Chameleon
for
Digital Signage

For businesses, retailers, institutions and network advertising operators.

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DX DEVICEWORX.COM
TECHNOLOGIES INC.

Simple and reliable digital signage.

Key Benefits

- Reliable, cloud-based server and solid state hardware will reduce costs and boost profitability of advertising.

- Simple dashboard interface, with no dedicated IT person required. Easily manage a global network of devices.

- The low-cost and simplicity of the system allows smaller businesses to improve their image and product promotion.

- Pre-installed on dedicated Android platforms for simple and fast setup.

Features

Chameleon is a simple and reliable digital signage platform designed for ease of use and cost effective operation. Chameleon transforms mass-produced tablets and Smart TV set top boxes into dedicated digital signage systems, delivering unsurpassed reliability and quality at a fraction of the price of custom hardware. Display content is managed through a cloud-based server that you can access from any Internet browser, so you do not need to maintain expensive servers or worry about software backups after your display content has been uploaded to the cloud.

The Chameleon dashboard provides intuitive menus for device organization and deployment, status monitoring, and display content management. This simple interface enables anyone to administer and operate signage networks ranging from just a few local displays to a global deployment of thousands of displays. Static graphics or video display content can be quickly organized into campaigns that can be scheduled by time and date for immediate or future playback, providing all the key functionality you need for an intelligent and effective digital signage network.

...Features continued

Chameleon allows you to choose between a variety of Android based devices for use as the display hardware, providing you with incredible flexibility for the type of display you use at each location. Chameleon takes complete control of the device so only the digital signage application can operate, blocking all the original functions of the device in order to simplify operation and deter theft. Included Geo-fencing capabilities provide additional theft protection for public installations. Whether your site requires a small tablet display or a large 4K panel, Chameleon delivers your content simply and efficiently.

Product Details

Chameleon for Digital Signage (C4DS) provides retailers and advertising network operators with a means of displaying visual information or advertising for pennies a day. Key features include:

- Multiple player styles with C4DS software pre-installed including a set-top format for display mount, stand-alone tablets, and iSIGN Media's all-weather "Smart Player" with dual screen and proximity marketing support.

- High-resolution graphics support (UHD/4K) is available on the display mount player with clean 1080p up-scaling and high framerate video playback.

- In addition to visual promotion, C4DS supports high-fidelity audio with SPD/IF or component audio connections on the display mount player. Over 20,000 Shoutcast ambient music stations may be selected, or we can create a custom station for in-store advertising.

- C4DS supports high-resolution web page captures for display of dynamic content. Capture attention by periodically displaying public interest information such as local news, weather, scores, or flight information. Capture of secured or proprietary transient information is also supported such as meeting room schedules, alarms, or performance reports.

- Proof of play reports are available for export from the Chameleon dashboard in .pdf or Microsoft Excel compatible format for each player.

Setup Steps

1. Unbox the C4DS player and connect to local AC power.

2. Mount the tablet or connect the player to a display.

3. Connect the player to the Internet using a wired Ethernet router or a Wi-Fi network.

4. Login to the C4DS Dashboard and upload your graphic or video files or specify a web page address for capture.

5. Add the uploaded files into a new campaign and (optionally) select an audio stream to play during the campaign.

6. Select the new campaign for the display device to play.

7. That's it! Your campaign will automatically load and run on your player in less than two minutes.

C4DS set-top player and included accessories.

Install Requirements

- Internet connection through Ethernet or Wi-Fi
- Wall power supported worldwide (100-240 Vac, 50/60 Hz).
- HDMI or DVI Connectable Display (set-top player or Smart Player only).

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NOTES:

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