



## DT Research Digital Signage Lights Up Outdoor Advertising on Shanghai's Nanjing Road



*"With the DT Research Signage Appliances, we can manage the outdoor digital signs effectively. We no longer need to regularly send staff over to replace print ads or switch on/off the screens, and thus hugely cut down our maintenance costs."*

Xie, Deputy Director,  
Yi Gao (Shanghai) Advertising



SA2000

Located in the city of Shanghai in China, Nanjing Road is a must-see metropolitan destination attracting 1 million visitors daily from all over the world. Over 600 businesses, from traditional stores to modern shopping malls, specialty stores, theatres, restaurants, and hotels, are operated on both sides of the road. To give a modern look to the area, an outdoor LED digital signage project was implemented on Nanjing Road to replace traditional posters and billboard ads.

### The Challenge

As Nanjing Road is one of the most famous tourist sites in Shanghai, public safety and information security were two legible concerns for the outdoor digital signage project. To comply with the tough regulations of China's Ministry of Industry and Information Technology, the project required an ultra-reliable signage solution to safeguard the system and maintain a high standard of operation.

Based on the existing infrastructure, Nanjing Road's digital signage system required a wireless network capable of overcoming regular signal interference by busy traffic and harsh outdoor conditions such as heavy rain and strong wind.

To effectively manage the digital signs on the road, administrators must be able to remotely control signage players, publish schedules, and update media content in real time using the internet.

### The Solution

Nanjing Road has chosen the DT Research Signage Appliance - the robust SA2000 signage player which includes the integrated WebDT Content Manager software - capable of delivering dynamic media content while communicating with the server for continuous updates.

The DT Research SA2000 is a compact, fan-less, and easy-to-install signage player with a high-performance multimedia processing capability. With an industrial-grade design, the DT Research SA2000 can deliver steady performance under high temperatures in the outdoor setting.

The WebDT Content Manager (WCM) is the web-based server software providing the central management of DT Research signage players and easy content design and distribution over a network. Administrators can send real-time updates of data and playlists and manage the entire outdoor signage system on Nanjing Road in offices offsite with access to the WCM server.

The DT Research Signage Appliances support content synchronization on multiple screens. Mainly used as an advertising platform, the LED signs on Nanjing Road can display the same advertisement in chorus and change concurrently to provide an impressive visual experience and increase the brand recognition among viewers.

The WCM software uses encryption to ensure that only the authorized media players, software and servers can have access to the network. To protect the data against unauthorized modification or destruction, a warning immediately alerts

administrators if any unidentified device, such as a USB, is accessing the system. The WCM software's watchdog function tracks the status of the signage players and the system can reboot automatically if a crash occurs.

To build a strong network, the DT Research Signage Appliances are connected to the advanced wireless access points for continuous, secured data transmission. In the case of signal breakdown, transmission can resume automatically to prevent any interruption on the broadcasting of advertisements.

### Results

Nanjing Road has currently deployed 28 DT Research Signage Appliances integrated with the 2-meter tall, large outdoor LED displays, offering not only an attractive sight in Shanghai's most popular tourist destination, but a cost-

effective digital signage platform for advertisers.

- **Reduced Operation Costs**

Managing an outdoor digital signage network becomes efficient and effective using the WebDT Content Manager software's centralized management capability. The web-based software allows administrators to remotely monitor the signage players and LED signs on the road and update real-time data and playlists without onsite personnel support, saving staff time, maintenance efforts and management costs. Administrators can also schedule the power on-and-off timing on the LED screens and cut down energy consumption.

- **Enhanced Advertising Platform**

The DT Research Signage Appliances provide the media operator a stunning outdoor digital signage medium for

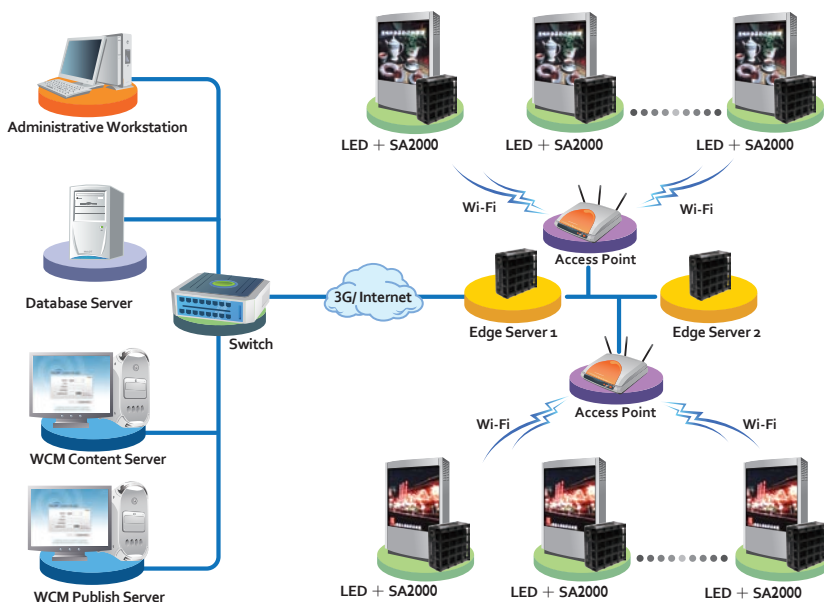
their clients to promote products and branding. With the high quality and reliability of the DT Research signage network, the media operator has established its outstanding reputation among advertisers and experienced a resulting revenue increase.

- **Proven Safety and Security**

The DT Research Signage Appliances offer a seamless integration between the DT Research signage players and the WCM software, eliminating system compatibility issues and reducing operation problems. The WebDT Content Manager software is smartly designed to secure data transmission and provide network safety.

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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