

For Immediate Release

WebDT Digital Signage Explores the Urban Future at the Shanghai World Expo

INFOCOMM ASIA, Hong Kong - November 17, 2010 - DT Research™, Inc., an industry leader in the development of information appliances for vertical markets, announced the installation of WebDT digital signage appliance players at the Shanghai World Expo.

Opened in May 2010, the World Expo Shanghai in China is the world's largest international fair and exposition, where over 190 countries and 50 international organizations showcase their cultures and innovations, attracting more than 500,000 visitors daily. The WebDT SA2000 and SA3000 digital signage appliances are deployed in the Future Pavilion, displaying presentations on 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 robust WebDT Signage Appliances provided the Future Pavilion a stable and secure platform for their digital signage network, which operates 15 hours a day and 7 days a week. With high-performance multimedia processing capability, the WebDT SA2000 and SA3000 can deliver content in major media formats including HD (1080p) video content. A fanless, solid state design, supports non-stop, 15 hour-day performance. The WebDT signage system also offers different encryption levels for grouped

displays, so that only the specifically authorized users can access their assigned section of the network.

The WebDT Signage Appliances support content synchronization across multiple screens for a dynamic presentation, and are fully integrated with the sound and lighting 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.

Managing the digital signage network at the Future Pavilion is efficient and effective using the WebDT Content Manager's (WCM) intuitive interface. The web-based software provides remote management and monitoring of the entire signage network from the central control room, a top priority for project administrators to reduce onsite disturbances during the operating hours. The system also handles heavy network loading of high-definition multimedia content during downloading and playback.

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.

The fully integrated WebDT hardware and software solutions have delivered an efficient, effective system that is straightforward enough to manage, while remaining flexible enough to incorporate with other applications for a multi-faceted network.



About DT Research

DT Research™ develops and manufactures web-enabled information appliances for vertical applications. The WebDT family of products is based on embedded computing platforms for secure, reliable, and cost-effective computing. WebDT 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® Embedded and Windows XP operating systems, WebDT devices offer durability and ease in integration, leading to solutions that can be remotely managed with the comprehensive WebDT Content Manager and WebDT Device Manager software. For more information, visit <http://signage.dtri.com>.

DT Research will showcase the WebDT digital signage and Point-of-Service product lines at InfoComm Asia in booth 14D01.

DT Research and WebDT are trademarks of DT Research, Inc. All other brands and product names may be trademarks and/or registered trademarks of their respective owners.

###