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Tech Bulletin

Note to Editors: Multimedia is available at: www.intel.com/pressroom/kits/embedded

Intel and Microsoft Digital Signage Platform Technology Now Available

Validated with Content Management Software from Harris Corporation

LONDON, May 4, 2010 – During a keynote today at the Digital Signage Strategies Forum, Intel Corporation’s director of digital signage for the [Embedded and Communications Group](#), Jose Avalos, was joined onstage by Lorraine Bardeen, regional marketing director for EMEA, Windows Embedded Business, Microsoft*, to announce the availability of an embedded technology platform developed specifically for [digital signage](#) applications that includes Intel chips and Windows* software.

“This is the first and currently only platform in the digital signage industry to offer remote manageability with a validated operating system,” said Avalos. “The [Intel® Core™](#) processor-based system with Microsoft Windows Embedded Standard 7* will enable solution providers to build more reliable digital signage networks, faster.”

Bardeen added, “We’re excited to make the latest Windows Embedded Standard 7 technology for digital signage available to developers. The new optimized platform from Microsoft and Intel provides digital signage manufacturers and network operators the flexibility to define and rapidly create innovative applications that deliver richer and more engaging experiences for consumers in a variety of environments, including retail stores, hotels, banks, airports and more.”

Industry leaders which are endorsing the Intel and Microsoft platform for next-generation digital signage development include AOpen*, C-nario*, Digital Panorama*, DT Research*, Harris Corporation*, HP*, Micro Industries*, NCR Netkey*, NEC* and YCD Multimedia*. Harris support for the Intel and Microsoft digital signage platform includes its [InfoCaster Player™ content playout software](#), which features advanced content management, as well as content synchronization and delivery from multiple sources to thousands of remote displays over a widespread network.

The strategic relationship between Intel and Microsoft for the [digital signage platform](#) was first discussed publicly at the 2010 National Retail Federation Convention in New York,

where the technology was showcased in an interactive [digital signage proof-of-concept](#). The nearly 8-foot-tall interactive LCD and holograph glass touchscreen features anonymous video analytics, which would enable advertisers to target content to maximize the impact on viewers. The platform also includes [Intel® vPro™ Technology](#) with [Intel® Active Management Technology](#), allowing administrators to manage the digital signs remotely even when powered down, which reduces operational costs and increases energy savings.

Evaluation kits for the platform are presently available at [Winmate.com](#); prices range from \$999 to \$2,000.

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More information on the Windows Embedded portfolio of platforms and technologies for retail, including Windows Embedded Standard 7 and the optimized digital signage platform is available at [www.windowseembedded.com/retail](#) or by following [http://twitter.com/MSFTWEB](#). Please also visit [www.microsoft.com/presspass/presskits/embedded](#).

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