



DT Research Digital Signage Presents the Urban Future at World Expo 2010



"We have chosen the DT Research Signage Appliances for its reliability, compatibility and excellent performance. The WCM software's remote management capability in particular has allowed our team to handle this important project productively and efficiently."

Beijing Xingguang Film & TV Equipment Technologies



SA2000 and SA3000

Opened in May 2010, the World Expo Shanghai in China is the world's largest international fair and exposition. Over 190 countries and 50 international organizations showcase their cultures and innovations, attracting more than 500,000 visitors daily. As a part of the Expo 2010, the Future Pavilion gives visitors an opportunity to glance at the futuristic urban concepts, including intelligent homes, healthy neighborhoods, low carbon cities, and harmonious environments. The project organizer implemented a digital signage system combined with audio and visual effects to transfer ideas into experiences.

The Challenge

Taking into consideration the long opening hours and busy foot traffic inside the Future Pavilion, the project required a stable and secure digital signage system capable of delivering steady performance while working 15 hours a day and 7 days a week. The signage system needed to be fully compatible with the audio and lighting facility used in the pavilion and support synchronization on multiple screens to bring the best presentations to visitors.

Remote management and monitoring of the entire signage network from the central control room was a top priority for project administrators to reduce onsite disturbance during the opening hours. The system also needed to handle heavy network loading of high-definition multimedia content during downloading and playback.

The Solution

The Future Pavilion chose the DT Research Signage Appliances - the robust DT Research SA2000 and SA3000 signage players integrated with the WebDT Content Manager software - capable of delivering high-quality dynamic media content while communicating with the server for continuous updates.

The DT Research SA2000 and SA3000 are compact, easy-to-install signage players and can be paired with a variety of displays such as LCDs, projectors and TVs. With high-performance multimedia processing capability, both players can deliver content in major media formats including HD (1080p) video content. With a fanless, solid state design, the DT Research SA2000 and SA3000 can perform steadily 15 hours a day non-stop.

The WebDT Content Manager (WCM) is the web-based server software providing central management of the WebDT signage players and remote control of content design and distribution over a network. Project administrators offsite can manage the entire signage system in the pavilion via the WCM server. Real-time updates of data and playlists and schedule publishing can also be executed from any location.

The DT Research Signage Appliances support content synchronization across multiple screens and are fully integrated with the sound and lighting facility in the pavilion. The lighting and music systems can switch content, matching the corresponding video content on the precise timing - so that the video, audio and lighting effects coming from different

devices are synchronized, providing a stunning theatre-like experience.

To avoid heavy network loading, the signage network is divided into sections and each section is equipped with its own signage network including a server, players and screens. This arrangement enables fast updates of data and easy management of content design. There is zero interference between the subsidiary networks and thus more stability and security for the whole system. The DT Research signage system also permits different encryption in each section so that only the authorized media players, software and server can access the network. In the case of malfunctioning equipment, the administrator can quickly pinpoint the issue in the subsidiary network and conduct repairs without disturbing the whole site.

To offer dynamic visual presentations, the project set up different types of signage displays including LCDs, TVs and projectors. For content layout

and design, the WCM software offers various screen ratios, resolutions, and customizable zone layouts so that users can easily design content for different displays. The WCM software also allows administrators to remotely schedule power on-and-off timing on the hardware devices. This function not only cuts down energy consumption, but is crucial for maintaining the projection equipment hung from the ceiling.

Results

The Future Pavilion in the World Expo 2010 has deployed over 60 WebDT Signage Appliances for dynamic media presentations on its 13,000-square-meter site.

• **Proven Safety and Security**

The DT Research Signage Appliances offer industrial-grade media players with fully integrated content management software. The seamless integration eliminates system compatibility issues and reduces

operation problems. The WebDT Content Manager software is smartly designed to secure data transmission, and the subsidiary networks ensure reliability and safety for the whole system.

• **Visitor Experience Guarantee**

The DT Research Signage Appliances are fully compatible and synchronized with the audio and lighting facility onsite. Visitors can enjoy high-quality multimedia content and theatre-like experiences in the pavilion.

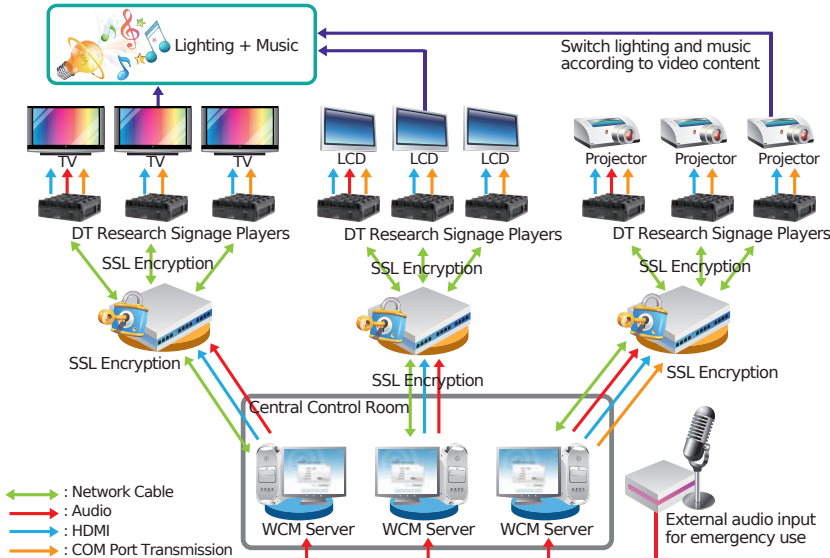
• **Increased Productivity**

Managing the digital signage network becomes efficient and effective using the WebDT Content Manager software's intuitive interface and centralized management capability. The web-based software allows administrators to remotely monitor the signage players and screens and to update data and playlists in real-time without interrupting the visitors.

For more information about DT Research Signage Appliances, visit <http://signage.dtri.com>



System Architecture



About DT Research



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DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The DT Research family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. The products include digital signage solutions, wireless tablets, point-of-service handhelds, compact modular systems, and display-integrated information systems. These systems emphasize mobility, wireless connectivity and touch displays. Powered by Windows® operating systems, the devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and Device Manager software. For more information, visit <http://www.dtresearch.com>

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