



*Digital* **iAD**  
**Advertising Solution**

Product overview & description

**Best possible services;**  
**Best possible solutions;**  
**Best possible technologies.**



**Transports**



**Hotels**



**Restaurants**



**Shopping Malls**



**Clubs**



**Exhibitions**

LCD

PLASMA

TV

LED



**VGA/DVI**



**RCA**



**S-VIDEO**

iAD is a sleek, advertisement device which transmits message through any size of LCD, LED, Plasma or TV screen. It is recognized as one of the most effective advertising tools that provides optimal advertising messages to target customers.

iAD is the next generation signage server display, a scalable platform that allows display of media within shops, offices and public places. Its full use of existing infrastructure lowers installation, operational and implementation costs.

iAD's intuitive design and ease of use makes it desirable for all. Content can be easily uploaded with the use of standard web browsers. The timing schedules, system passwords and back up of files can also be

adjusted to user preference, to ensure maximum stability and security.

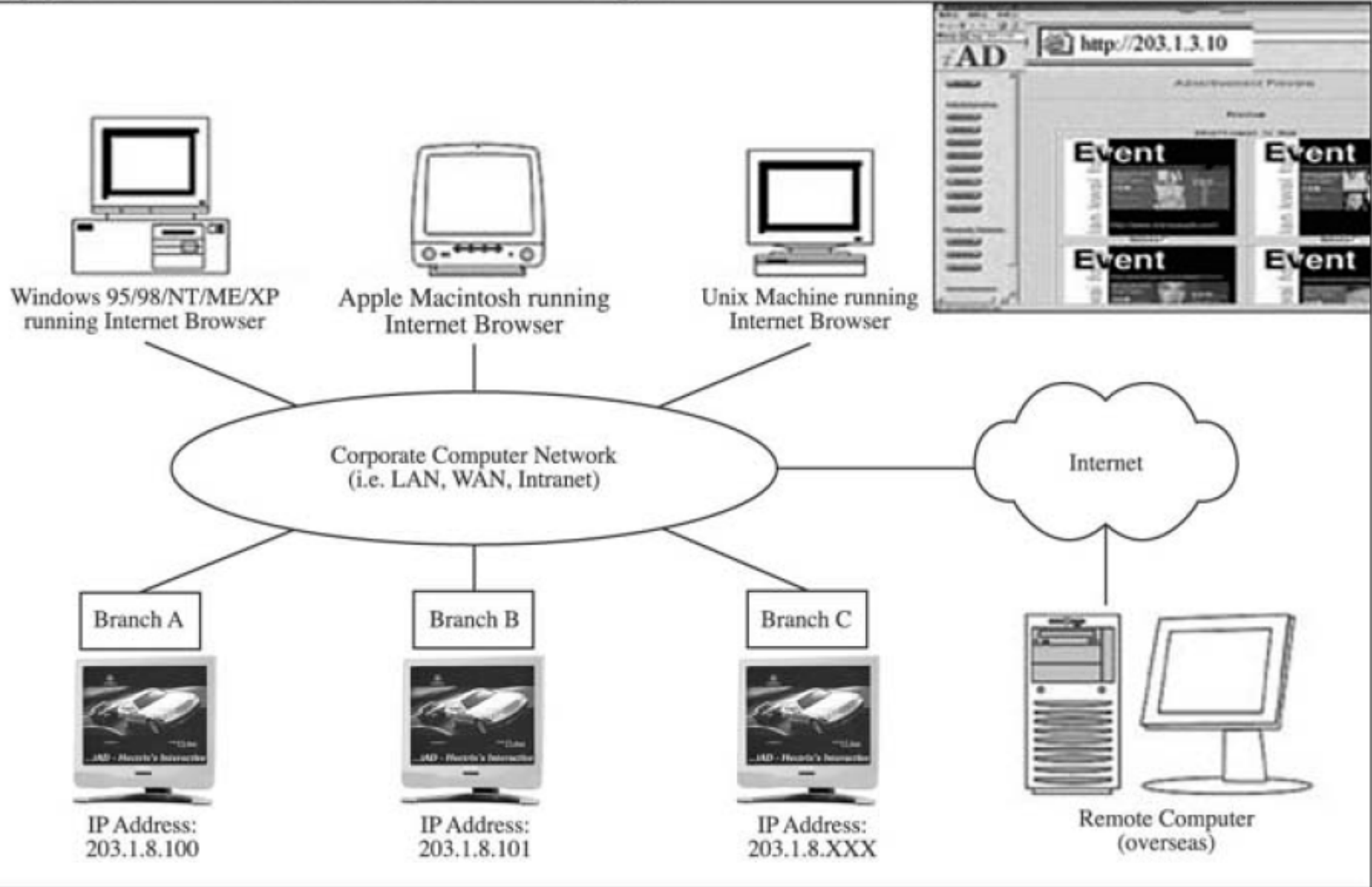
Also included is an optional ticker for displaying predefined messages as well as realtime information such as stock quotes, news headlines, weather and traffic reports, and special announcements.

### **Benefits:**

- Increase revenue from promoting other businesses
- Promote your own business
- Other applications: real-time training with other branches, display at residential and office buildings, sports arena, etc.
- Economical and entirely self-contained

***Easy Installation, Low Maintenance***

# Typical iAD Connection Diagram



## Technical Specifications of iAD

Exchange Information between Devices (Master/Slave configuration)	✓
Static IP address assignment	✓
Dynamic IP address assignment	✓
Support existing DHCP server	✓
Non-volatile Memory	128MB, 256MB, 512MB
Computer supported (with Internet Browser)	Apple Macintosh, Windows 95/98/NT, Unix Machine
Encryption	SSL
Multilingual Support	✓
Network Interface	10/100BT Ethernet (Built-in) GSM/GPRS(PCMCIA) Wireless 802.11abg(PCMCIA)
Media Formats supported	DVD, VCD, Video Input, MPEG1,2 & 4, mov, avi, tiff, gif, png, JPEG, MP3
Remote Diagnosis	Real-time Reporting
Video Streaming	MPEG 1,2 & 4 Unicast/Multicast/VOD Streaming Real time/Standard Ticker Display