Digital Signage Solutions

interactive messaging ● information focal point ● advertising

Digital Signage

Smart-e

Professional Audio & Video Distribution & Switching Equipment

Digital Signage

What is Digital Signage?

Digital Signage is a cost-effective way to broadcast eye-catching information and messages to a huge audience, spread across buildings. Strategically located flat screens are used to display any combination of information, such as data, video and live TV. The system is controlled from a central location, allowing specific audiences to be targeted by displaying different messages, on different screens, at the same time.

Digital Signage can be used to:

- Promote products and services
- Enhance and support brands
- Integrate live TV with messages
- Display real time information such as sales or stock data
- Communicate latest campaigns & operative procedures
- Motivate staff
- Alert staff to important messages, visitors and social events
- Issue Health and Safety information
- Provide entertainment
- Show latest company information
- News & weather
- Greet visitors by name

Where is Digital Signage used?

Digital Signage can be used in a wide range of applications. For example delivering information at airport, train and bus terminals, to displaying results and crowd safety notices in sports stadia, advertising messages in supermarkets and department stores, broadcasting student information in education facilities, and enabling corporate communications.

interactive messaging

information focal point

Where it's used?	
Airports	Department Stores
Sports Stadia	Schools & Colleges
Shopping Malls	Corporate Facilities
Train Stations	Financial Institutions
Supermarkets	Offices

How does it work?

Smart-e's Digital Signage solutions transmit sound and images across buildings via a single CAT 6 structured cabling. Digital Signage solutions display powerful communications in high definition, ranging from live TV, pre-recorded video or messages from a PC.

Complete solution for distributing Digital Signage content to multiple displays. The solutions cover the full range of requirements from a simple installation to large display management systems.

attention-grabbing advertising

Smart-e

Digital Signage solution for sports stadia

Pitch-wide messages
Information is relayed across the pitch to the crowd during matches, allowing congratulations on sporting achievements as well as safety and advertising messages.

Meeting room
Watch live feeds on your own screen, whilst in meetings.

Administration
Office staff can view and control information from an appointed hub.

The Pitch

Centralise resource
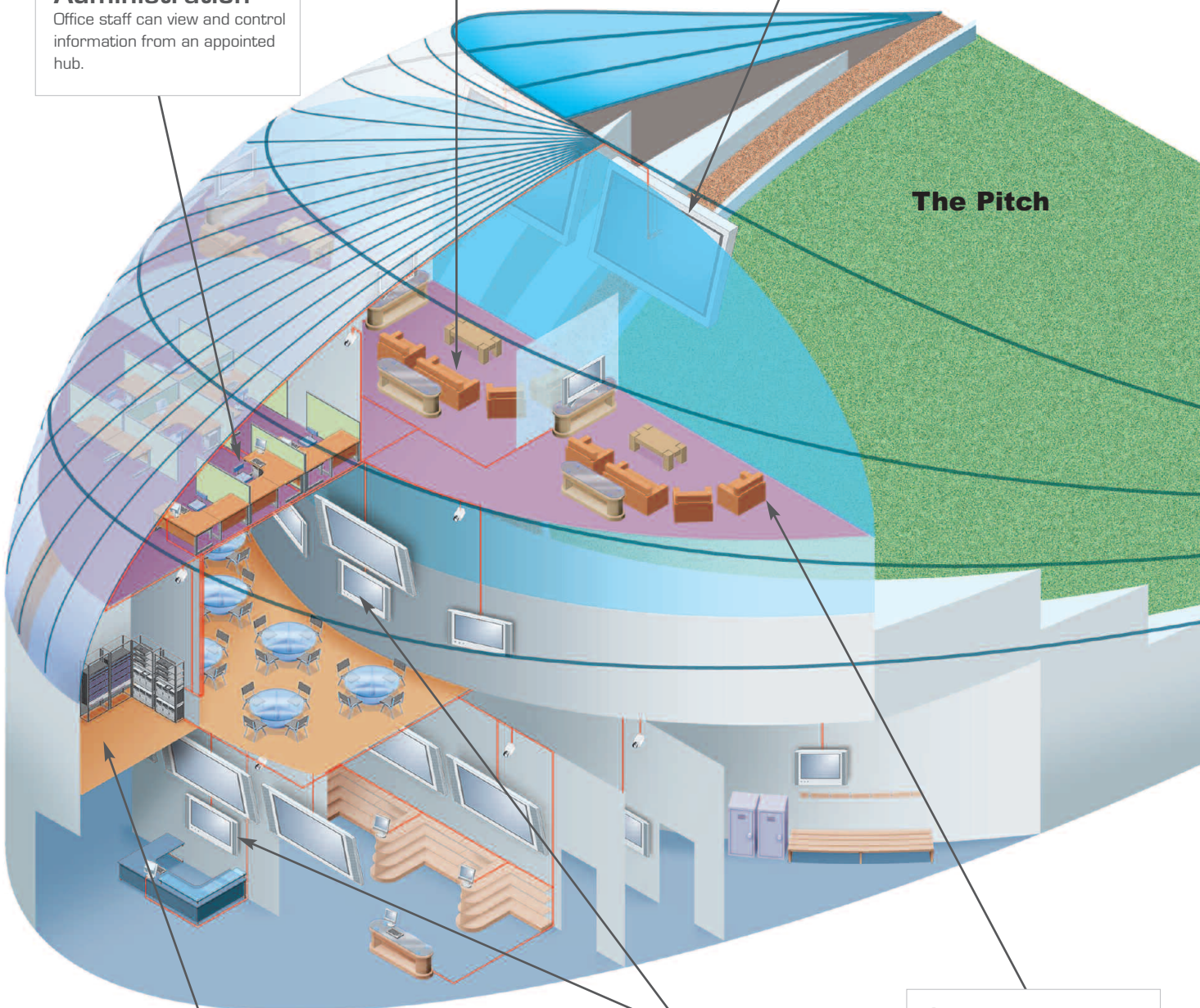Equipment is housed in a centralised communication room.

Reception & Cafe
Messages can be relayed to any areas of the stadium, from the reception, entrance, cafe, bar, keeping visitors up to date on the action, wherever they are.
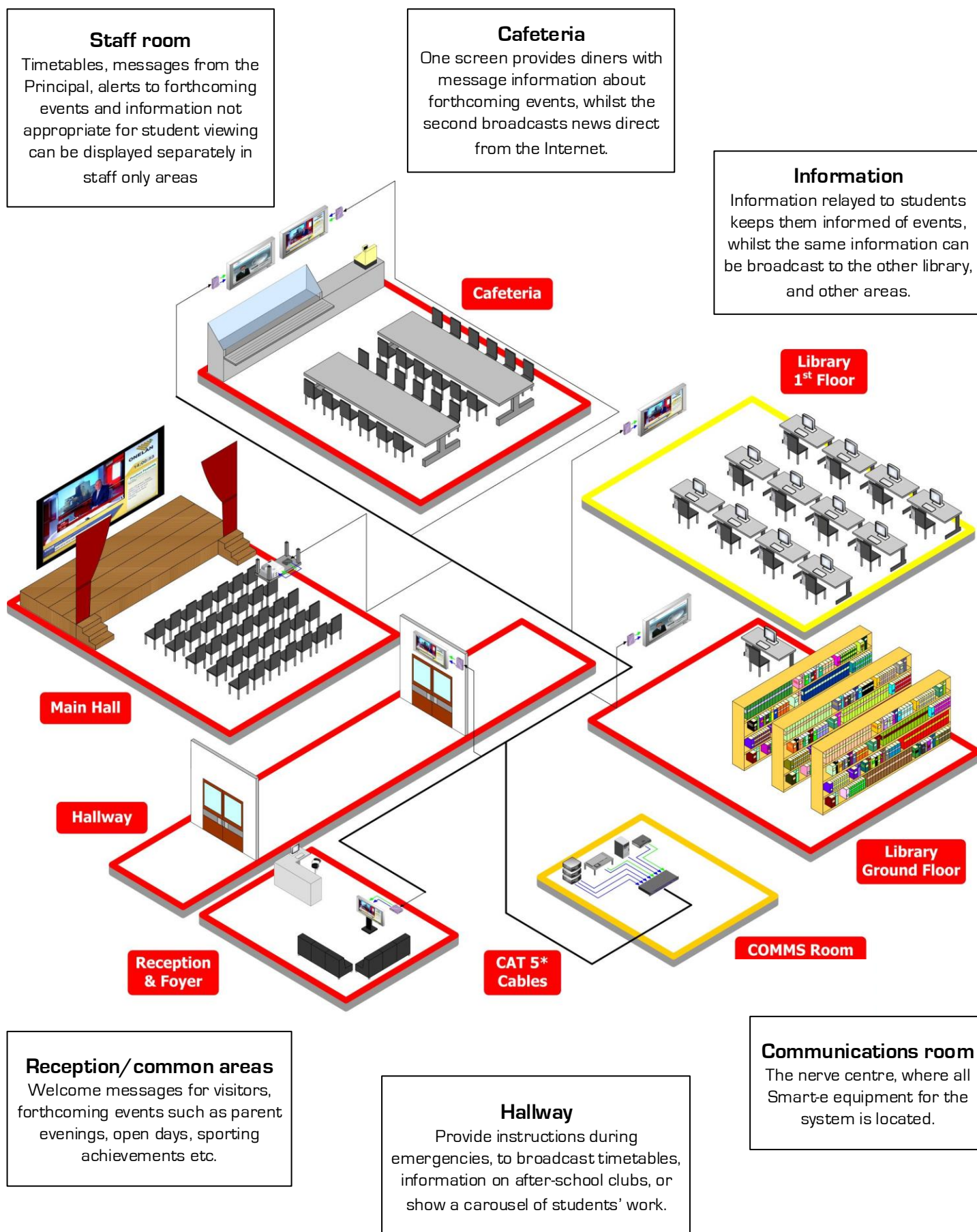
Corporate box
VIP visitors can watch live feeds and have 'play back' options to scrutinise the game.

Smart-e

Smart-e Digital Signage solution for educational facilities

Below is an example of a Digital Signage solution using Smart-e's 4K transmitter range of digital splitters. Products available in this range are the 4K-TX940 and 4K-TX941, both point to multi-point multi-format compact CAT 6 splitters designed to distribute a single 4K UHD quality video with embedded audio to multiple displays. The 4K-TX941 has RS232 control, allowing for remote screen monitoring and power options.

Staff room
Timetables, messages from the Principal, alerts to forthcoming events and information not appropriate for student viewing can be displayed separately in staff only areas

Cafeteria
One screen provides diners with message information about forthcoming events, whilst the second broadcasts news direct from the Internet.

Information
Information relayed to students keeps them informed of events, whilst the same information can be broadcast to the other library, and other areas.

Cafeteria

Library 1st Floor

Main Hall

Hallway

Library Ground Floor

Reception & Foyer

COMMS Room

CAT 5* Cables

Reception/common areas
Welcome messages for visitors, forthcoming events such as parent evenings, open days, sporting achievements etc.

Hallway
Provide instructions during emergencies, to broadcast timetables, information on after-school clubs, or show a carousel of students' work.

Communications room
The nerve centre, where all Smart-e equipment for the system is located.

Smart-e

A typical Smart-e multi-format AV solution

Central AV resources
Less clutter offers cost-effective and more environmentally friendly solution
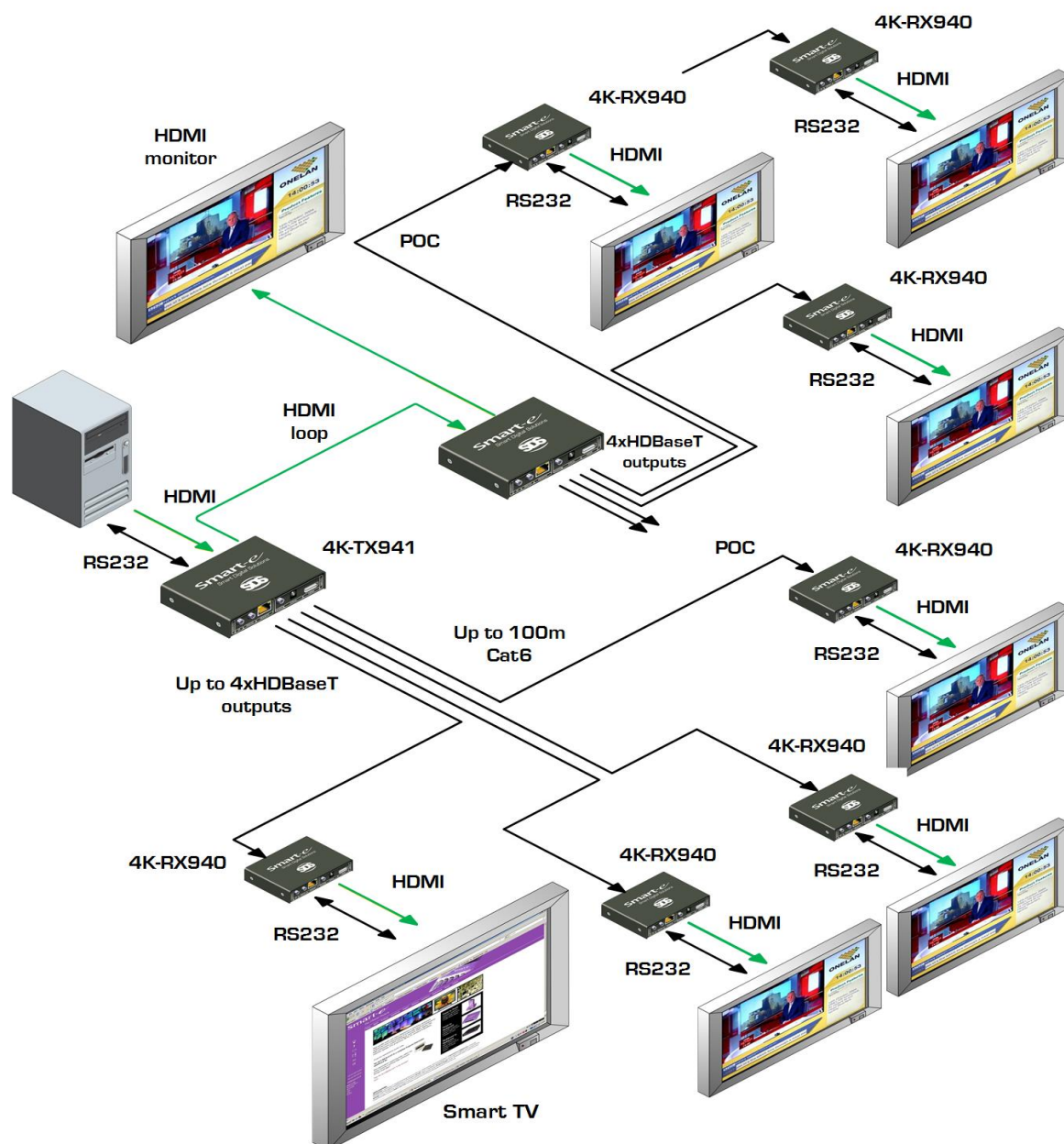
Control
Features IR and RS232 control.

In-line power
No need for bulky power supplies with in-line power which is reliable and space saving

High quality images
Clearer, sharper picture on large displays

HDMI monitor

4K-RX940

4K-RX940

HDMI

RS232

POC

4K-RX940

HDMI

RS232

HDMI

RS232

HDMI loop

4xHDBaseT outputs

4K-RX940

HDMI

RS232

HDMI

RS232

4K-TX941

Up to 4xHDBaseT outputs

Up to 100m Cat6

POC

4K-RX940

HDMI

RS232

4K-RX940

HDMI

RS232

4K-RX940

HDMI

RS232

4K-RX940

HDMI

RS232

Smart TV

Single cable
Transmit up to 100 metres from source, via a single CAT 6 cable, saves on cable requirements

Discreet unit
Compact receivers are easy to hide behind equipment.

Multiple screens
System can be expanded to transmit signals up to 52 screens.

Product list for above example

Product	Quantity	Description
4K-TX941	2	4K HDBaseT Splitter
4K-RX940	7	HDBaseT 100m Receiver

Smart-e

A UK company with over W0 years experience in the Broadcast and AV industry, Smart-e is at the forefront of technology. As designers and manufacturers, with a dedicated research and development team, Smart-e covers AV solutions from start to finish. By focusing on customers' needs and adapting products to provide flexible, specialist applications, we have gained an outstanding reputation for cost-effective and reliable products.

Technically advanced UK design & manufacture

Our technical expertise and working partnership with several universities means we are able to design and develop the most comprehensive and innovative product range for AV switching and distribution solutions over CAT `[` cable. Smart-e's focus has always been devoted to hardware, but with the constant changes in technology and the sudden need for IP control, we have worked quickly to design and develop software for IP to provide the whole solution and keep our leading edge.

Who uses Smart-e solutions?

Our extensive client portfolio ranges from smaller companies wanting a one-to-one presentation solution to blue chip clients and distributors world wide. Our adaptable products offer solutions to customer requirements from high-end residential, banks, educational environments and hotels to super yachts, multi-national corporations and more. We pride ourselves in being global pioneers in AV distribution.

Support & warranties direct from Smart-e

Smart-e offers excellent support, with regional offices and support engineers covering the whole of the UK. On-site help, as well as telephone support, ensures you receive a professional and efficient service throughout the project.

All our products are of the highest standard and include a 3 year return-to-base warranty, as well as an extended warranty option.

Why choose Smart-e solutions?

Compact unit offers extra space saving qualities

Single cable technology is more reliable, space saving and frees up cable for other services

High Video Quality is ideal for larger displays, providing more detail, and a clearer, sharper, more realistic picture

Display management allows direct communications to each display via RS232, from control room

In line power is highly reliable, space saving and kinder to the environment

Centralised AV resources means there is less clutter whilst providing a cost effective, 'greener', reliable system

Power saving scheduled screens on/off reduces power costs

Preventative maintenance automatically tracks status of equipment and alerts operator to low lamp life, loss of power etci reducing downtime

Robust Smart-e equipment is built to last, and includes a 3 year warranty

Ease of maintenance means all components can be replaced and/or maintained quickly and easily

CAT 6 cable all Smart-e equipment is designed to work on CAT `[` w[˝ structured cabling

Scalable options range from 1 to an infinite number of screens

AV solutions from Smart-e

The 'green' credentials

Centralising power to the matrix results in power consumption savings

- Only one mains AC to DC conversion improves power efficiency

- Highly efficient low power DC-DC conversion provides effective power conversion from 24V to +/- 5V

- RS232 passthrough allows displays to be turned off when inactive

Presentations Systems

Corporate Comms.

Digital Signage

Entertainment Systems

Interactive & Remote Teaching

Security & Surveillance