



Embedded Systems Tailored to Sharpen Digital Communications

To cope with growing digital signage application demand, NEXCOM, with decades of solid experience in industrial computing, is dedicated to providing industrial-grade and high-performance digital signage players. NEXCOM has created a full range of digital signage players, the NDIS series, to address the requirements for a broad spectrum of digital signage applications. NDIS product family covers from cost-effective, low-power consumption media players, entry-level yet powerful media players, to high-end media players with multi-display support for video wall applications.

Value Proposition

Digital signage technology and its supportive infrastructures have grown mature throughout the years, with more and more signage applications becoming integrated into our daily lives. Digital signage displaying content such as advertising, branding, product information, live messages and real-time multimedia broadcasting has given us an enriched digital experience. Interactive signage, on the other hand, has provided responsive engagement which further enhanced user experiences. Soon, supportive infrastructures like IoT will bring in new connected experiences where signage across various industries can connect with nearby users' smart device and interact with them on a personalized level.

In the coming years, digital signage applications will keep expanding and create more revenue opportunities. Along the way, NEXCOM will continue to provide leading digital signage solutions and continue to offer new product service models, ranging from single-product designs to complete enterprise solutions that fit customers' business scenarios and usage models. To achieve this, our product design focuses on the following:

1. Industrial-grade Reliability

The NDIS series of digital signage players are designed with industrial components, ruggedized and vandal-proof constructions that can withstand environmental variations including wide temperatures and other hazardous factors, reducing uncertainties in maintenance.

2. Optimized Price-Performance

The NDIS series comes in entry-level to high-performance fanless models with an abundant of price-performance features such as different storage media support (HDD, SSD, mSATA, NGFF, etc.), USB 3.0 connections, mini-PCIe expansions and hardware accelerated graphics. With models supporting single display to multiple displays at 4K video resolution as well as models designed for OPS displays, the NDIS series can adapt to any application requirements, and accelerate playback of a wide variety of media formats to lower total cost of ownership.

3. Integration and Miniaturization

Highly integrated and miniaturized designs in slim and compact dimensions for easy integration with large display devices, with a focus on reducing the deployment and cabling cost of digital signage through flexible wall and VESA mounting options, PoE and VoE (HDBaseT) wiring.

4. Flexibility and Backward Compatibility

In addition to supporting the latest peripheral interfaces, the product design also considers the support of rich legacy I/O interfaces to allow customers to retain and reuse their legacy infrastructures. Furthermore, long product lifecycles and strict revision control policies are in place to eliminate software compatibility hassles.

5. Future Scalability

Supporting technologies for emerging applications such as IoT (Internet of Things), cloud service and big data are taken into consideration to provide scalable digital signage solutions.

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Digital Signage Product Selection Guide

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Digital Signage Solution

A digital signage solution consisting of media players, display devices and content servers connected together in a network can provide great flexibility to deliver stunning messages to target audiences at the right time and at the right place. Compared to traditional static signs, digital signage can display dynamic information with digital content that can be easily managed and updated over remote operation. Furthermore, digital signage can employ interactive technologies such as touch screens, motion detection and facial recognition to improve customer interaction and experience.

The Most Effective Communication Tool to Target Audiences

Digital signage and DOOH (Digital Out-of-Home) solutions can deliver stunning messages to target audiences and create experiences that are engaging and compelling, empowering customers and building brand image. A well designed digital signage can dynamically update its content based on location context, send out real-time information updates over a network connection, engage customers with immersive visuals and interactive features, and is even able to provide personalized information and advertising to a specific customer based on demographics. The experience that digital signage brings is impactful and many industries including transportation, retail, hospitality and foodservice are now showing increased interest in the deployment of digital signage.



