

Advantech Interactive Station Shows You The Way

Advantech Interactive Station is the newest marketing tool with a large screen and interactive self-service function. Full HD and a 700 cd/m2 high brightness LCD attracts all eyes. Two-way information satisfies both audience and owner. Mobile features provide high flexibility and applications for use in various scenarios.

- Perfect multimedia image performance
- Modular design makes shipping easy
- Supports various multimedia sources
- Interactive functions with touchscreen, speaker, RFID, web camera, sensor, thermal printer and Bluetooth
- Records and analyses user behavior

Attractive



Interactive

Traditional digital signage offers only one-way communication so that most signage network operators have little idea of audience reaction to their signage campaigns. Advantech Interactive Station series integrates the following value-added modules, converting it into an interactive signage platform:

- Touchscreen to trigger reaction
- Webcam for "gesture-based" interaction
- RFID/ Bluetooth
- Wireless communication for easy data synchronization



Interactive Content/Portal Format and Tools



Diversification



Retail

- Promote specific items and special offers
- Create seasonal promotional displays
- Use manufacturer co-op dollars in highly targeted ways
- Entertain customers with interesting imagery or video
- Reinforce your brand with exciting visuals



Hotel

- Directory services
- Welcome VIPs & groups
- Display schedules for conferences and meeting spaces
- Promote special events, activities, etc.
- Offer guest information on amenities, special rates and more
- Promote onsite dining with daily specials and current menus



Restaurant

- Menu Board
- Drink or wine video advertisement
- Live weather or news information
- Personalize restaurant style and features



Enterprise

- Provide up-to-the-minute status of changing projects or conditions
- Promote corporate goals or initiatives
- Increase morale by recognizing top performers and promoting incentive programs
- Inform staff of upcoming company events
- Make inter-office communication more memorable and effective with digital signage solutions



Exhibition

- Interactive presentations
- ePoster
- Promote products or services in an attention-getting format
- Add video and audio presentations
- Change your messages in real-time

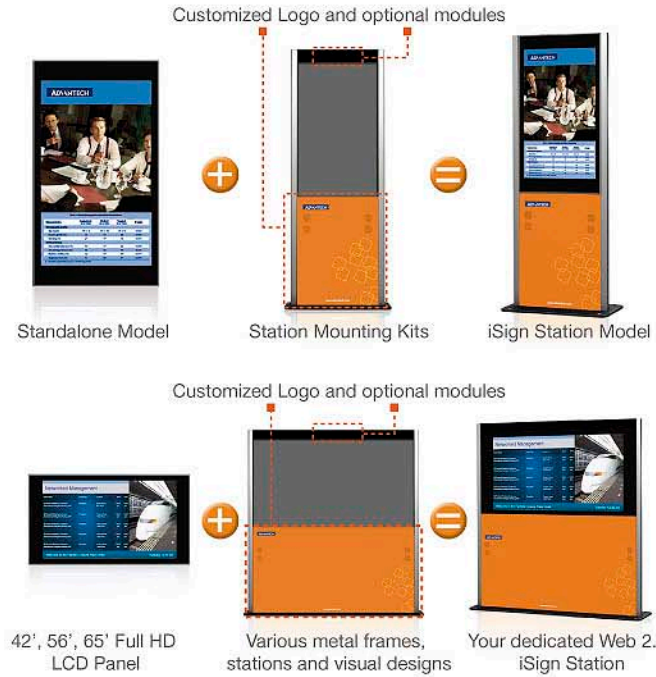


Public & Government

- Transportation schedule lookup
- Display live transportation information
- Welcome VIPs or promote special events
- Provide vital information to the public from airports, bus terminals, hallways, lobbies.
- Promote your city, region, facility, etc.

Flexibility

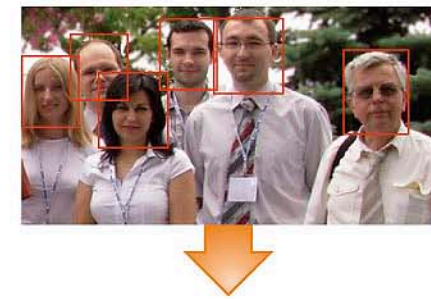
Advantech has also designed a compatible metal frame and base station that can easily convert our Digital Signage Display into a floor-stand Digital Signage Station. We also offer a sunlight readable LCD display option that makes Interactive Station series an ideal platform for semi-outdoor public signage deployment.



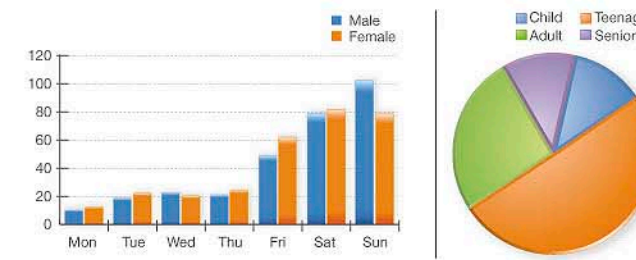
Intelligent Analysis

Knowing true audience counts and efficiently reaching targeted customers are always an advertiser's main goal. iSign station integrated with web camera intelligent video analysis technologies collects audience information. It provides efficient self-selected advertisement to targeted customers. The video analysis technology analyzes face, height, clothes and other characteristics and generates audience data and reports. Based on this raw data, users can judge the effectiveness of commercials by the number of viewers and their staying time. Additionally, users will know audience size and demographics; information that is vital to the marketing department.

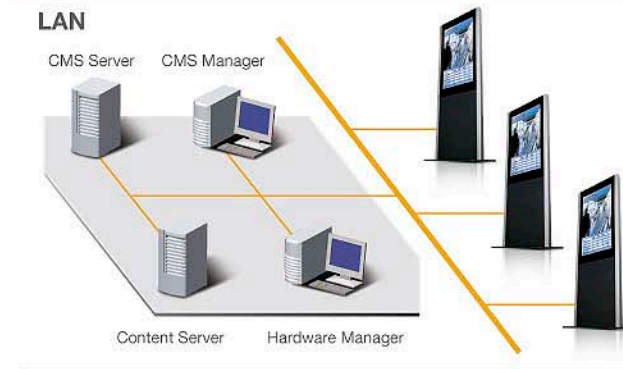
Intelligent Video Analysis- People Counting/ Gender/ Age/ Time Spent Observing



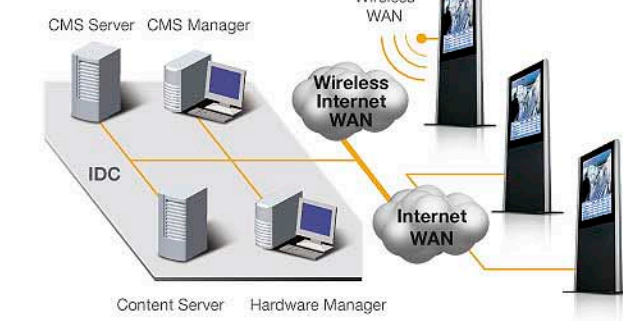
Audience Data and Reports



Network



WAN/ Wireless WAN



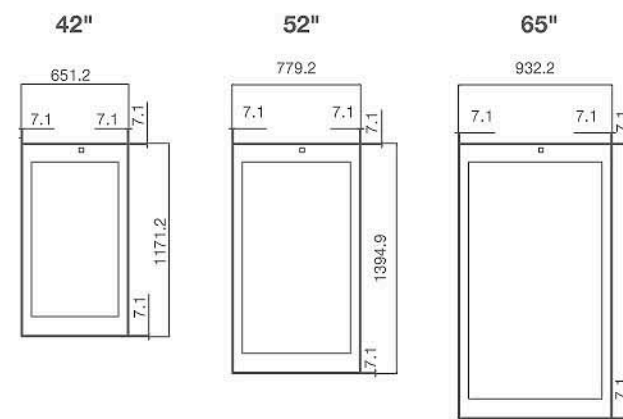
System Web-remote Management

Web-remote management software can help user to check the status of interactive signage station through internet. User doesn't have to check systems on site but through internet and saves more labor cost and time on maintain fee.

- Auto Light Sensor
- Fan Speed Control by duty cycle
- Thermal Sensor, RS232 and Motherboard Status Control
- System Boot up/Shot Down Control
- OSD & Dimming Remote Control
- Display Lamp Damaged Control
- Remote Report
- Additional Server-side Manage Program



Dimensions



Specifications

Model Name		DSS-4270/4250PFA-N07E DSS-5270/5250PFA-N07E DSS-6570/6550PFA-N07E
Display	Screen Size	42" (16:9) / 52" (16:9) / 64.53" (16:9)
	Active Display Area (mm)	930 mm (H) x 523.26 mm (V) 1152 mm (H) x 648 mm (V) 1428.48 mm (H) x 803.52 mm (V)
	Display Resolution (pixel)	1920 x 1080
	Contrast Ratio	4000:1 (typ.)
	Brightness (CD/m2)	700 (typ.)**
Touch	Viewing Angles (CR >=10)	-89°~89° (H); -89°~89° (V)
	Type of Touch	Projected Capacitive Touch
Computer	AR Tempered Glass	Optional
	CPU	Intel Core 2 Duo 2.16G
	Memory	1GB (Max. 2 GB)
	HDD	SATA 120G HDD
	USB	I/O USB x 4, uplink USB x2
	LAN	1000 Mbps / 100 Mbps, RJ 45 x 1
	PS/2	PS/2 keyboard & Mouse
Speakers	OSD	auto-tune/menu/decrease/increase
	VGA	for troubleshooting or extended dual display use
Dimensions (L x H x D)	DSS-4250/5250/6250	651.2 x 1171.2 x 139.5 mm 779.2 x 1394.9 x 139.5 mm 932.2 x 1669.9 x 139.5 mm
	DSS-4270/5270/6270	734.49 x 2002.5 x 140.67 mm 862.5 x 2002.5 x 140.67 mm 1015.5 x 2002.5 x 140.67 mm
Weight	DSS-4250/5250/6250	50 kg/ 62 kg/ 75 kg
	DSS-4270/5270/6270	85 kg/ 90 kg/ 95 kg
Power Consumption		360 Watts/ 430 Watts/ 525 Watts
Optional Module	Operation Temperature	0 - 45 °C
	RFID	-
Optional Module (LAN, WAN)	Blue Tooth	-
	Web Camera	-
	Proximity	-
	Wireless Module (LAN, WAN)	-
	Thermal Printer	-

