



### NOXEL DIGITAL SIGNAGE

Anyone in business knows that one of the most important aspects of promoting any company or product is that of getting it well publicized.

Effective brand recognition accounts for significant increases in sales and customer loyalty.

Digital Signage offers a high impact means to deliver your message to your audience in the environment of your choice.

In addition, including Digital Signage in your establishment offers your visitors entertainment and information.

### Be Where the People Are

We live in a world of moving images. We ourselves are living, breathing beings. Naturally we respond strongly to what we see on our TVs and at the cinema.

In terms of advertising and promotion, television air time is proven to be one of the most high impact means of delivering messages into the hearts and minds of an audience. However, in order for it to reach its intended audience we rely mostly on that audience being at home when the message is aired.

No one is home all the time. In fact many of us spend more waking hours outside of our homes than we spend in them.

So, where are we when we're not at home?  
Quite simply, we're everywhere.

We're traveling to and from work, or we're at work. We're shopping, we're at the bank, we're in college. We're dining out, we're staying in a hotel or we're waiting at the airport.

DIGITAL SIGNAGE is part of the life you lead outside your home.

### What NOXEL DIGITAL SIGNAGE Can Do For You

#### The Waiting World

Waiting is a fact of life. Whether we're in the foyer of a hotel, the airport lounge, a hospital reception, or in line at the bank, we are regularly obliged to wait. And while we accept this as a part of life, there's no reason why it need be an unpleasant one. The introduction of NOXEL DIGITAL SIGNAGE in any establishment offers a captive audience the chance to be informed and entertained.

#### Be Seen to Be Known

Brand enhancement and recognition is the goal of every company that wants to shine. Digital Signage from Noxel provides an up-to-the-minute means of keeping your brand ever-present and your company or product image in the forefront of potential customers' minds.

#### The Learning Curve

Running informative content in-store via NOXEL DIGITAL SIGNAGE is proven to enhance sales. Explaining product features and benefits in this way gives your customers detailed information in a way that's easy to understand. An added bonus is that it can also enhance your sales staffs' knowledge too.

#### Superior Adaptability

NOXEL DIGITAL SIGNAGE replaces the PC for effective and efficient content management and simple adaptation to context and audience. Reach target consumers successfully by highlighting multiple features and dynamic graphics to capture attention.

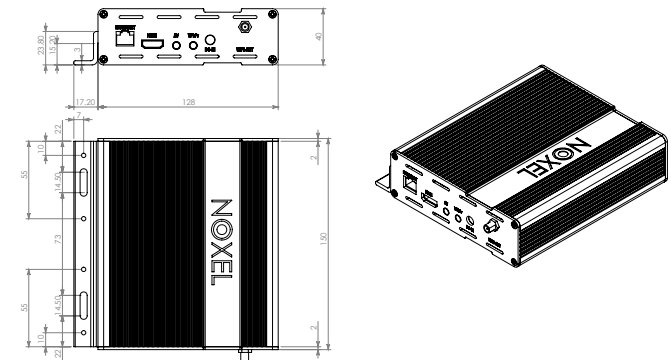
### Somebody Call An Ambience!

Use NOXEL DIGITAL SIGNAGE to create atmosphere. Soothing sounds and beautifully relaxing images may not actually reduce your customers' waiting time but it will feel that way. Likewise, you can engender feelings of excitement and anticipation in customers by using dynamic thrilling imagery and content - Ideal in casinos and music venues or any environs where a heightened sense of expectancy and excitement needs to be created.

### That's Entertainment

Everybody likes to be entertained and made to feel happy. When we're happy we are more inclined to spend freely.

**NOXEL DIGITAL SIGNAGE**  
can put a smile on your customers' faces.



"If you can dream it, we can do it – The NXDS600."

Up-to-the-minute NOXEL DIGITAL SIGNAGE gives so much more than traditional marketing ever could because it provides:

- Flexibility - Instead of a single stationary image, multiple images and digital graphics are used to capture the awareness of consumers.
- Agility – Modify content on the fly from any internet accessible location.
- Total Dynamic Integration – Reduces the resources required to control and maintain the network.
- Centralized Controls – A customized content management interface through which end-users can manage their content from one location. From anywhere in the world to anywhere in the world.
- Minimal Staffing Costs – Reduce overall operating costs while increasing productivity.
- Cutting Edge Adaptability – Create and deliver targeted messages that inform, educate and motivate audiences.
- Enhanced Consumer Enjoyment – Reduce perceived wait times and provide valuable information on products and services.

The NXDS600  
Non PC Based DIGITAL SIGNAGE from NOXEL

The NXDS Series replaces all the PCs used for the digital signage industry, NXDS600 is a fully stand alone and plug & play unit.

### THE PC REPLACEMENT FOR DIGITAL SIGNAGE!

#### MULTIMEDIA SUPPORT

Superbly well-suited to a full range of multimedia, the Noxel NXDS600 is compatible with:

Video media such as:  
MPEG2 - MPEG4 - H.264 - WMV9 (optional)

Audio formats:  
MPEG-1 Level I/III (MP3) - WMA (optional)

Image files:  
JPG – PNG

Media formats:  
AVI – VOB - MOV - MPG - MP4 - TS - WMV/WMA (optional)

Streaming protocols:  
UDP

#### Benefits

- Both horizontal and vertical image displays
- High-definition with pixel perfect quality
- Pull mode, push mode and synchronization, allowing greater independence and flexibility in content creation and modification
- Fully comprehensive scheduling
- Internal storage, SDHC Card, USB Drive
- IR Blaster and RS232 interface for monitor control and status retrieval
- IP Streaming in HD Quality
- Up Scaling Commercial grade SD video up scaling to enhance advertising video resolution
- Digital and analog audio
- SPDIF Optical Output
- Very Low power consumption - less than 5W
- High memory capacity for future functional upgrade
- Suitable for tough environments
- Highly cost effective
- Maintenance free
- Fanless

## The NXDS600 – User and Energy Friendly

### DISTINGUISHING FEATURES

#### DISPLAY CONTROL

You already know how adaptable and user-friendly the NXDS600 is, but there's more.

It comes complete with an RS232 jack which enables you to pilot display behaviors. Not only that, multi protocols are supported.

#### ENERGY – LESS IS MORE

It's remarkable but it's true. The NXDS600 uses just 5W of power. A typical PC-based digital signage system consumes around 100W! The NXDS600's power consumption is 50 times lower and reduced power consumption translates into reduced operating costs for the signage system.

#### EASE OF MAINTENANCE

The NXDS600 requires little maintenance to remain in top form. Long life and low maintenance is essential to any successful signage display.

#### SMALL AND STRONG BUT PERFECTLY FORMED

Dimensions: Width 128mm/5.04in, Length 150mm/5.90in, Height 40mm/1.57in

The NXDS600 is so incredibly compact that you can hide it easily in the smallest of spaces. That makes for really unobtrusive operation. And, its robust design means that its functionality won't be affected by even the harshest of environments.

### FURTHER FEATURES

#### Administration:



You're guaranteed ease of use with the NXDS600 with any browser or operating system with Flash 9 because of Noxel's innovative user interface. All administrative tasks are carried out by means of web based software.

- Access to user groups, content areas and software with user-specific rights
- All data is stored on the central server, none on user PCs

#### Updating Content:

Push Mode & Pull Mode, The NXDS is designed to periodically retrieve content direct from content servers.

- All content is stored on the NXDS600

The NXDS is designed to periodically retrieve content direct from content servers.

Advantages: Direct server connection – Content stored on a server – Internal storage of the NXDS600 acts as a playback source.

- PIP

#### Remote Upgrade:

The NXDS600 offers automatic upgrading from either a local or remote PC.

- Upgrades are achieved remotely through the main server.

Advantages: Time and maintenance saving – detailed status reports delivered. Upgrades improve current functionality, offer new Codec support and additional functionalities provided.



### SECURITY FEATURES OF THE NXDS600

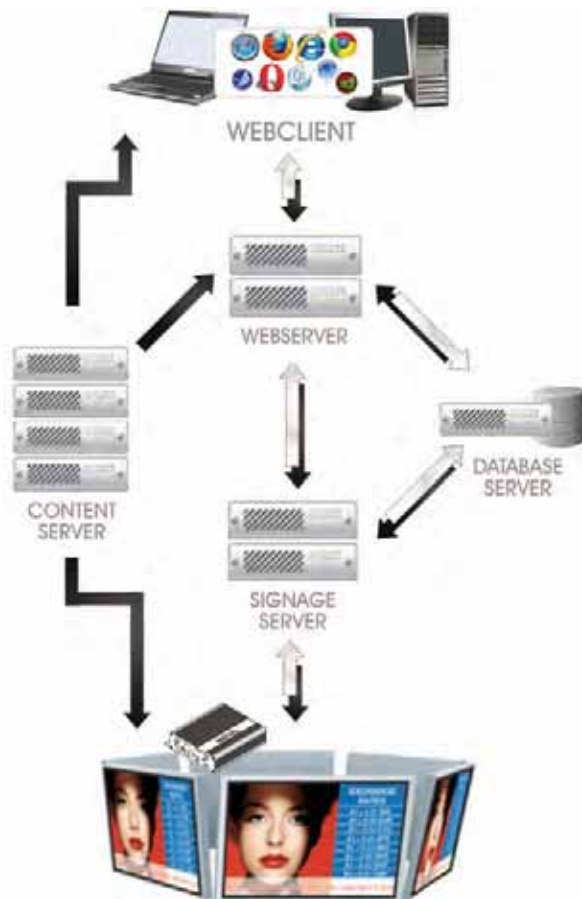
Configurable pull mode for avoidance of network security constraints. Access to servers and communication ports.

The NXDS Transform Code ensures total security of transfers. Closed interface in run time, access only available in PUSH or PULL mode.



## SERVER STRUCTURE

- One web server for every 1000 NXDS users.
- Content servers are separate from the web server.
- Stand alone database server backs up all content and provides reports of 24/7 operation.



## Superior Quality HD Playback with FHD 1080p

NXDS600 incorporates a broadcast grade video decoder that can render videos up to Full HD 1080p resolution with options for 24/50/60 Hz. Supports broadcast quality high bit rate MPEG-2 & H.264 HD Source, presenting videos and images in best possible quality.



SD Signage



NXDS FHD Signage

## Brand Synergy

Situations where branding reinforcement is part of the advertising and marketing objective, NXDS easily fits into your Digital Signage requirement. It provides you the ability to update the device UI with customer corporate logo just with simple steps using the Remote Control.

## Future Proof Design – Seamless Connectivity

NXDS600 supports various video signal outputs from Digital to Analogue. It is possible to connect any kind of television or display to NXDS600.

HDMI 1.3, Component, Composite video outputs.

As for Audio, there are three options, over HDMI, Stereo RCA or Raw Digital Surround via Digital Optical pass through.

## VIDEO DISTRIBUTION

Each Signage Player output can be connected directly to one display or via an HDMI splitter to multiple displays.



## SPECIFICATIONS

- Main Processor  
SMP865x (500MHz+333MHz) 512M DDR2; 256M NAND
- Video Format  
MPEG-1, MPEG-2 Transport Stream (MP@HL), MPEG-4 H.264 HD, AVCHD
- Audio Format  
MPEG-1 Layer 1/2/3, MPEG-4 AAC, WMA9, PCM, Dolby AC-3 (pass through), DTC (pass through)
- Resolution  
Up to 1080 i/p (1920x1080), 24/50/60Hz, PAL, NTSC
- Bit Rate  
up to 40 Mbps (Subject to Media Throughput & Video Format)
- Video Output  
HDMI 1.3 (DVI via adaptor), Composite (PAL/NTSC), Component (YPbPr)
- Audio Output  
Stereo RCA, S/PDIF Optical, via HDMI
- Storage: SDHC - USB Storage
- Data Port: USB 2.0 x 2, LAN (10/100BASE-T)
- Control Port  
IR (front); Expandable Options: (RS232 & Ext IR, Receiver IR Blaster)
- Power: AC 100V ~ 240V 50/60Hz – 12V DC adaptor

# NOXEL<sup>®</sup>