

Versatile Solutions for the  
Multimedia Age



# Digital Signage Starter Kit

Affordable and Easy-to-use Marketing Tool

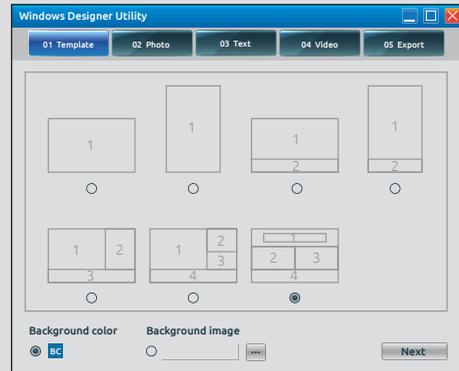
**D**igital Signage is one of the most impactful technologies and effective marketing tools in use today. From tourist attractions to retail outlets, restaurants and nightclubs, digital signage is transforming the way delivering messages to target audience. It can help your business stand out from the crowd and generate new revenue. However, the complexity of digital signage deployments and high initial upfront costs for both hardware and software required have prevented many business owners from deploying digital signage even though they see the technology as beneficial.

## Simple and Affordable Starter Kit

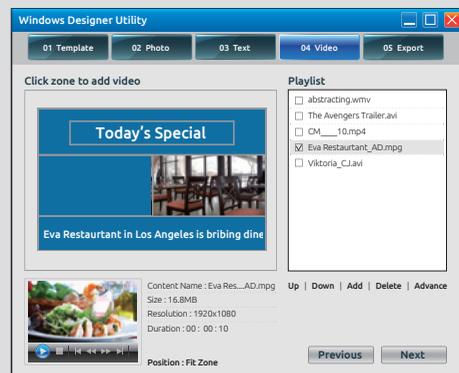
NEXCOM has developed a simple and affordable digital signage Starter Kit to help get companies onto the first step of the digital signage ladder. The Starter Kit can significantly lower the total cost of ownership for those customers not requiring all of the more sophisticated functionality offered by current digital signage solutions on the market.

The Starter Kit package features your choice of three ready to use player models to fulfill different complexity of marketing messages you have in your business. Each player model brings the core elements together-reliable hardware, embedded OS, remote management software, and advertisement creation tool-enabling customers to quickly setup, manage and operate the signage display for business. It is so easy to use. Within just a few simple steps, you are ready to communicate with your valuable guests via rich and eye-catching messages.

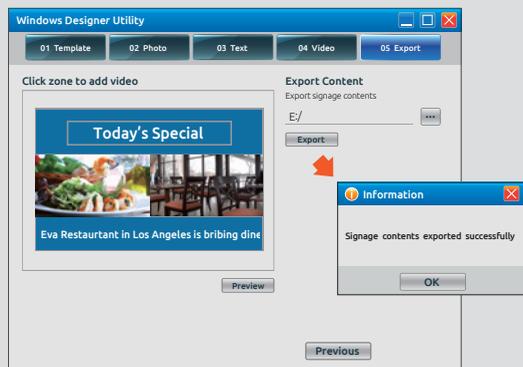
### Three Steps to Play



Select Layout Template



Add Contents



Export Presentation to USB



# Applications

With Starter Kit, you can broadcast easy and efficient message to the following different applications:



Corporate Communication



Retail Store



Fast Food Digital Menu Board



Bank and Financial Services



Airport and Transportation



Hospitality



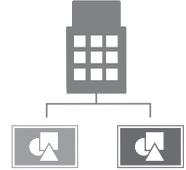
Sport and Entertainment Venues



Education



DS Service Provider



Advertising Network

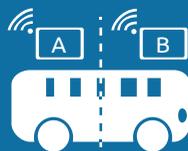
## Upgrade for Future Growth

User can purchase optional package to upgrade Starter Kit Edition to fully featured versions for supporting a wide range of digital signage applications. The upgrade can be activated by just a few mouse clicks through the Starter Kit player management console.

### Advanced



Interactive touch



Location based signage



Gesture control

### Basic



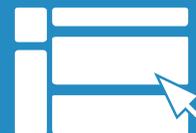
Content formats: video, audio, flash, image, web, ticker, RSS, live video/TV, streaming video



Schedule playback and control function

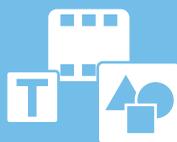


Up to 9 content zones



Flexible, user-defined display layout

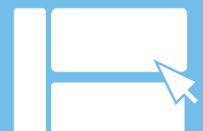
### Starter kit



Content formats: mpeg video, image, and text ticker



Up to 4 content zones



Simple pre-configured display layout

# Key Features

- Easy to use pre-configured display layout
- Rich video, image and text ticker content formats support
- Multiple content zones support
- Single display or cloned dual display support
- Content update by USB disk or through network
- Remote management functions

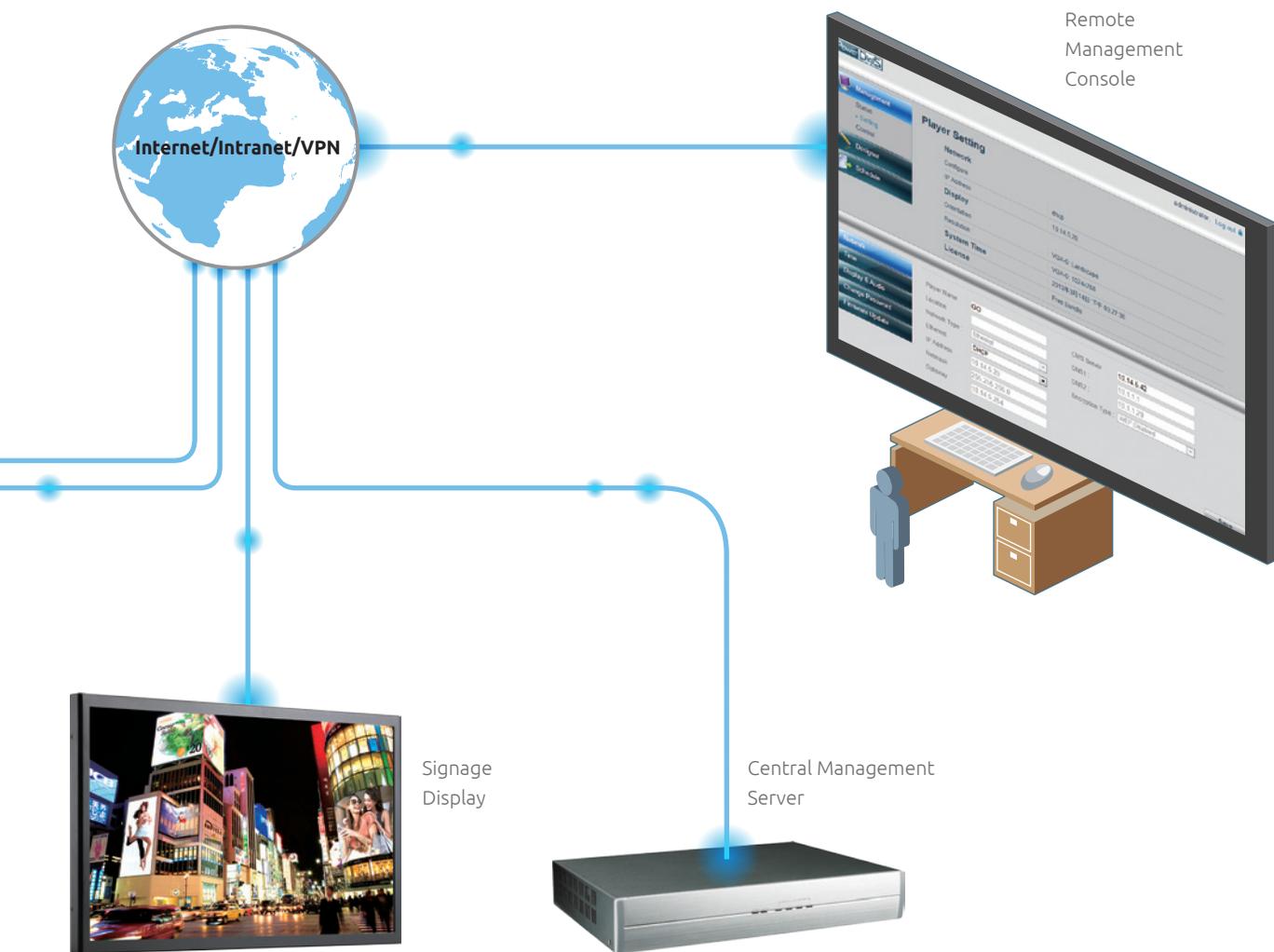


## Model

### PDSB 125R Cost-Effective DS Appliance

### PDSB 166R High-Performance DS Appliance

LAN	1x 10/100/1000Mbps	2x 10/100/1000Mbps
Display Output	1x VGA, 1x HDMI	1x VGA, 1x DVI-D, 1x HDMI
Display Mode	Single or Clone	Single or Clone
Audio Output	1x Audio Line-out, 1x Mic-in ports	1x S/PDIF, 1x Line-out, 1x Mic-in
USB 2.0	4	4
Dimension (mm)	250 x 195 x 40	250 x 194 x 40
Video Capability	Single channel full HD video	Dual channels full HD video
Display Resolution	1920 x 1080	1920 x 1080
Multimedia Format Support	Video: MPEG4, VC1, H.264 Graphic: JPG, BMP, PNG, ICO, ICP, GIF, TIFF, WMF Text: Ticker/RSS News Feed	Video: MPEG4, VC1, H.264 Graphic: JPG, BMP, PNG, ICO, ICP, GIF, TIFF, WMF Text: Ticker/RSS News Feed
Remote Management	Web browser	Web browser
Ordering Information	10B00B12501X0	10B00B16601X0



## PDSP 2121R

### All-in-One DS Appliance

1x 10/100/1000Mbps

21" LCD panel, 1x VGA

Single or Clone

1x Line-out; 1x Line-in; 1x Mic-in

4

506.4 x 300.6 x 64.7

Single channel HD video

1920 x 1080

Video: MPEG4, VC1, H.264

Graphic: JPG, BMP, PNG, ICO, ICP, GIF, TIFF, WMF

Text: Ticker/RSS News Feed

Web browser

10B0P212102X0

## PDSC 1100R

### Central Management Server for Player Group Management

LAN

USB 2.0

Dimension (mm)

Max. Number of Player Management

Central DS Player Device Management

Central DS Presentation Distribution

Central DS Presentation Scheduling

Content Management

Management UI

Ordering Information

1x 10/100/1000Mbps

2

272 x 195 x 44

100

- Player/grouped players setting
- Player/grouped players control
- Player/grouped players presentation schedule control

Player or player group

Player or player group

Player or player group

Web browser

10B0C110000X0

## Headquarters

### NEXCOM International Co., Ltd.

15F, No. 920, Chung-Cheng Rd., ZhongHe District, New Taipei City, 23586, Taiwan, R.O.C.  
Tel: +886-2-8226-7786  
Fax: +886-2-8226-7782  
www.nexcom.com

## America

### USA NEXCOM USA

2883 Bayview Drive,  
Fremont CA 94538, USA  
Tel: +1-510-656-2248  
Fax: +1-510-656-2158  
Email: sales@nexcom.com  
www.nexcom.com

## Asia

### Taiwan Central Taiwan Office

16F, No.250, Sec. 2, Chongde Rd.,  
Beitun Dist., Taichung City 406, R.O.C.  
Tel: +886-4-2249-1179  
Fax: +886-4-2249-1172  
Email: sales@nexcom.com.tw  
www.nexcom.com.tw

### Japan NEXCOM Japan

9F, Tamachi Hara Bldg.,  
4-11-5, Shiba Minato-ku,  
Tokyo, 108-0014, Japan  
Tel: +81-3-5419-7830  
Fax: +81-3-5419-7832  
Email: sales@nexcom-jp.com  
www.nexcom-jp.com

## China

### NEXCOM China

2F, Block 4, Venus Plaza, Bldg. 21,  
ZhongGuanCun Software Park, No. 8,  
Dongbeiwang West Rd., Haidian District,  
Beijing, 100193, China  
Tel: +86-10-8282-6599  
Fax: +86-10-8282-5955  
Email: sales@nexcom.cn  
www.nexcom.cn

### Shanghai Office

Room 1505, Greenland He Chuang Bldg.,  
No. 450 Caoyang Rd.,  
Shanghai, 200062, China  
Tel: +86-21-6150-8008  
Fax: +86-21-3251-6358  
Email: sales@nexcom.cn  
www.nexcom.cn

### Nanjing Office

Hall C, Block 17, Tian Xing Cui Lang Bldg.,  
No. 49 Yunnan North Rd.,  
Nanjing, 210018, China  
Tel: +86-25-8315-3486  
Fax: +86-25-8315-3489  
Email: sales@nexcom.cn  
www.nexcom.cn

### Shenzhen Office

Western Room 708, Block 210,  
Tairan Industry & Trading Place, Futian Area,  
Shenzhen, 518040, China  
Tel: +86-755-8332-7203  
Fax: +86-755-8332-7213  
Email: sales@nexcom.cn  
www.nexcom.cn

### Wuhan Office

1-C1804/1805, Mingze Liwan, No. 519  
South Luoshi Rd., Hongshan District,  
Wuhan, 430070, China  
Tel: +86-27-8722-7400  
Fax: +86-27-8722-7400  
Email: sales@nexcom.cn  
www.nexcom.cn

### Chengdu Office

9F, Shuxiangxie, Xuefu Garden,  
No.12 Section 1, South Yihuan Rd.,  
Chengdu, 610061, China  
Tel: +86-28-8523-0186  
Fax: +86-28-8523-0186  
Email: sales@nexcom.cn  
www.nexcom.cn

## Europe

### France NEXCOM France

La Grande Arche-Paroi Nord,  
92044 Paris La Défense, France  
Tel: +33 (0) 1 40 90 33 35  
Fax: +33 (0) 1 40 90 31 01  
Email: sales.fr@nexcom.eu  
www.nexcom.eu

### Germany NEXCOM GmbH

Leopoldstraße Business Centre,  
Leopoldstraße 244,  
80807 Munich, Germany  
Tel: +49-89-208039-278  
Fax: +49-89-208039-279  
Email: sales.de@nexcom.eu  
www.nexcom.eu

### Italy NEXCOM ITALIA S.r.l

Via Gaudenzio Ferrari 29,  
21047 Saronno (VA), Italia  
Tel: +39 02 9628 0333  
Fax: +39 02 9286 9215  
Email: nexcomitalia@nexcom.eu  
www.nexcomitalia.it

### United Kingdom NEXCOM EUROPE

10 Vincent Avenue,  
Crownhill Business Centre,  
Milton Keynes, Buckinghamshire  
MK8 0AB, United Kingdom  
Tel: +44-1908-267121  
Fax: +44-1908-262042  
Email: sales.uk@nexcom.eu  
www.nexcom.eu



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