

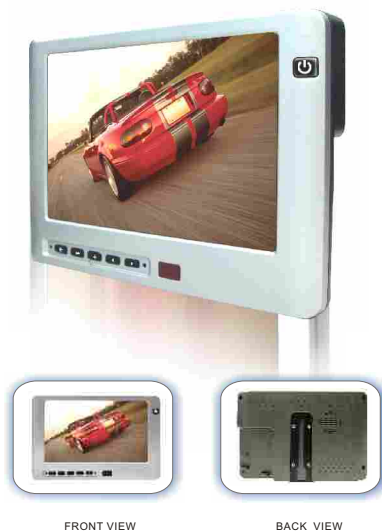
7" Digital Signage System in Transportation

◆ Overview

In the past 10 years, Digital Signage has won its reputation in the quality of advertising, low total ownership cost, and real-time player status control. The advantages of digital signage include the rapid ability to update content, and the ability to deliver specific messages to specific audiences in specific locations. Digital signage is helping to merge the industries of advertising networks and point of purchase display merchandising. With many years of experience in various digital signage applications and its reliable rugged solutions, Winmate launches the 7" Digital Signage system in transportation to lead the trend and would like to invite your participation to explore this huge potential market.

Standard Product Features:

1. 7" Automobile LCD (W07T740-AMA2)



Features:

- For In-Car Computing, PC, Server, GPS, and various VGA Use
- High Brightness, High Contrast LCD Panel
- VGA Input (15 pin D-SUB) x 1
- Composite Video Input (RCA connector) x 2
- Audio Input
- Built-in Speaker
- NTSC / PAL Multi-System
- Auto detects signal resolution
- Adjustable backlight level for night-time use
- Last Input memory
- Last Power setting memory
- IR Remote Control
- Automatic display adjustment
- On Screen Display Control
- Image Flip (VGA and Video Modes)
- 20-Pin heavy-duty connector
- TR for sunlight readable
- "E" Mark Certified for Automotive use
- Support Max. 36V Spike protection
- Composite one can be set to video signal input or power on/off control signal input by DIP switch
- 4-wire resistive Touch Screen (Optional)

2. MSS350 BOX + GPS Receiver



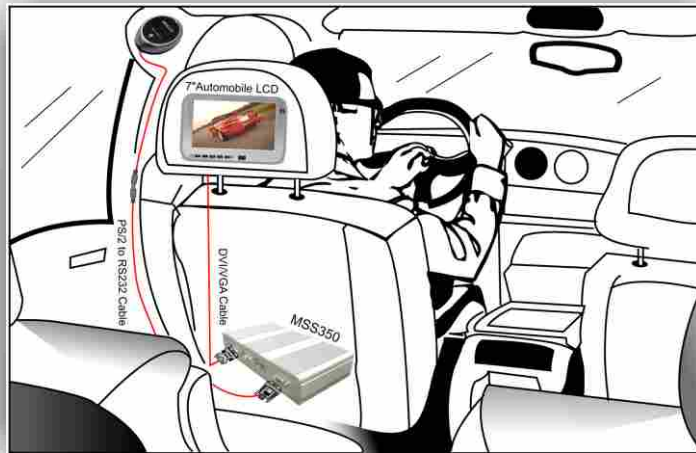
Features:

- RISC-based embedded system
- Linux OS for stable media playback
- Support MPEG 1/2/4, divx, xvid, vob, avi, m2p video
- HD Ready DVI high quality video output
- Ultra Low Power Consumption (5W)
- Support Ethernet/wireless LAN/USB media update
- Play different playlist according to different position (coordinates provided by GPS receiver)
- Real-time RSS feed support
- Stable CF card internal storage for transportation application
- Powerful MSO Gold digital signage management software



7" Digital Signage System in Transportation

◆ Digital Signage System Diagram



Order List

| | |
|--------------------------------------|--------|
| 7" Automobile LCD | 1 unit |
| MSS350 Box | 1 unit |
| GPS Receiver | 1 unit |
| 3G Router (optional) | 1 unit |
| 802.11b/g wireless module (optional) | 1 unit |

Software Bundle

MSO Gold is the digital signage management software bundled with bus digital signage package. MSO Gold allows you to:

- ◆ **A. view player status**
- ◆ **B. do group management**
- ◆ **C. setup a picture as background**
- ◆ **D. define your own layout**
- ◆ **E. define GPS trigger event (optional)**



MSO Gold User Interface



Layout Designer to make your own layout



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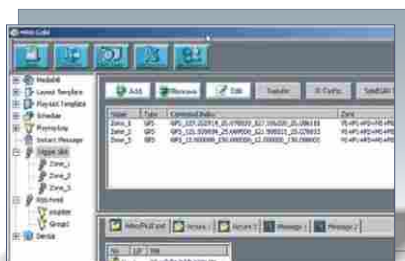
Accessories for Extra Features & Playlist Creation

◆ GPS

Public transportation runs across the city everyday. Some shops around a certain area might need a high exposure to these passengers. They will be willing to buy advertisements to introduce their products/service when the passenger is coming nearby their location. Just input the coordinates of this stop in the management software and a predefined video or pictures will come up when the bus enters the zone.

STEP 1.

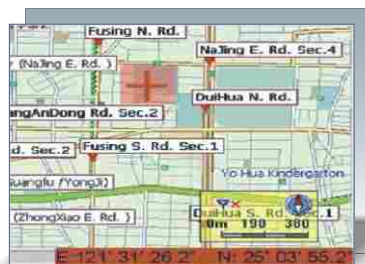
Create a zone



STEP 2.

Enter coordinates for the zone

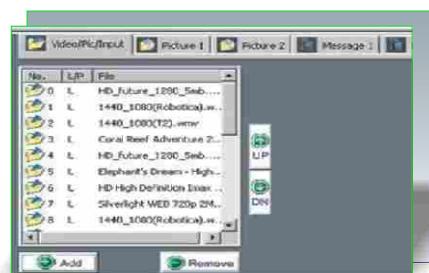
You can use any navigation software to check the coordinates



STEP 3.

Define playlist

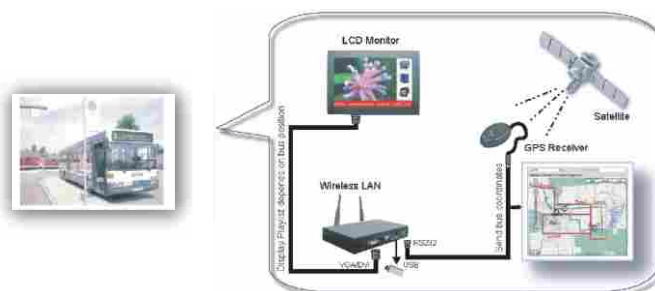
Define playlist for the zone



STEP 4.

Transfer

Transfer the setting of coordinates and media files to Network Player



◆ Applications

Taxi



Taxi



Tour Bus



School Bus

