaboratively and when network security prevents to access the HMP100 units from outside the LAN. Firewall-proved. NAT-proved.
- Cost effective: reduce the cost per video port by half, when displaying the same content simultaneously on 2 screens (VGA & HDMI) without the need of a video splitter.
- Video walls: natively supports scalable video wall applications: all HMP100 units on the LAN are precisely time synchronized with available standard NTP (Network Time Protocol) servers. This enables the creation of synchronized content (example: a cat jumping from one screen to the other) and the setup of video wall applications of any size and any configuration.



- Serial connection: bi-directional RS232 IP transparent tunnel with a seamless translation file that can be created and adapted with a software tool provided by SpinetiX:
 - Connect to the screen with ability to control (switch ON/OFF, volume) the screen
 - Connect to third party systems (PA, GPS, Remote Controls, etc.)
- Kiosk applications: USB connection for touch screen applications. Compatibility with any kind of touch screen.
- Event management: alarms (I/O, IP alarms, external output) can create automatic scenarios
- Latest features: instant messaging. Ability to display real-time information (ability to “chat” with a screen)
- Monitor HMP100 with standard LAN monitoring tools: SNMP browsing tool i.e. HPOpenview for instance

Content & software

- Powerful HMD software available and intuitive
- Fully featured: scene creation, playlist creation, scheduling with calendars.
- HMD can suit simple project if content template are created beforehand. Create your first project in 2 hours.
- HMD can fit more complex content needs as well.
- Any type of IP content: still images, video, movies, RSS feeds, live cameras, CCTV cameras, TV streamers.
- SVG is used as a 2D graphic standard language
- SVG is a scalable 2D visual language. No loss of aspect ratio. No loss of visual quality. No fix zone: you can place your objects at any place on the area.
- Unlimited number of layers
- SVG is the defacto standard for Digital Signage. It is used by Nokia or by Apple on iPhones. Tag for accounting any part of the content, any media element displayed by each HMP100 unit and push a reporting document automatically to a server.
- PHP and JavaScript can run on HMP100
 - Easily create touch panel menus
 - Easily parse any external IP data stream (RSS, weather information, financial updates, internal corporate news, etc.)

High-value

- Use your own content software and push your content directly to the HMP100 units without the need of using HMD
- Create your own and customized content GUI
- SpinetiX solution uses more than 23 standard technologies: SG, XML, Ethernet, iCalendar, etc.
- Seamless integration of HMP100 into more complex architecture
- Low power consumption: 2 watts only ... Accelerate ROI for end-users
- Integrate with calendar systems via the iCalendar standard protocol
- Regular training sessions offered at our digital signage academy: unleash your creativity
- No need to buy recurrent annual fees/licenses
- Life-time warranty
- Transparent and simple price list: single software and hardware package