



Deviceworx xPlayer

The new Deviceworx Digital Signage Extended Player or xPlayer dramatically improves customer engagement. When users come near an xPlayer - display Wallet coupons, launch or install retailer apps or view retailer web pages. Increase foot traffic and purchases through promotions and offers. The xPlayer features extended temperature operation with optional cell data connection for outdoor use without a nearby Internet connection for content management.



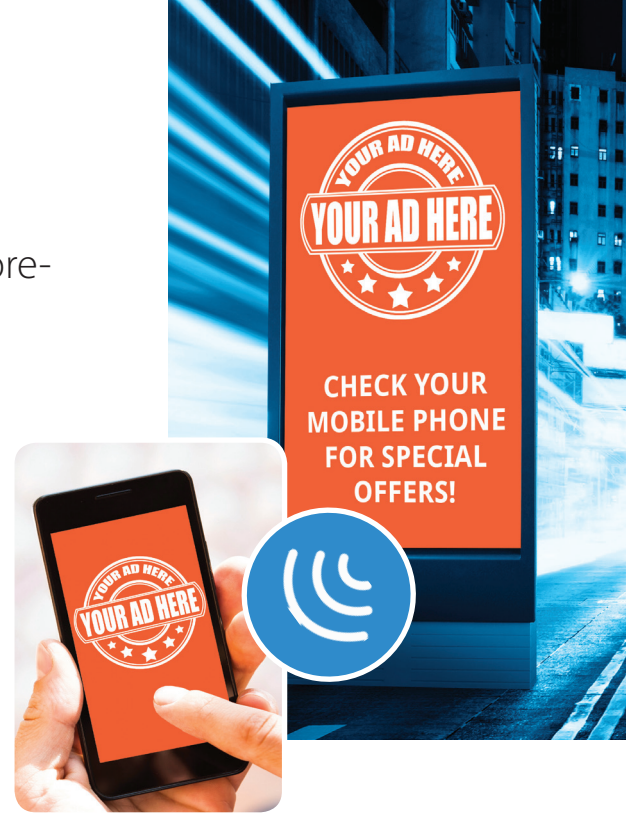
DEVICEWORX.COM
TECHNOLOGIES INC.

Simple, reliable, all-weather digital signage
that engages local mobile devices.

www.deviceworx.com

Benefits

- All-weather Android digital signage player with pre-installed software for fast and simple setup.
- Simultaneous digital signage and beaconing support.
- Supports simultaneous broadcast of iBeacon, Eddystone beacon and AltBeacon signals to phones up to 300' or 100 m away with configurable range.
- Leverage beacon signals to automatically display your Apple Wallet coupons, launch or install your apps, or display your online web content within Smartphones for users that have opted in. Draw in consumers to increase store traffic and sales.
- Includes all the features of the Chameleon digital signage solution including music streaming, display of graphics, video, weather, news, etc.
- Ethernet, Wi-Fi or Cell Data connectivity for device management and content updates.



Features

xPlayer extends typical Digital Signage technology by supporting Outdoor operating temperatures ranging from -40 to 85 deg Celsius (-40 to 185 deg Fahrenheit). The fanless and solid state xPlayer can drive LED signs, drive thru kiosks or any display running at extreme temperatures without the need for expensive heating or cooling.

xPlayer connectivity includes cell data in addition to traditional Ethernet and Wi-Fi. The cell connectivity option can dramatically reduce installation costs in locations where Ethernet or Wi-Fi are not readily available.

Perhaps the most significant feature of the xPlayer is a Bluetooth Low

...Features continued

Energy (BLE) chip. This chip turns the xPlayer into a beacon transmitter which supports cutting-edge proximity marketing methodologies.

Users opt-in to receive promotions by installing the Dworx Notifier background app. A simple “Dworx” search at their App Store or Play Store makes this single step easy. User app start is not required as it will run in the background.

Whenever users come near an xPlayer, the app creates a notification with sound and vibration that is visible on all screens. User notification selection can open a Wallet coupon, open a web page, launch an app or show an app page in the App Store or Play Store if uninstalled.

The Dworx Notifier can be rebranded as required.

Android Advertising ID (AAID) or Apple ID for Advertising (IDFA) data records are created when notifications are created (users sensed) and whenever notification click-throughs



occur supporting user profiling and advanced data analytics.

Retailers can leverage the xPlayer to launch their existing apps whenever users come near their locations. Contextual data (e.g. store number) can be provided to the app upon its launch to better support app functionality.

Marketing research shows that proximity marketing technologies work best when coupled with a Call To Action (CTA) such as “Check your phone for local offers”. The best technique for getting customer attention is to show them a CTA using a digital sign. The xPlayer’s dual support for driving a screen and transmitting beacons to phones ensures the highest rate of return for advertisers.

Product Details

- **Drives High-resolution Screens.** Supports any HDMI or DVI connected screen to a resolution of 1920w x 1080h (1080p) in landscape or portrait mode with video playback to 30 frames per second.
- **Runs Anywhere.** Solid state design with industrial-grade aluminum enclosure supporting wall or panel mounting and operating temperatures from -40 to 85 deg Celsius (-40 to 185 deg Fahrenheit).
- **Easily Connected.** The Ethernet connection works with routers and other networking hardware with no IT assistance required. Select an available xPlayer WI-Fi or cell data variant and get wireless networking support through an existing Wi-Fi access point or cell data network.
- **Managed through the Chameleon Dashboard.** Monitor xPlayer health and configure both screen and beacon-supported advertising through the reliable Chameleon Dashboard using a web browser with an internet connection.
- **Scheduling Support for Digital Signage and Mobile Interactions.** Advanced scheduling of screen content and beacon IDs supported. Schedule app launch changes, different Wallet coupons or different web pages.
- **Supports User Opt-in.** Users simply install the Dworx Notifier app to opt-in to get notifications from all xPlayers. Users can also opt-in to view or ignore each notification.
- **Displays Wallet Coupons.** Launches a Wallet app and displays a loaded coupon. Proprietary Wallets can even support coupon downloads.
- **Launches Apps.** Launch an app and provide the app with context (e.g. currently scheduled promo or store number). If uninstalled, take the user to the App or Play Store screen supporting app install.
- **Displays Web Pages.** Launch a browser and open a specified web page within the browser.
- **Apple Wallet Pass Creation.** xPlayer operators can access our online coupon creator to develop coupons that can be used within Apple Wallet or Android apps.
- **Fast and Simple Player Setup.** Plug the xPlayer into a screen, power and a network connection and you're good to go.



Install Requirements:

- Internet connection through Ethernet, Wi-Fi or LTE.
- Wall power supported worldwide through the included power supply (100 - 240 Vac, 50/60 Hz) or 12 VDC from an alternate source.
- HDMI or DVI Connectable Display.



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