



# SpinetiX Key Benefits

About benefits and value creation possibilities with SpinetiX digital signage products

This document gives an overview of SpinetiX' products, their key benefits and our value proposition. SpinetiX' product portfolio includes the HMP100 device (Hyper Media Player), the HMD (Hyper Media Director) application, focused training and high-quality support.

## Executive Summary

- **Compact size:** HMP100 is the smallest and lightest media player on the market (less than the size of 2 iPhones and not more than 190g) which simplifies both installation and logistics
- **Unleash your creativity:** SpinetiX converts ideas into presentations quickly
- **Very scalable:** 1, 2, 10, 100 screens? Small or large? Networked, synchronized or standalone? Whether you have a simple or complex system architecture, SpinetiX' HMP100 integrates seamlessly and automatically presents your content in best quality
- **Robust:** minimal maintenance effort and down-times thanks to robust, reliable hardware based on dedicated embedded technology with sophisticated self-monitoring.
- **High quality:** Swiss engineering quality and a life-time warranty guarantee your investment
- **Flexible interface:** you are not forced into using HMD if you prefer another solution. Thanks to their interface based on open standards, you can use your own content software and push your content directly to the HMP100 units. As a result dealers and solution providers can create customized software and scripts for specific client needs
- **Simple pricing:** there are no recurring annual fees or per screen deployment licenses
- **Green Digital Signage:** HMP100 makes it possible thanks to only 2 Watts of power consumption which is at least 50x less than a typical PC based solution and several times more efficient than other dedicated media players. Low power consumption also means savings on energy bills for operators

## Environmental

- Small & light
  - the HMP100 weights only 190 grams - the size of 2 iPhones
  - it can be fixed easily and everywhere, directly behind the screen
- Robust
  - no moving mechanical parts: no hard disk and no fans
  - no maintenance needed
  - does not fear dust
  - no need of specific air-conditioned rooms
  - suitable for tough environments where others will compromise on performance
- No windows OS
  - the HMP100 is a specifically designed appliance for digital signage and kiosk applications
  - no virus and no crashes with the SpinetiX platform
- Silent: solid state technology for storage and without fans for absolute silence
- Green
  - low power consumption: 2 watts only ... 50 times less than a PC
  - low logistics and recycling costs
- Dedicated: HMP100 is - unlike PC's - designed to fit Digital Signage needs: display mission critical content



## Features & architecture

- Independence: each screen is independent and can show content independently (different content per screen)
- Internal storage: 2GB internal storage available
- Native support of shared network folders for centralized storage
- Offline content update (without LAN connection) is possible with USB key
- Maximum flexibility: 2 online content update mechanisms:
  - PUSH mode - suitable in simpler architectures:  
the content is published to specific HMP100 units from the HMD software installed on any PC. No need of server. Also possible from WebDAV clients.
  - PULL mode - suitable for larger architectures:  
the content is autonomously and automatically retrieved by the HMP100 units from a WebDAV or web server. Preferred mode when different users contribute to the content collaboratively and when network security prevents to access the HMP100 units from outside the LAN. Firewall-proved. NAT-proved.
- Cost effective: reduce the cost per video port by half, when displaying the same content simultaneously on 2 screens (VGA & HDMI) without the need of a video splitter.
- Video walls: natively supports scalable video wall applications: all HMP100 units on the LAN are precisely time synchronized with available standard NTP (Network Time Protocol) servers. This enables the creation of synchronized content (example: a cat jumping from one screen to the other) and the setup of video wall applications of any size and any configuration.
- Serial connection: bi-directional RS232 IP transparent tunnel with a seamless translation file that can be created and adapted with a software tool provided by SpinetiX:
  - Connect to the screen with ability to control (switch ON/OFF, volume) the screen
  - Connect to third party systems (PA, GPS, Remote Controls, etc.)
- Kiosk applications: USB connection for touch screen applications. Compatibility with any kind of touch screen.
- Event management: alarms (I/O, IP alarms, external output) can create automatic scenarios
- Latest features: instant messaging. Ability to display real-time information (ability to “chat” with a screen)
- Monitor HMP100 with standard LAN monitoring tools: SNMP browsing tool i.e. HPOpenview for instance

## Content & software

- Powerful HMD software available and intuitive
- Fully featured: scene creation, playlist creation, scheduling with calendars.
- HMD can suit simple project if content template are created beforehand. Create your first project in 2 hours.
- HMD can fit more complex content needs as well.
- Any type of IP content: still images, video, movies, RSS feeds, live cameras, CCTV cameras, TV streamers.
- SpinetiX' solution uses open technologies (more than 20 standard technologies) including SVG, XML, JavaScript, PHP scripting, iCalendar, Ethernet, USB2.0 etc.
- SVG is used as a 2D graphic standard language
- SVG is a scalable 2D visual language. No loss of aspect ratio. No loss of visual quality. No fix zone: you can place your objects at any place on the area.
- Unlimited number of layers
- SVG is the defacto standard for Digital Signage. It is used by Nokia or by Apple on iPhones. Tag for accounting any part of the content, any media element displayed by each HMP100 unit and push a reporting document automatically to a server.
- PHP and JavaScript can run on HMP100
  - Easily create touch panel menus
  - Easily parse any external IP data stream (RSS, weather information, financial updates, internal corporate news, etc.)