Reach Your Audience with Dynamic Communications
- by WebDT Digital Signage Solution -
<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Founded:</td>
<td>1995; Privately held</td>
</tr>
<tr>
<td>Products:</td>
<td>Digital Signage Systems &amp; Mobile Tablets</td>
</tr>
<tr>
<td>Customers:</td>
<td>200+ including Beijing Airport, Safeway, Tesco, CSX</td>
</tr>
<tr>
<td>Employees:</td>
<td>Over 300 worldwide</td>
</tr>
<tr>
<td>Partners:</td>
<td>Hitachi, Intermec, BSquare, AirMedia</td>
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<tr>
<td>Locations:</td>
<td>Headquartered in San Jose, California</td>
</tr>
<tr>
<td></td>
<td>- Offices in China &amp; Taiwan</td>
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<td></td>
<td>- Partners in Japan, Europe</td>
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Information Distribution & Consumption are Evolving

- Digital content is everywhere
  - Airports, Malls, Taxi, Retail Stores
- High quality video is popular
  - LCD, Plasma, HDTV, Hi Def DVD Format
- Interactivity is becoming expected
  - Price Checking, Wayfinding
  - Airline entertainment, Gaming, Social Networking
- Self-service is widely accepted
  - Airline Check In, Internet Buying
  - Home Delivery, Self-check Out
To address these expectations, companies need to offer:

- **Time-sensitive & Location-based Marketing**
  - Dynamic advertising
- **On-the-spot Customer Service**
  - Immediate information access
  - Line-busting
- **Personalized Self-service**
  - Interactive information access
  - Immediate transaction processing
  - Wayfinding
  - Educational demos
Technology is Converging

- Mobile Tablets
- Kiosks
- POS Devices
- Digital Signage
Industrial Mobile Tablets
- Mobile Point-of-Service
- Mobile Inventory Management
- In-field Information Access

Integrated MSR
Barcode Scanner & Camera
Rugged Fixed Mount

Interactive Digital Signage
- Dynamic Advertising
- Personalized Self-service
- Educational Demos
Existing Digital Signage Solutions are Incomplete

- LG, Sharp
- Cisco, Dynasign
- RedyRef, Kiosk
- Scala
- Broadsign
- Digi International
- Content management vendors
- Content hosting vendors
- Device Management Vendors
Why buy pieces from different manufacturers?
Off The Shelf Technologies:

- Assortment of technologies put together haphazardly
- Difficulty integrating all components
- Unprofessional for commercial use:
- Connectivity and wire mess!
Why buy pieces from different manufacturers?

When you can get a complete system from one manufacturer?
Comprehensive System
with fully integrated HW & SW from a single vendor
WebDT Signage System

1 System, 3 Components

1 Signage / Kiosk Combo Unit

2 WebDT Device Management Software

3 WebDT Content Management Software
Large industrial-grade interactive IR based LCD display
- Infrared Touch - most accurate and low maintenance
- Allows interactivity on user-defined zones
- Enables interactive applications
- Superior way to target specific groups
- Measurable results enable dynamic content for optimum effectiveness
- Real-time interactive information sharing

Interactive Communications with Customers
WebDT Interactive Digital Signage Kiosks

WebDT DS1200, DS1500, DS1700

- 12”, 15” and 17” display-integrated media player
- High - resolution LCD
- Slim, mountable design
- IR-touch screen option
- Integrated POS options for the 15” and 17”
  - Magnetic Stripe Reader (MSR)
WebDT Signage LCD Displays

Model 2600, 3700, 4200, 4700, and 6500

High-definition displays with integrated LCD & media player

- Integrated but accessible media player
- Windows XP Embedded OS
- Slim Design, space saving
- IR Touch-screen option for interactivity
- Industrial-grade (fan less & metal casing)
- Remote auto recovery / HW Watchdog
- SA Series (low power consumption)
- Flash-based storage
- Supports WebDT Content Manager & WebDT Device Manager
WebDT Signage LCD Display - 4200

- 42” High - resolution LCD
- Integrated, yet accessible Media Player
- Thin, 15mm Bezel
  - Ideal for multi-screen applications
  - Information Tables (menu boards, flight info)
- Maximize Screen Space
- IR-Touch Screen Option
- Works with WebDT Content Manager
- Supports WebDT Device Manager
- Compatible with a wide range of displays
- Windows XP Embedded operating system
- I/O Ports
  - DVI-I, USB, RJ45 for Ethernet, Dipole antenna, DC-in jack, S-Video input, Composite video-in
- Robust Functionality
  - x86 processors
  - Resolution up to 1920 x 1080
  - 2GB – 16GB Flash memory
  - 1GB RAM memory
- Compact Design
  - Weight: 1.2 lbs ~ 2 lbs / Dimensions (HxWxD): 1.7”x5.5”x5.1”
WebDT Signage Appliance - SA2000
(Compatible with 4200/4700/6500)

- Compatible with a wide range of displays
- Windows XP Embedded operating system
- I/O Ports
  - VGA, HDMI, USB, RJ45 for Ethernet, Dipole antenna, DC-in jack, S-Video input, Composite video-in, RS-232 COM

- Robust Functionality
  - x86 AMD Power efficient CPU (1.6GHz Fanless or 2.0GHz w/fan or 2.1GHz Dual-Core w/fan)
  - Resolution up to 1920 x 1080 (ATI Graphics)
  - 4GB – 16GB Flash memory, HDD capable
  - 1GB – 2GB RAM memory

- Compact Design
  - Dimensions (HxWxD): 1.7”x8.1”x5.1”
Web Based
Remote Administration
Power On/Off
Scheduling & Activity logs

Patch management
System & Image management
Device Inventory
Vertical Market Applications
- Sales promotions
- On-site product information
- Way finding / Directory
- Advertising
- Catalog access
- Dining menus
- Pharmacy order status
- On-site events
Services information & sales
Event information
Way finding
Guest services
Kiosk check-in
Restaurant & store sales
Loyalty programs

Event Information Displayed Prominently
Other Vertical Markets

- Transportation Facilities
  - Up-to-the-minute information

- Government Agencies
  - Interactive directory information

- Schools and Universities
  - Emergency communication

- Corporate Buildings & Campuses
  - Internal & External communications
WebDT Digital Signage Benefits

- A Professional Digital Signage Network at an affordable Price
- Place digital signs strategically to address customer needs
- Centrally manage content through web-based software
- Manage devices remotely to ensure optimal uptime
- Lower power consumption compared to PCs
- Space-saving alternative to dedicated PCs

Reach your Customers with Dynamic Communications
Enabling the Convergence of Mobile Tablets, Kiosks, Digital Signage and POS Devices