



Digital Signage

For Stand-alone to Corporate Network Installations

In today's world, access to real-time information is essential for the business traveler and vacationers alike. Digital Signs allow the property to display location specific information on the fly to any sign in your network. The benefits of digital signage over static signs, in situations where changing signs are preferred over static signs, are that the content can be exchanged more easily, animations can be shown, and the signs can adapt to the context and audience, even interactively. Digital signage can offer superior return on investment compared to temporary and/or promotional signs made from other substrates



Industry findings indicate that close to 30% of retail video viewers have made an unplanned purchase. More than 75% of retail video viewers find the screens helpful. If given a choice, 42% of retail video viewers would prefer to shop in a store that has digital signage displays

Player Hardware

Affinitas' preferred hardware platform for the player is a Ultra Small Form Factor Intel Atom - Nvidia ION set top box. This hardware is super fast and ultra reliable with the ability to mount directly behind your LCD, requiring only power and Internet (Wired or Wireless) at the location. These set top units come standard with HDMI and can render Full 1080p content with only 50% resource utilization.



Player & Server Software

The Affinitas solution can offer the Server software as an application that resides on your network or as a hosted solution (ASP). The software is based on Linux OS (Centos) and is using MySQL Database and a PHP interface language that offers cross platform support for Windows and Linux. The Affinitas solution also supports autostereoscopic glasses free 3D viewing, bringing the 3D visual experience to Digital Signage applications for increased consumer traffic in the property.

Differentiated Service Offering

By providing a digital sign solution from Affinitas, you will be able to attract new clients and increase revenue. Twenty-nine percent of the consumers who have seen video in a store say they bought a product they were not planning on buying after seeing the product featured on the in-store video display.

Personalized Services

Digital Signs allow you to provide customers with a variety of location-specific information and advertisements. You can offer incentives by using on-screen promotions and coupons with tie-ins to services. Hotels can utilize digital signs for each meeting rooms to create customer specific meeting room signs. The Affinitas Digital Signage solution offers the ability to inject content into your CATV system for a hotel specific TV channel that can be updated whenever new promotions are created.

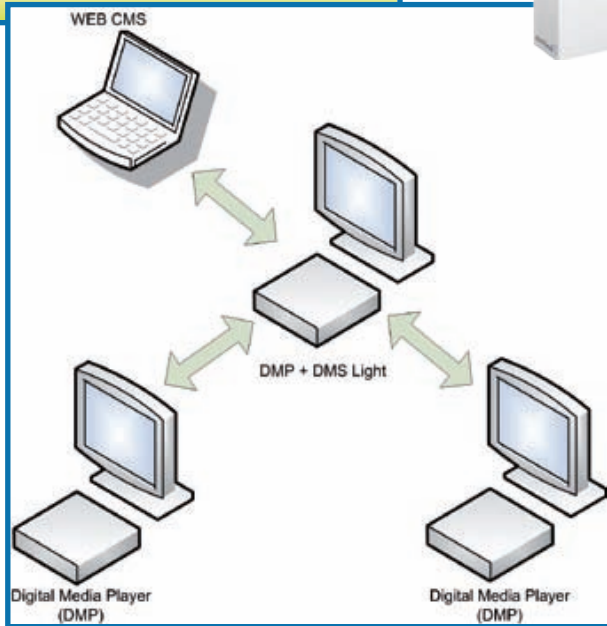
Flight Status Board

The Affinitas Digital Signage solution offers the ability to integrate with FlightView or FlightStats to display realtime Airport Arrival and Departure data integrated into your screen layout using RSS or XML data feeds. By offering flight status information your guest will be more inclined to stay at your property knowing their flight has been canceled or delayed.



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Features of DMX:

- > DMP - Digital Media Player module integrated
- > DMS - Digital Media Server (lite) module integrated
- > DMC - easySignage Digital Media Composer module integrated
- > WEB-based CMS System controllable via Firefox/IE Browser
- > MySQL database driven system for easy scalability
- > Permission manager for user accounts
- > Screen layout designer for arbitrary zone segmentation
- > Scheduled campaign management
- > Import/export function of playlists
- > Support for various content formats
- > Support for display grouping
- > Advanced player management
- > Automated player registration for plug & play installation

ARRIVALS				DEPARTURES			
Flight	Origin	Destination	Time	Flight	Origin	Destination	Time
AA 101	Atlanta, GA	Los Angeles, CA	8:00 AM	AA 102	Los Angeles, CA	Atlanta, GA	7:30 AM
DL 103	Atlanta, GA	Chicago, IL	9:00 AM	DL 104	Chicago, IL	Atlanta, GA	8:30 AM
UA 105	Atlanta, GA	New York, NY	10:00 AM	UA 106	New York, NY	Atlanta, GA	9:30 AM
SW 107	Atlanta, GA	Phoenix, AZ	11:00 AM	SW 108	Phoenix, AZ	Atlanta, GA	10:30 AM
WN 109	Atlanta, GA	San Francisco, CA	12:00 PM	WN 110	San Francisco, CA	Atlanta, GA	11:30 AM
AA 111	Atlanta, GA	Seattle, WA	1:00 PM	AA 112	Seattle, WA	Atlanta, GA	12:30 PM
DL 113	Atlanta, GA	Denver, CO	2:00 PM	DL 114	Denver, CO	Atlanta, GA	1:30 PM
UA 115	Atlanta, GA	Portland, OR	3:00 PM	UA 116	Portland, OR	Atlanta, GA	2:30 PM
SW 117	Atlanta, GA	San Diego, CA	4:00 PM	SW 118	San Diego, CA	Atlanta, GA	3:30 PM
WN 119	Atlanta, GA	Las Vegas, NV	5:00 PM	WN 120	Las Vegas, NV	Atlanta, GA	4:30 PM
AA 121	Atlanta, GA	San Jose, CA	6:00 PM	AA 122	San Jose, CA	Atlanta, GA	5:30 PM
DL 123	Atlanta, GA	San Antonio, TX	7:00 PM	DL 124	San Antonio, TX	Atlanta, GA	6:30 PM
UA 125	Atlanta, GA	Phoenix, AZ	8:00 PM	UA 126	Phoenix, AZ	Atlanta, GA	7:30 PM
SW 127	Atlanta, GA	San Francisco, CA	9:00 PM	SW 128	San Francisco, CA	Atlanta, GA	8:30 PM
WN 129	Atlanta, GA	Seattle, WA	10:00 PM	WN 130	Seattle, WA	Atlanta, GA	9:30 PM
AA 131	Atlanta, GA	Denver, CO	11:00 PM	AA 132	Denver, CO	Atlanta, GA	10:30 PM
DL 133	Atlanta, GA	Portland, OR	12:00 AM	DL 134	Portland, OR	Atlanta, GA	11:30 PM
UA 135	Atlanta, GA	San Diego, CA	1:00 AM	UA 136	San Diego, CA	Atlanta, GA	12:30 AM
SW 137	Atlanta, GA	Las Vegas, NV	2:00 AM	SW 138	Las Vegas, NV	Atlanta, GA	1:30 AM
WN 139	Atlanta, GA	San Jose, CA	3:00 AM	WN 140	San Jose, CA	Atlanta, GA	2:30 AM
AA 141	Atlanta, GA	San Antonio, TX	4:00 AM	AA 142	San Antonio, TX	Atlanta, GA	3:30 AM
DL 143	Atlanta, GA	Phoenix, AZ	5:00 AM	DL 144	Phoenix, AZ	Atlanta, GA	4:30 AM
UA 145	Atlanta, GA	San Francisco, CA	6:00 AM	UA 146	San Francisco, CA	Atlanta, GA	5:30 AM
SW 147	Atlanta, GA	Seattle, WA	7:00 AM	SW 148	Seattle, WA	Atlanta, GA	6:30 AM
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SW 197	Atlanta, GA	Phoenix, AZ	8:00 AM	SW 198	Phoenix, AZ	Atlanta, GA	7:30 AM
WN 199	Atlanta, GA	San Francisco, CA	9:00 AM	WN 200	San Francisco, CA	Atlanta, GA	8:30 AM

Custom Content Creation Services

Affinitas can offer your business end to end digital signage management and content creation services. Our experts can create the perfect content for your marketing campaign. Our solution can scale from a single display in a coffee shop or hotel to a large national chain retailer. We also offer consulting services to work with your preferred content provider, marketing company, or brand standards.

For More Information:

Visit: www.affinitasnetworks.com
 Email: info@affinitasnetworks.com

Affinitas Network Technologies, Inc.
Corporate Headquarters
 709 Van Buren Rd.
 Raleigh, NC 27604
 (866) 457-3297