

Versatile Solutions for the  
Multimedia Age



# Digital Signage Starter Kit

Affordable and Easy-to-use Marketing Tool

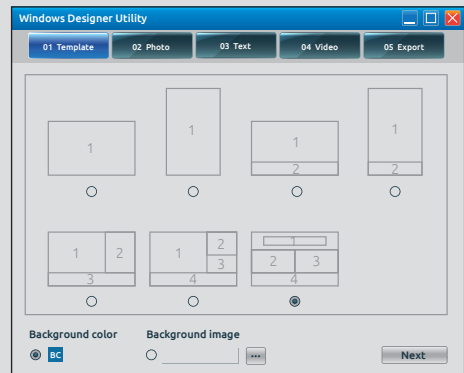
Digital Signage is one of the most impactful technologies and effective marketing tools in use today. From tourist attractions to retail outlets, restaurants and nightclubs, digital signage is transforming the way delivering messages to target audience. It can help your business stand out from the crowd 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

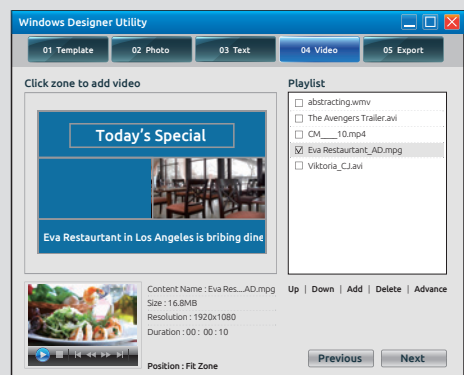
NEXCOM has developed a simple and affordable digital signage Starter Kit to help get companies onto the first step of the digital signage ladder. The Starter Kit can significantly lower the total cost of ownership for those customers not requiring all of the more sophisticated functionality offered by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

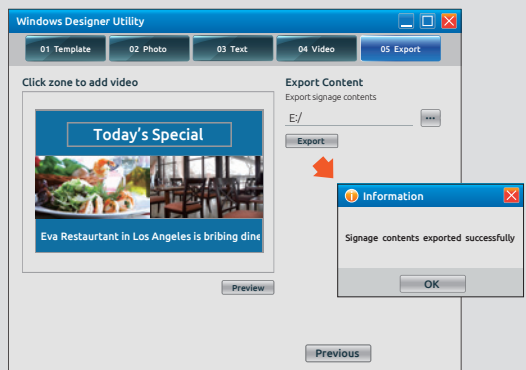
### Three Steps to Play



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

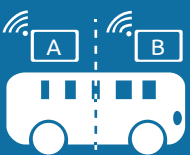
# Upgrade for Future Growth

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

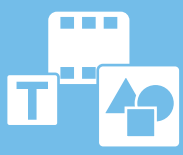


Up to 9 content zones




Flexible, user-defined display layout


Starter kit



Content formats: mpeg video, image, and text ticker



Up to 4 content zones



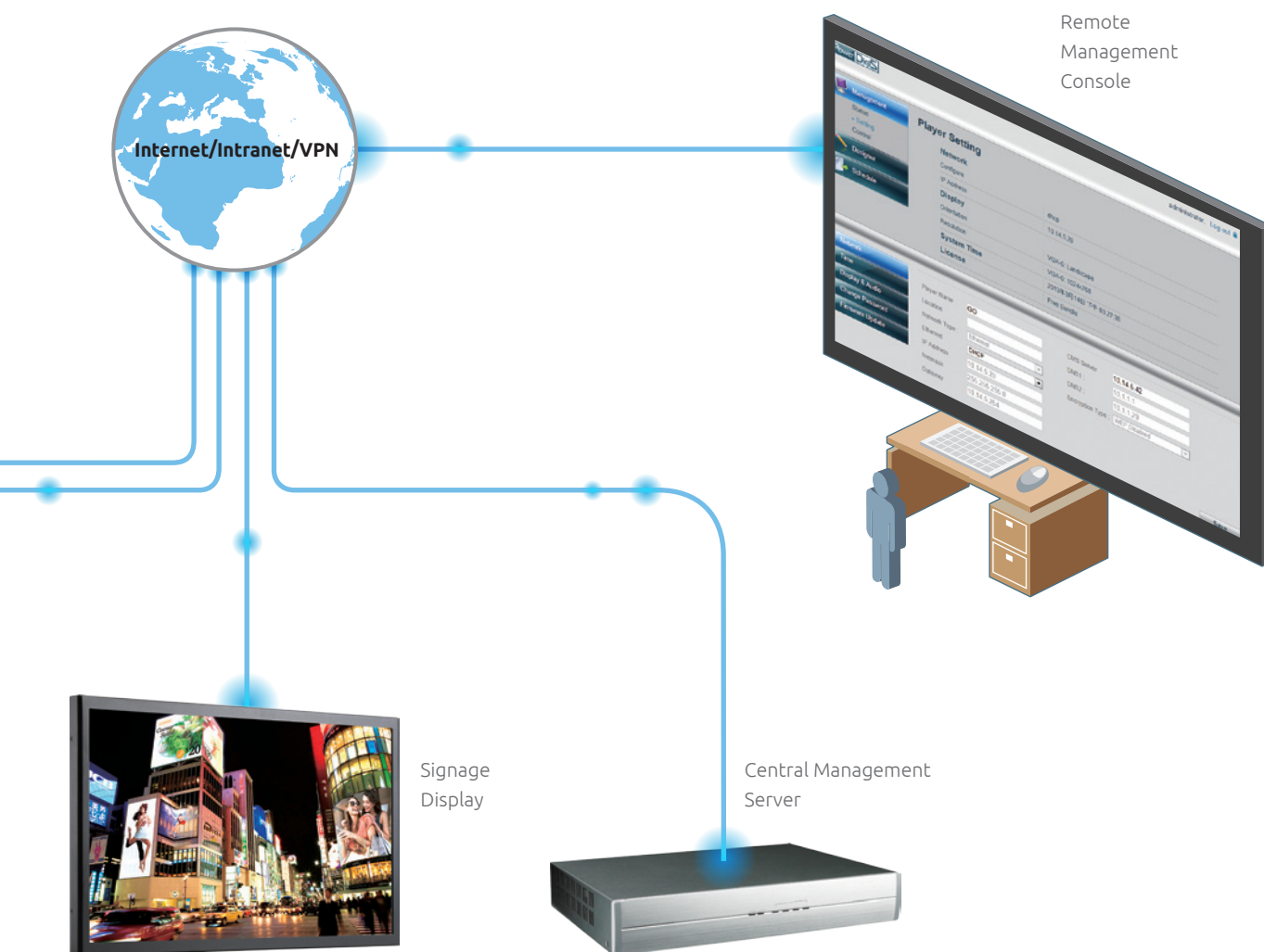
Simple pre-configured display layout

# 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	PDSB 166R
	Cost-Effective DS Appliance	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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