

**Digital Signage System
Proposal of
SHARP Digital Signage Software**

March,2010

**Business Solution Group,
SHARP CORPORATION**

Contents distribution system *SHARP Digital Signage Software*

Easy-to-use, Easy-to-understand “Contents distribution system”

SHARP Digital Signage Software

“Digital signage”, “Digital poster”, “Digital show window” and so on

- Distribute contents (still images/video) from “Contents distribution server” to SHARP commercial monitors.
- Possible to distribute contents to desirable place on desirable time.
- Suitable for promotion and information services which would raise business efficiency.

Since 2005, used for 3,000 monitors at 500 companies. (as of March 2009)

■ October, 2008
Ver.1.0.2.32 released
- Network version
- Standalone version
- Viewer version

■ December, 2009
Ver2.5.2.1 released

Significant Points of Development

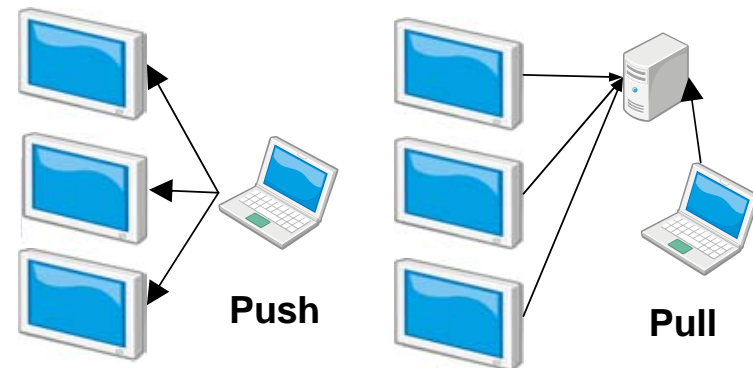
- **EASY**
 - **WISYWIG (What you see is what you get) screen**
 - **Intuitive operation interface**
- **REASONABLE**
 - **Reasonable package price compared to industry standard.**
 - **Simple system configuration. Lower system cost.**
- **OPEN**
 - **Selected industry standard functions.**
Easy to expand features. Easy to cooperate with other systems.
 - **Ready to open SDK (software development kit)**
Possible to expand features by user/Sler.

The Features of *SHARP Digital Signage Software*

- “Push” type distribution of contents

⇔Pull

- No need for full-time operated server
- Control from head office/
In-house control/Status monitoring



- Stored processing

⇔Streaming processing

- Possible to play without being influenced by line condition
- Windows PC to be used as player

- External player

⇔Import

- Play with genuine player of each format
- Adapted to the latest format by updating player/codec

(※Still image viewer is SHARP Digital Signage Software original)



Configuration examples of *SHARP Digital Signage Software*

Standalone version

SHARP Digital Signage Software

Standalone version



PN-SS01

PC for creating contents
(available in the open market)



Information display

SHARP Digital Signage Software

PC for creating contents
(available in the open market)

Standalone version



PN-SS01



Created by content creation PC
and distribute by USB memory
(available on the open market)

SHARP Digital Signage Software

Viewer version



PN-SV01

PC for creating contents
(available in the open market)

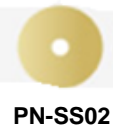


Information display

Network version

Network version

SHARP Digital Signage Software



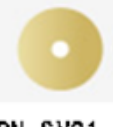
PN-SS02

Server for content creation and distribution
(available in the open market)



SHARP Digital Signage Software

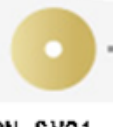
Viewer version



PN-SV01

SHARP Digital Signage Software

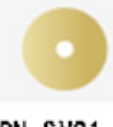
Viewer version



PN-SV01

SHARP Digital Signage Software

Viewer version

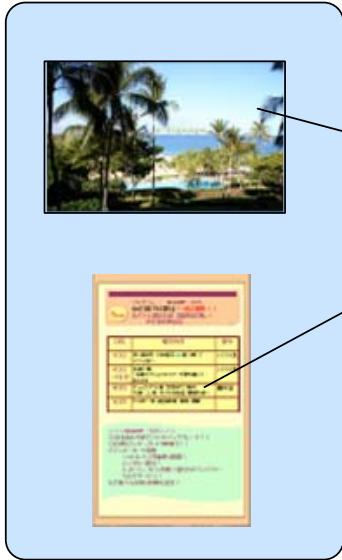


PN-SV01

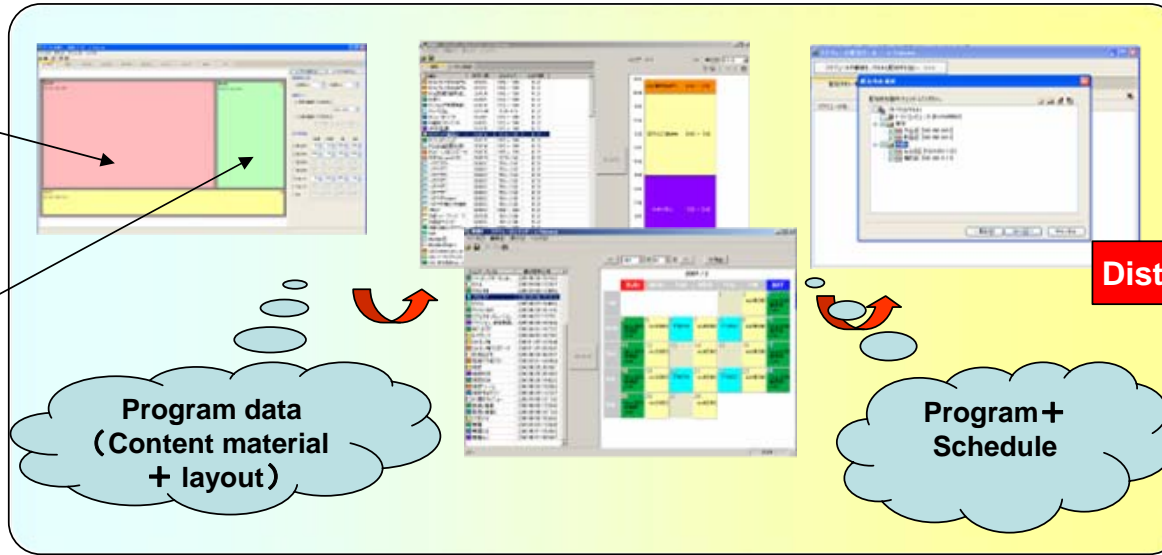


Contents Distribution Workflow of *SHARP Digital Signage Software*

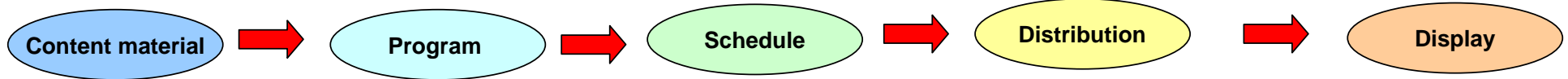
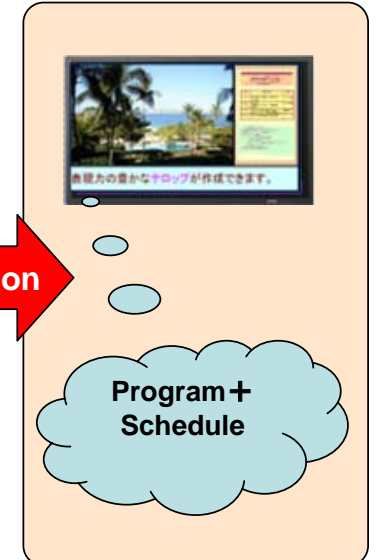
Content material



SHARP Digital Signage Software 'Network version'



SHARP Digital Signage Software 'Viewer version'



Prepare contents materials (video/ still images)

Design the layout of screen, specify the contents for each area of the screen.

Specify day/time for program

Specify the destination. Distribute program/schedule

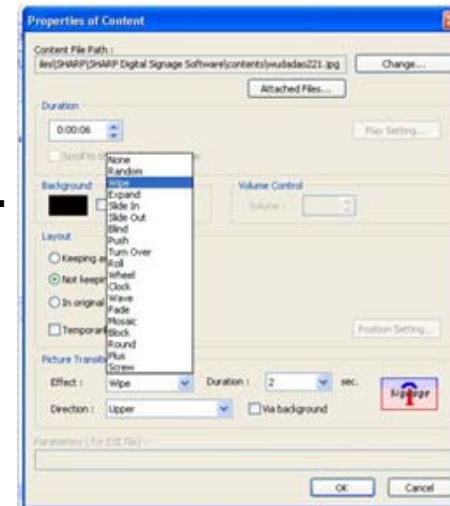
Display contents based on the specified schedule

Featured Function of *SHARP Digital Signage Software*

- Various play formats
 - QuickTime (H.264)
 - PowerPoint (Slideshow effect)
 - Further expansion by added Codec (such as .avi)
- Hardware control
 - Switch input, Picture in Picture
- Standalone operation by USB memory
 - Reflect timetable /schedule
 - Digital signage
 - Trial use
 - Good for location without network

New Functions of *SHARP Digital Signage Software*

- New functions
- Various effects added to Scroll Message Bar
Vertical/horizontal writing, Transparent background, Letter decoration, etc.
- Various effects added for the transmission of still images
17 effects : wipe, fade-in, stretch, slide-in/out, etc.
- Directly drag & drop from file explorer
- Change contents by key/mouse operation
 - Interactive functions
 - Calling up contents by touch panel
Near VOD (Video On Demand)
Digital kiosk terminal with large display, etc.



SHARP