

Digital Signage

Diversified advertisement media player

Contents



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Successful cases





Overview

New advertising trends



Conventional advertising

Traditional posters, display panels, roll-ups, light boxes

- Boring content, mainly text and pictures
- One-time use, not updated in real time
- High costs of production, installation and replacement
- Difficult management



New advertising

Digital display

- Supporting various media format, rich and colorful
- Online program production, timely update

Intelligent software management

- Unified and orderly terminal management
- Safe and efficient program release

New display ways



01

A digital display

Publishing ads, news, notifications, and lots of multi-media contents.



02

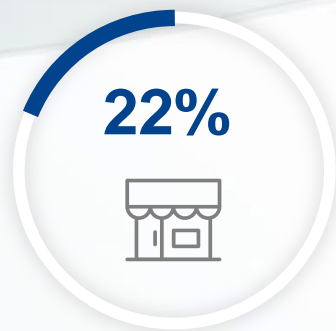
An intelligent system

Making programs online, setting schedules, and intelligently controlling terminal devices.



Application scenario

The global dynamic forecast



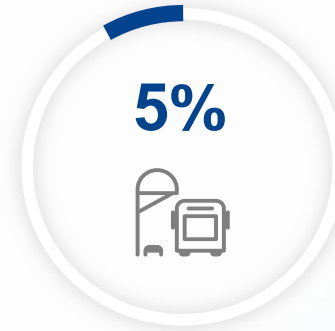
Retail



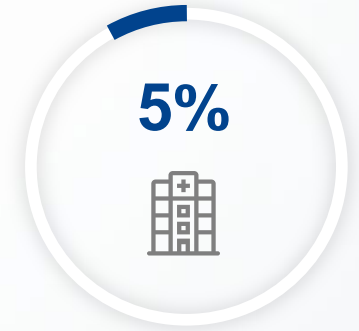
Catering



Corporate



Transportation



Public Space

Catering

HIKVISION

You can use it to display menu and meal notification on it. It can also be used with touch devices to achieve ordering function.



Standardized

You can simultaneously publish menus and advertisements to improve the professional standards of chain stores.



Intelligent

Reducing labor costs and optimizing customer's experience.



High efficiency:

Improving ordering efficiency which can shorten customer waiting time.

Shopping mall

HIKVISION®

Advertisement, latest information, promotion videos all can be published on it.



New experience

Interactive shopping, experiential marketing



High efficiency

Improving marketing efficiency and increasing sales



Great value

Enhancing brand image

All stores can be displayed the latest promotional information simultaneously, and multi-level management of different store devices



Standardized

You can simultaneously publish promotion advertisements to improve the professional standards of chain stores.



Intelligent

Reducing labor costs and optimizing customer's experience.



High efficiency

All devices can be managed remotely, which can improve marketing efficiency and increase sales.

Office building

HIKVISION®

It can display content related to corporate image and cultural construction



High efficiency:

Posting meeting schedules or important notifications quickly, delivering information efficiently.



New window

New ways to promote corporate image.



Optimized experience

It can be placed in various scenes that would enhance the visitors' experience.



Product family — Digital signage

Wall-Mounted series

Models (1080P)
DS-D6022FL-B
DS-D6032FL-B

Models (Narrow bezel)
DS-D6022/32FN-B (Plastic shell)
DS-D6043/55FN-B

Models (4k)
DS-D6055UN-B



Support horizontal and vertical display

Touch series

Models (1080P)
DS-D6022TL-B
DS-D6032TL-B
DS-D6043TL-B
DS-D6055TL-B



Support horizontal and vertical display

Floor-Standing series

Models
DS-D6043FL-B/S
DS-D6055FL-B/S



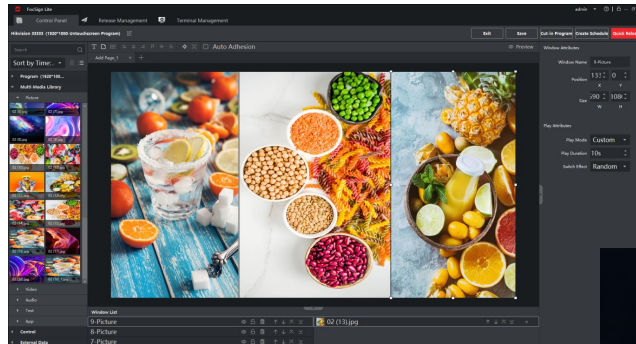
Digital signage box

Model
DS-D60C-B

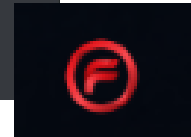


Product family — FocSign software (free)

⊘ FocSign Lite software (0~50 terminals)

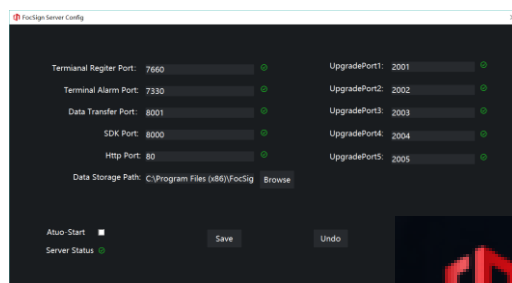


FocSign Lite (PC end)

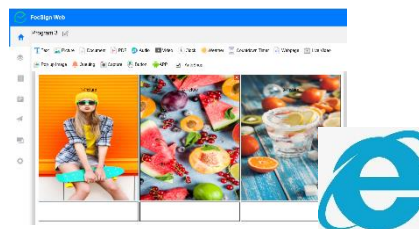


- **Features:** can only support one operation account
- **Licenses:** ≤ 50-ch digital signage
- **PC configuration (minimum)**
 - System: Windows 7/8/8.1/10 (32/64)
 - CPU: Intel Pentium 4.3.0@3.0 GHz
 - RAM: 2GB, Video RAM: 256MB
 - Graphics card: RADEON X700 series

⊘ FocSign Pro software (0~500 terminals)



FocSign Sever (PC end)



FocSign Web (Web end)

Or



FocSign Mobile (Android & ios)

- **Features:** can support multiple operation accounts
- **Licenses:** ≤ 500-ch digital signage
- **PC configuration (minimum)**

FocSign Sever:

- System: Windows 7/10 (32/64)
- CPU: Core i3-2100 3.1GHz, RAM: 4GB

FocSign Web:

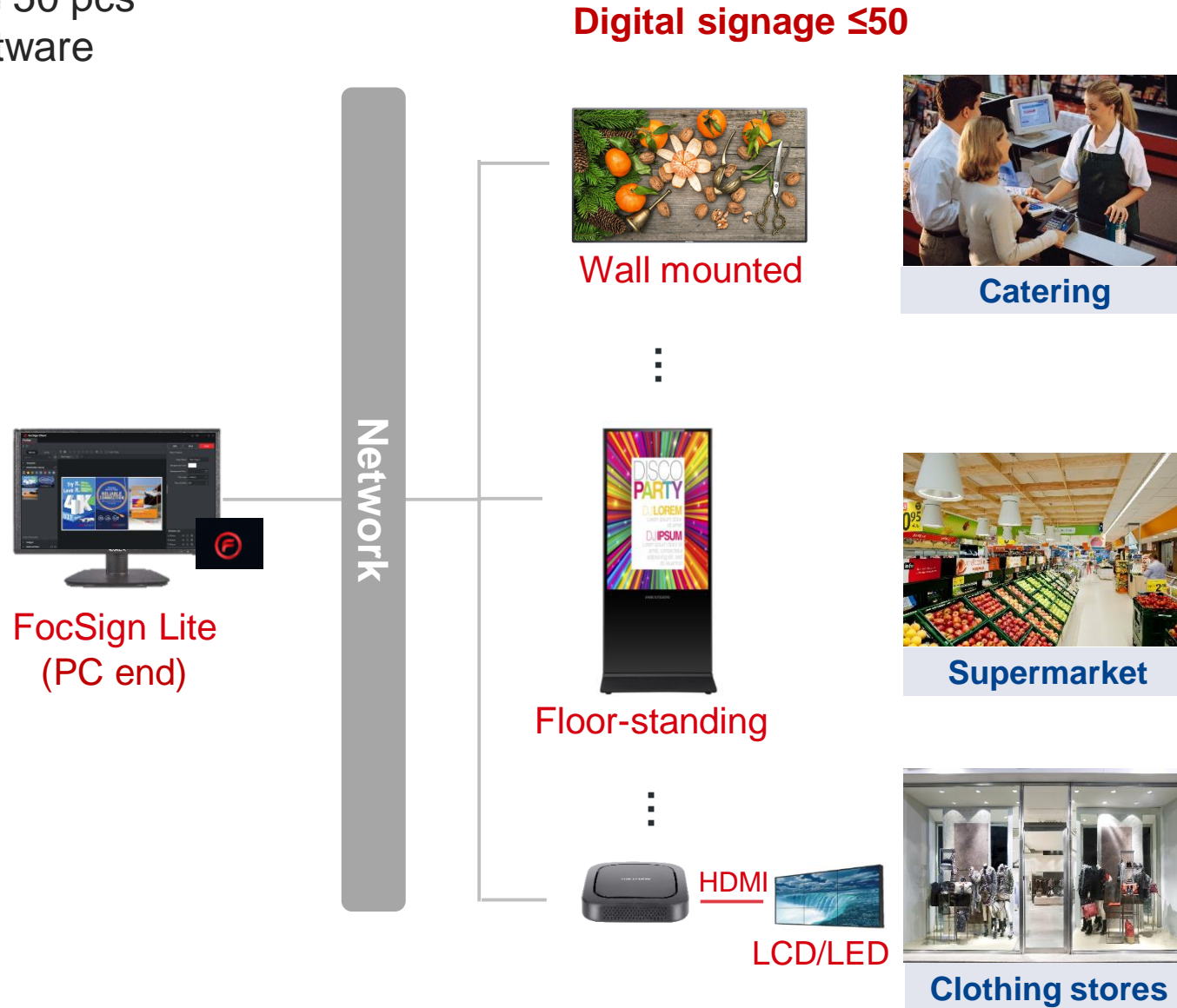
- Chrome48, IE10, Firefox45

FocSign Mobile:

- Android 5.0, ios 10.0

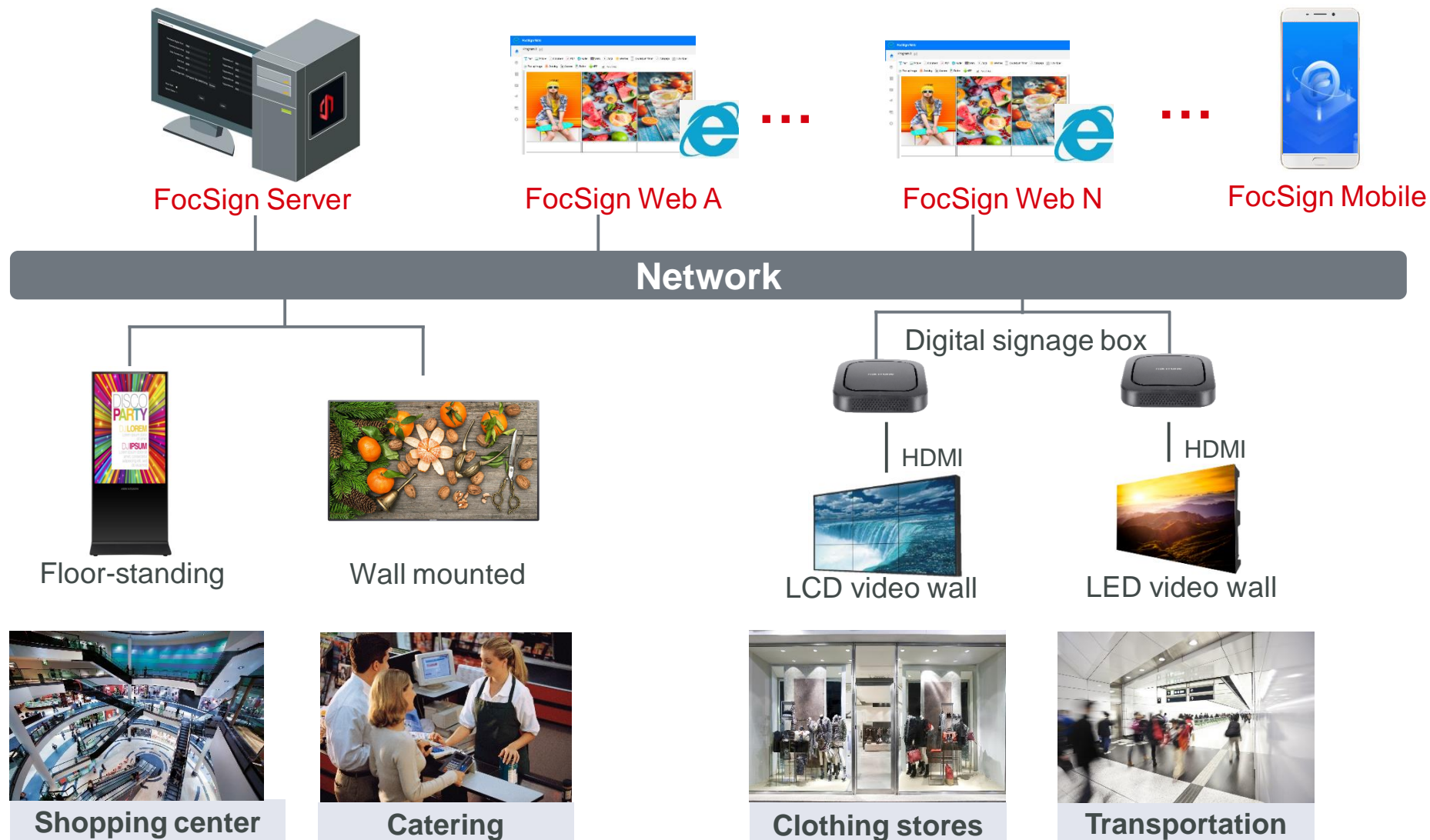
Small project — FocSign Lite

- Digital signage ≤ 50 pcs
- FocSign Lite software



Large project — FocSign Pro

- Digital signage ≤ 500 pcs
- FocSign Pro software: FocSign Sever + FocSign Web / FocSign Mobile



Featured project

— Temperature screening + advertising

In addition to playing advertisements, Hikvision digital signage can now provide new solution in combination with thermal camera to achieve temperature screening, which are more suitable and cost-effective for “Temperature Screening + Advertising” scenarios.

1 Visualized temperature screening display



2 Broadcast various advertising programs



▼ Office building



▼ Retail store



▼ Hospital



▼ School



Featured project

— Temperature screening + advertising

HIKVISION®

Option A

Option B



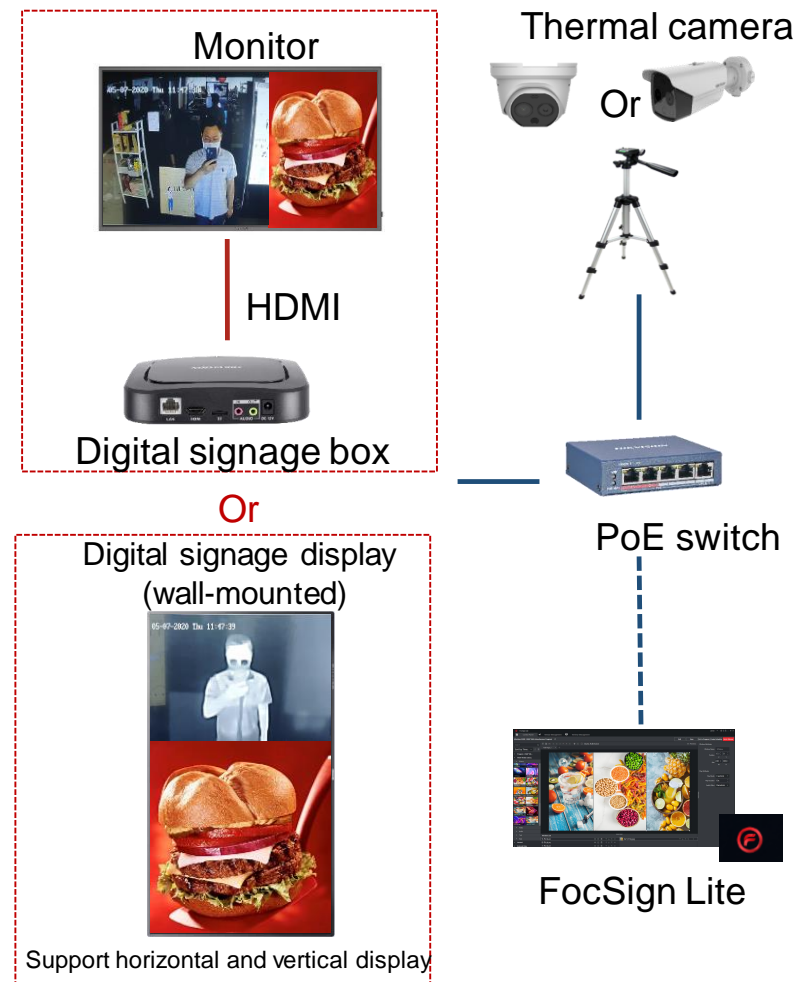
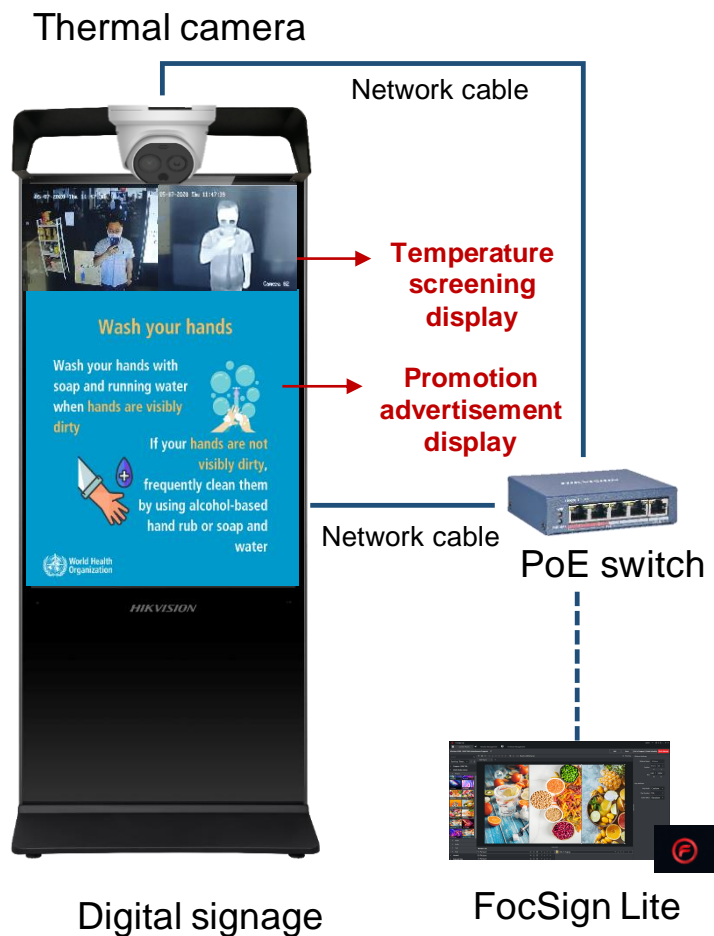
Fast deployment



Contactless temperature screening and alarm



Playing advertisements





Product introduction

Digital signage — Wall-Mounted series

HIKVISION[®]

Explosion-proof tempered glass brings you
safer protection (FL-B series)



DS-D6055UN-B
DS-D6022/32FL-B
DS-D6022/32/43/55FN-B

⚙️ Size

22\32\43\55 inch

⚙️ Resolution

1920*1080 / 3840*2160

⚙️ Brightness

250\400\450(cd/m2)

⚙️ CPU

4-core Cortex-A17@1.8G Hz

⚙️ Network

Wired, wireless Wi-Fi

⚙️ System

Android 6.0.1

⚙️ Interface

AUDIO IN×1, AUDIO OUT×1

RJ45IN×1, USB2.0×2, TF card × 1

⚙️ Storage

2 GB memory, 8 GB EMMC,

TF 32 GB, Max. 128 GB

Digital signage — Wall-Mounted series (Touch)

HIKVISION[®]

Touch mode gives you a different
interactive experience



DS-D6022/32/43/55TL-B

⚙️ Touch

Infrared induction

⚙️ Size

22/32/43/55 inch

⚙️ Resolution

1920*1080

⚙️ Brightness

250\400\450(cd/m2)

⚙️ CPU

4-core Cortex-A17@1.8G Hz

⚙️ Network

Wired, wireless Wi-Fi

⚙️ System

Android 6.0.1

⚙️ Interface

AUDIO IN×1, AUDIO OUT×1

RJ45IN×1, USB2.0×2, TF card × 1

⚙️ Storage

2 GB memory, 8 GB EMMC, TF 32 GB, Max. 128 GB

Digital signage — Floor-Standing series

HIKVISION[®]

Ultra-thin body brings you the ultimate visual experience



DS-D6043FL-B/S
DS-D6055FL-B/S

⚙️ Size

43\55 inch

⚙️ Resolution

1920*1080

⚙️ Brightness

400\450(cd/m2)

⚙️ CPU

4-core Cortex-A17@1.8G Hz

⚙️ Network

Wired, wireless Wi-Fi

⚙️ System

Android 6.0.1

⚙️ Interface

AUDIO IN×1, AUDIO OUT×1

RJ45IN×1, USB2.0×2, TF card × 1

⚙️ Storage

2 GB memory, 8 GB EMMC,

TF 32 GB, Max. 128 GB

Digital signage — Digital signage box

HIKVISION

Mainly used to turn traditional displays into digital signage devices



Small size
Easy to use



Remote control
Convenient operation



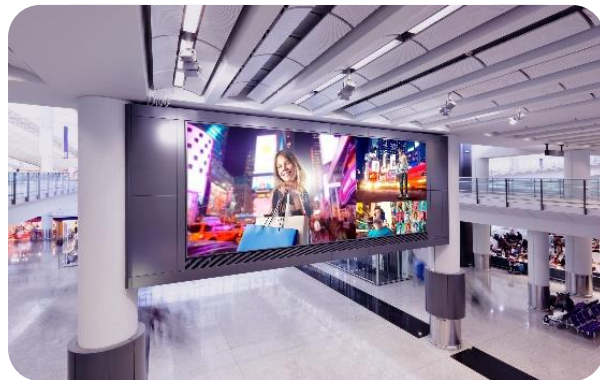
4K output
Ultra-clear



Monitoring display
Live broadcast



LED Display



LCD Display



Monitor



Digital signage — Product highlights

HIKVISION[®]

Prefect hardware design



High hardware test standard
(Class B)

Using the Class B standard, which is higher than the industry's electromagnetic compatibility safety test standard, which can effectively reduce the radiation to the human body.



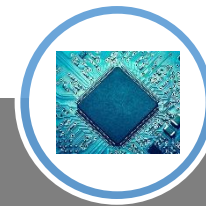
Ultra-narrow frame
(FN series)

Stylish appearance and better viewing experience.



High-strength tempered glass protection

Contains an additional layer of tempered protective glass, the screen is hard and difficult to damage. Brushed metal frame, the design is more high-end.



Powerful camera decoding capability

Supports up to 4-ch 1080P camera decoding display.

Digital signage — Product highlights

HIKVISION[®]

High-quality image color

Great color

High contrast, strong color reproduction



Wide angle

Supports 178° horizontal and vertical wide angle



Liquid crystal

supports long time use, no sinking of liquid crystal



Longer service life

7 * 24 hours all time use, durable and reliable



FocSign software — Rich materials

HIKVISION

Local material

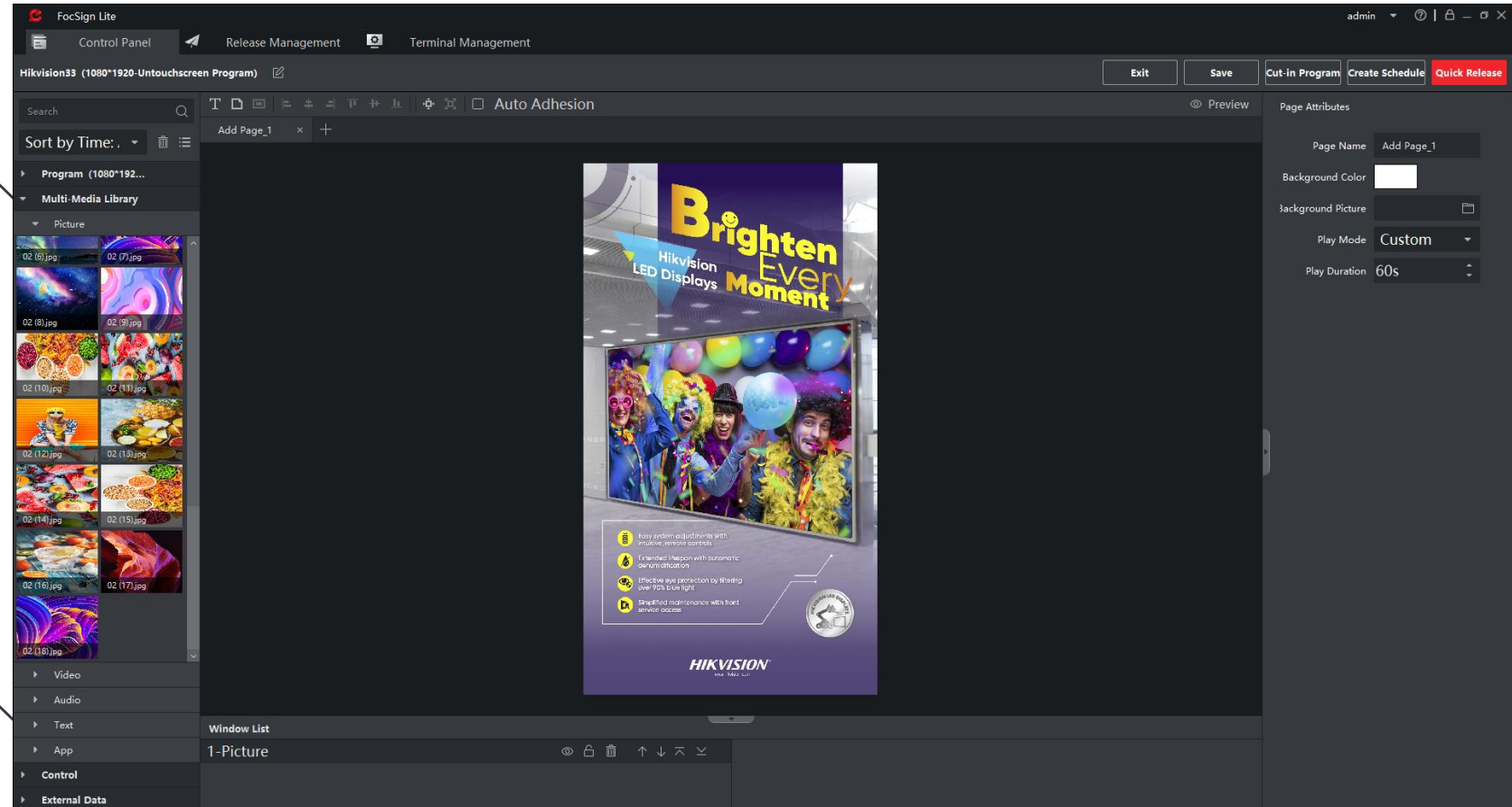


Pictures, video, audio, PDF, text

Network material



URL, WEB, IPC (supports 4-ch 1080P IPC camera decoding)

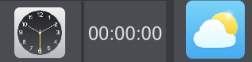


FocSign software — Program production

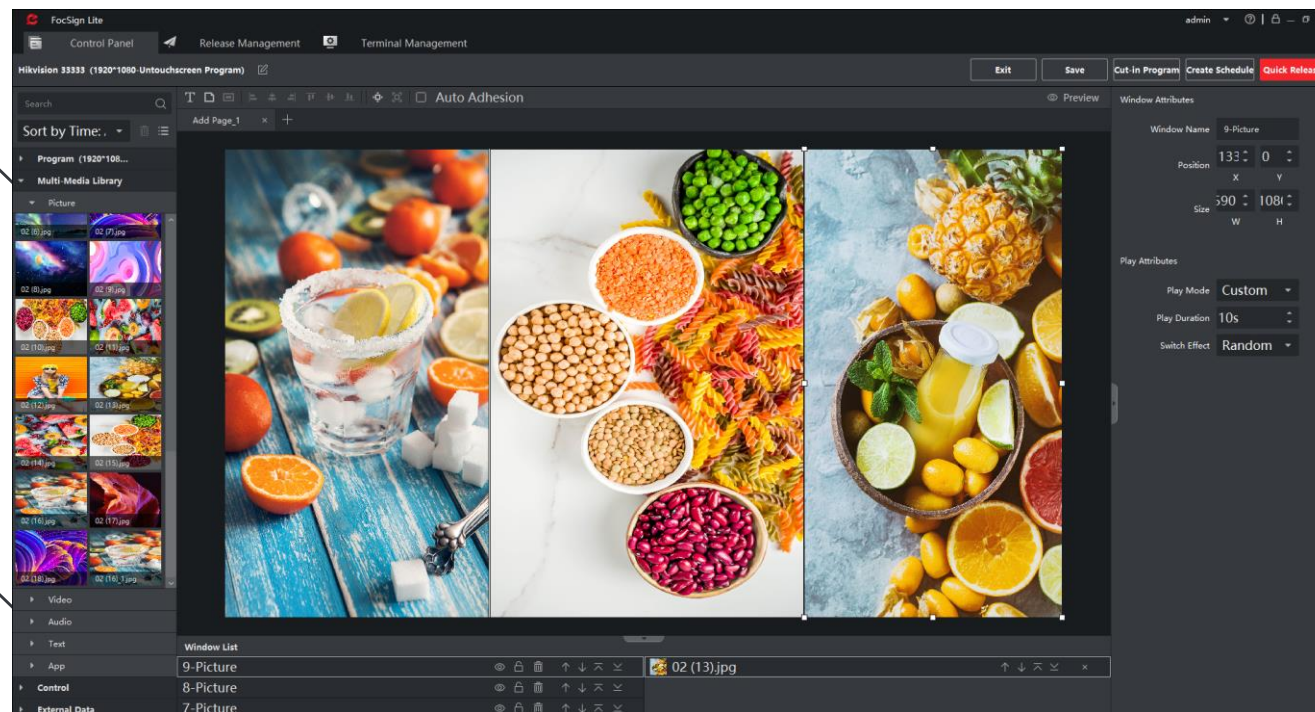
HIKVISION®



Flexible program layout



Supports clock, weather, countdown to add

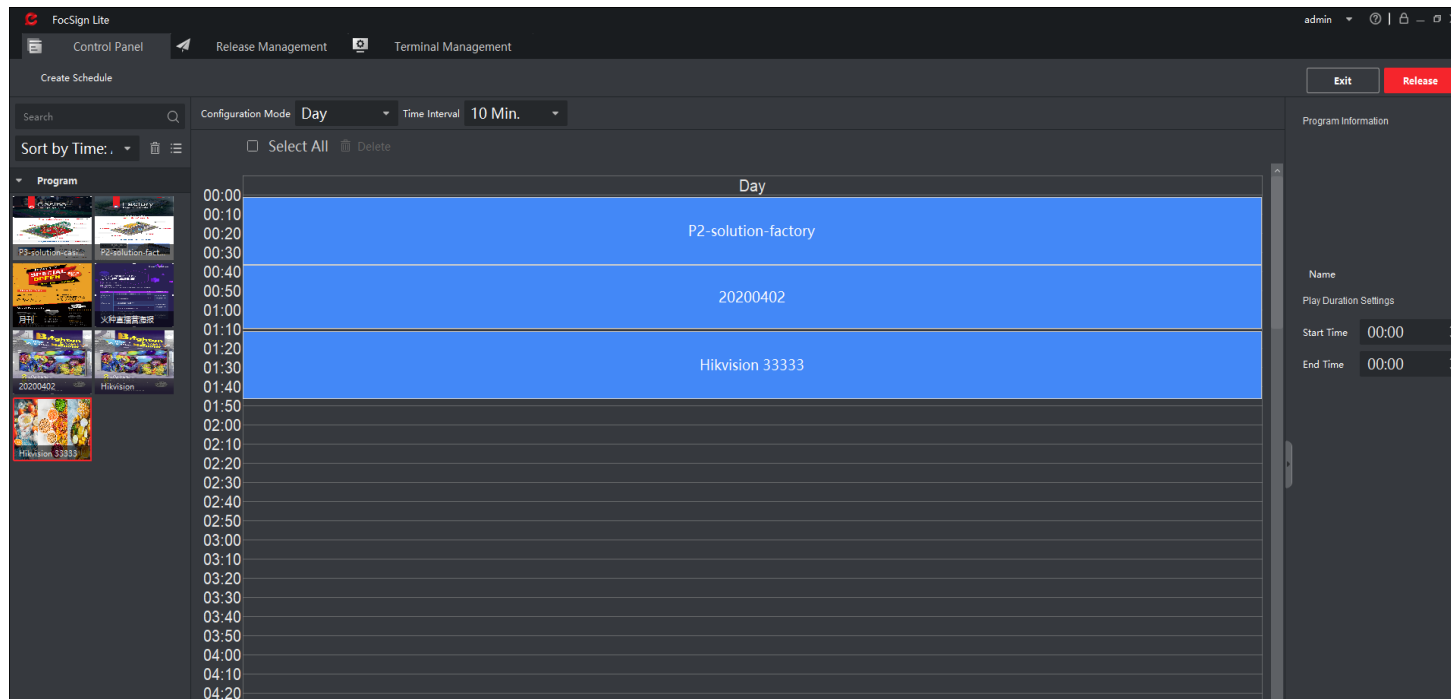


Position / size / time of materials support customization

Multi-page and multi-window

FocSign software — Schedule setting

HIKVISION



Free choice of playing time



Free choice of playing programs



Inserting emergency text & programs



Unified management of released programs

FocSign software — Terminal management

HIKVISION®

Internet registration,
convenient and fast

Play management,
simple and flexible

Schedule setting,
clearly visible

The screenshot shows the 'Terminal Management' web interface. At the top, there are navigation icons for '+ Add', 'Edit', 'Delete', 'Upgr...', 'Configur...', and 'Refre...'. The main area displays a grid of terminal cards. The first card, labeled 'C28697417-10...', is highlighted with a red border and shows a yellow poster image. Below it, the status is 'Non-Touc...' and 'Online'. The other three cards are labeled 'device 1-0*0', 'device 2-0*0', and 'device 3-0*0', all with status 'Unknown' and 'Offline'. On the right side, there is a 'Terminal Operation' panel with buttons for 'Startup', 'Power Off', and 'Restart'. Below these are buttons for 'Play', 'Stop', and 'Stop Cut...'. There is also a volume slider set to 35 dB and a 'Timed Power On/Off' toggle. At the bottom of the interface, there is a menu with options: 'Online Device (0)', 'Activation', 'Remote Registration' (highlighted in red), 'Edit Network Parameters', 'Reset Password', and 'Obtain Register Status'. Below the menu is a table header with columns: 'IP Add.', 'Terminal Type', 'MAC Address', 'Serial No.', 'Version', 'Activation ...', and 'Register Status'. The table content is currently empty, showing 'No Data'.

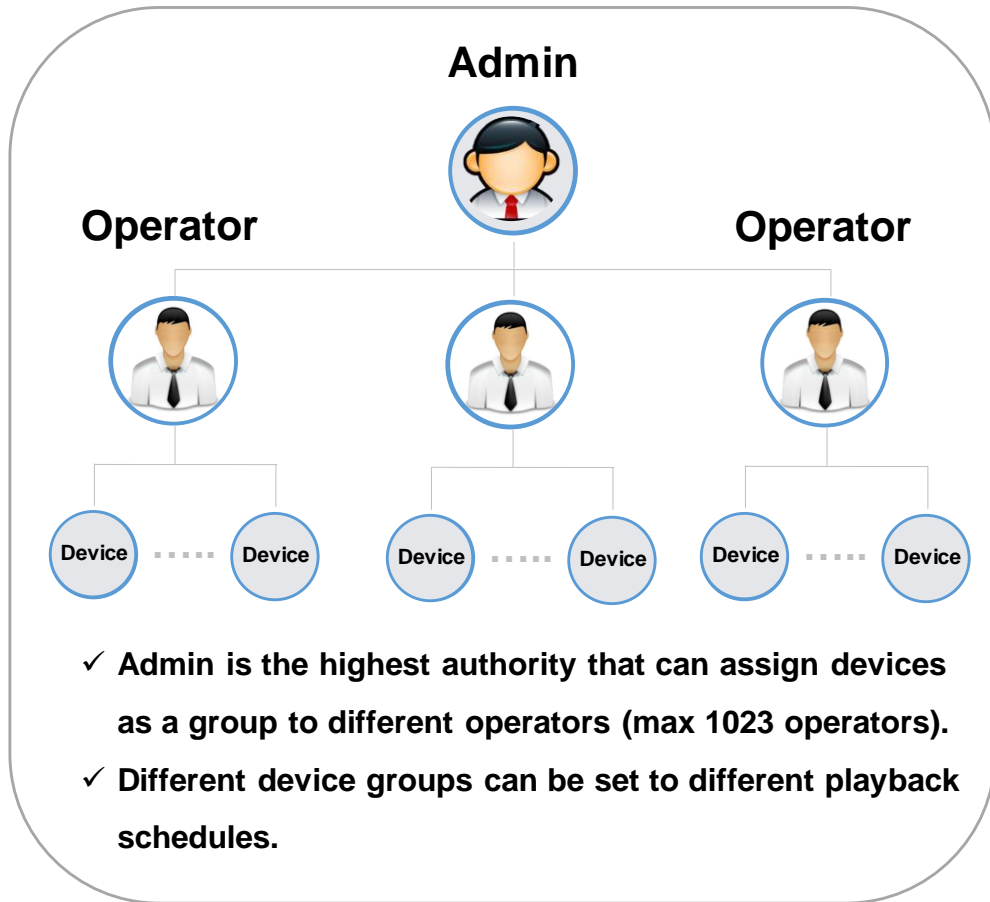
Screen monitoring,
screenshot display

Terminal parameters,
batch setting

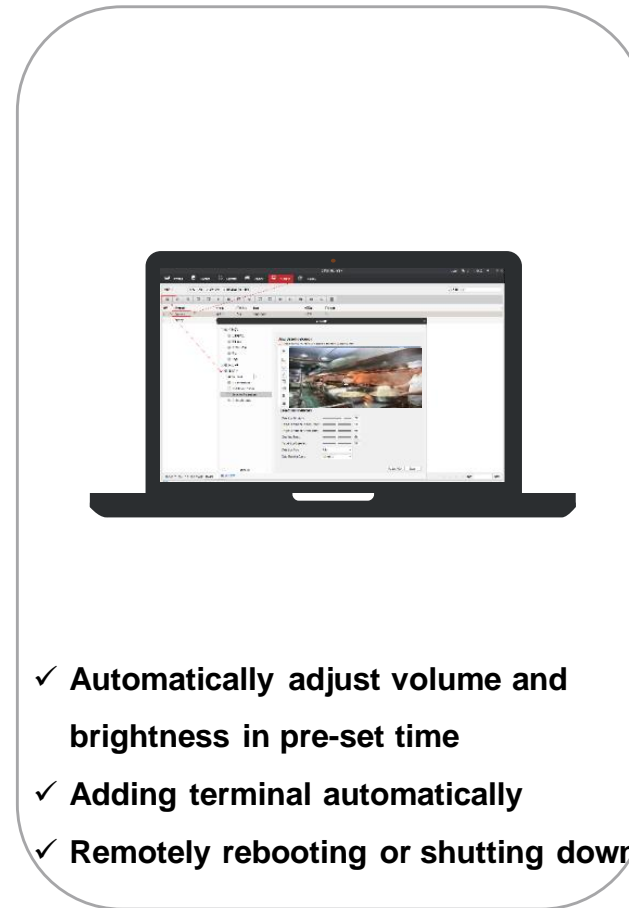
Terminal switch,
remote control

Online upgrade,
remote configuration

Multiple-level Authority



Management Client



Terminal Management



Product highlights — Smart software

HIKVISION



Multiple materials

Support uploading multiple formats of materials, and up to 4 channels 1080P camera decoding capability



Programs making

Built-in multiple program templates and plug-ins, program production is simple and efficient



Schedule setting

Flexible program schedule, one-click insertion of emergency events



Terminal management

Remote and unified control of terminal equipment, saving time and effort



Multi-user management

Safe and efficient, flexible to meet the needs of large projects



Our successful cases

Catering



XXX chain restaurants



Project requirements

- Matching touch device to order
- Displaying menu to inform meals



Existing solution

- A total of 200 digital signage displays



Main functions

- Connect cameras to display the monitoring screen of kitchen in real time
- Remotely controlling all terminal devices



Project value

- Improve service quality and efficiency, and shorten customer waiting time
- Improve the overall image of the restaurant and leave a clean and beautiful impression on the customer

Shopping mall

HIKVISION[®]



XXX shopping center digital signage project



Project requirements

- Cooperate with the shopping mall control center to realize the functions of managing the advertising



Existing solution

- A total of 170 digital signage displays



Main functions

- Remote centralized management and updating of content in real time



Project value

- Reduce customer management costs and make great profits



XXX chain stores project



Project requirements

- Support headquarters to push advertisements to all stores across the country



Existing solution

- A total of 400 digital signage displays



Main functions

- All stores display the latest product promotions at the same time



Project value

- Reduce marketing expenses and enhance customer experience

Office building



XXX corporate headquarters



Project requirements

- Display important information such as meeting schedule, meeting status, notice, etc.



Existing solution

- A total of 350 digital signage displays



Main functions

- Provide unified information release, terminal management and control



Project value

- Commercial promotion, image building, public information release
- Fast transfer of information

In conclusion

Products and solutions value summary

01

Hardware

High standard hardware guarantee to ensure long-term stable operation.

02

High-quality image

High-quality image display to help present the advertising promotion materials perfectly.

03

Free software

Simple program editing and efficient devices management, saving investment costs.

04

Diversified products

Diversified product series, flexible solution combinations and featured solutions to meet the needs of various application scenarios.

Thanks
See far, go further



Survey Scan the QR Code to give feedback & suggestion