Making Digital Signage More Affordable, Available, and Usable

GIGABYTE® provides entry-level digital signage solutions that produce a dynamic multimedia experience for customer engagement.

SOLUTION PROVIDER

GIGABYTE Technology Co., LTD.—globally regarded as an innovative and trusted motherboard leader—provides solutions that enable a full-range digital life, including motherboards, PC components, Ultrabooks™, and, of course, retail digital signage. GIGABYTE offers multiple entry-level digital signage solutions built on the Intel® Reference Design for Digital Signage (EL-10).

SOLUTION

Before GIGABYTE developed these solutions, the cost, size, and complexity of digital signage prohibited many retailers from delivering rich, dynamic multimedia to engage customers. Using GIGABYTE digital signage solutions, retailers now have affordable access to features that have previously been beyond their financial or technical reach:

- HD simultaneous decoded streaming for at least two video streams
- Multivideo format playback (HD, 2K, 4K [decode only], flash)
- Web application support (HTML5)
- Touch-screen interactivity

The media player is available with a preloaded operating system (Android, Windows®, or Wind River® Linux®) and content management system (CMS) so users with little to no experience with digital signage will find the media player simple to use.

BENEFITS

Using GIGABYTE digital signage solutions enables retailers to take advantage of many benefits, including:

- Showcasing new inventory, promoting closeouts, measuring message effectiveness, and more real-time optimization that is not possible with print
- Closing the omni-channel loop by incorporating digital signage with customer interaction on the Web, social media, and mobile devices
- USB 2.0 and 3.0 ports, HDMI output, and RJ45 Ethernet for simple plug-and-play implementation
- Intel® Atom™ Processor E3815
- Intelligent vending opportunities

Digital signage personalizes the interaction between businesses and customers. It is becoming mainstream enough so that customers notice when a business does not have digital signage.
With entry-level solutions such as the media players available from GIGABYTE, all retailers can deliver a dynamic, personal experience.

THE GIGABYTE AND INTEL COMBINATION

These GIGABYTE digital signage solutions are built on the Intel® Reference Design for Digital Signage (EL-10), a comprehensive foundation of software and hardware anchored by the new Intel® Atom™ Processor E3815. This system-on-chip (SoC) delivers a powerful graphics engine, display support for HDMI, high I/O connectivity, integrated memory controller, virtualization, and built-in security capabilities. GIGABYTE and Intel have combined to create a full-service digital signage solution for retailers that are either interested in experimenting with digital signage for the first time or want to add on to their current digital signage solution.

LEARN MORE ABOUT:
GIGABYTE digital signage solutions >
Intel® Reference Design for Digital Signage (EL-10) >