CAYIN Technology Co., Ltd.

Company Profile

An introduction to the DIGITAL SIGNAGE professionals
Born of Passion, Driven to Create a Revolution -
CAYIN Technology

Computers, tablets, smartphones – the whole world has gone digital. Why should business communication be any different? Famous French author Victor Hugo once remarked, “All the forces in the world are not as powerful as an idea whose time has come.” Digital signage is one such idea, and CAYIN Technology is the company that best brings that idea to life.

The world of communication has undergone a revolution over the last decade. With the synergies between multimedia and the Internet, a new mode of communication has emerged. And that technology gave birth to a remarkable company in 2004, bringing together a group of passionate engineers who combined “belief” and “creativity” to establish CAYIN.

CAYIN’s first project was to build from scratch a video-on-demand platform (VoD) for Kuo-Kuang Motor Transportation Company. Emboldened by tremendous appreciation from the client and achieving success at its first attempt, CAYIN dived headlong into the world of precision-marketing and multimedia information announcement. Over the past few years, price cuts in digital flat panels have only increased demand for its products and services; now CAYIN has grown even beyond the dreams of those passionate few.

Today, CAYIN uses the latest in network and multimedia technologies to serve the digital signage needs of customers, both domestic and international. Today, CAYIN provides a gamut of products in this space, from simpler zone-type Digital Signage Players to enhanced Web-based Players, from Content Management Servers that control multiple screens to innovative management software to monitor CMS-PRO, edit (xPost), and analyze (SuperReporter). Not only does CAYIN satisfy customers’ expectations, it exceeds them by incorporating the latest technological advances like wireless transmission, remote monitoring, and GPS functionality in its products.

In one sentence, CAYIN is the solution to all your digital signage needs, even those that you haven’t thought of yet. - That is why CAYIN’s products inform people through 50,000 screens all across the world.
CAYIN’s Product Portfolio –
Every Digital Signage Product You Will Ever Need

Some people like to drive a stately Rolls Royce, while others prefer a more adventurous ride in a Ferrari. Similarly, not everyone’s digital signage requirements are the same.

CAYIN understands, and that is why it provides a complete range of digital signage products, all of which can work seamlessly with one another. Whether you need a single screen to spread your message or multiple screens across multiple locations, all perfectly coordinated and completely customizable, CAYIN can help meet all your messaging, media playback, and overall management needs through the innovative use of its SMP players - communicating seamlessly with the CMS server in efficient client-server configuration.

CAYIN’s attention to detail does not end with merely creating high-technology products – the company also provides you with the means to manage them. Thus equipped by CAYIN’s powerful software packages to monitor CMS-PRO, edit (xPost) and analyze (SuperReporter) your CAYIN hardware, you can create a digital signage system that is remarkably effective at getting your message across, yet amazingly cost-efficient.

Content Management Server (CMS)
CMS is the dedicated digital signage server for remote and central management over IP network.

SMP Digital Signage Player
SMP is responsible for managing, scheduling, and storing multimedia content.

Advanced Management Software
CAYIN provides professional management software for larger scale digital signage deployment.

Content-editing Application Software
CAYIN offers editing tools to create rich content for digital signage in different vertical markets.
How Can CAYIN Help Your Business? Your Organization? Your Communication?

In order to answer this question, let’s consider how you’ve been communicating with your audience now.

1. You are the manager of a mall who wants to guide customers to different locations. You use posters.
2. You are the director of a museum who wants to inform visitors about the latest additions to the collection. You use posters.

Now, can you see the obvious disadvantages of using posters?

1. Every time you want to say something new, you have to replace the existing posters.
2. There’s only a limited amount of communication possible through static media like posters.
3. They consume a lot of resources in terms of space, materials and labor.

With digital signage, you can overcome these disadvantages.

CAYIN digital signage solutions can:
1. Introduce products and services in an engaging and dynamic manner, enhancing brand value, and increasing customer connection.
2. Playback live speeches in full HD with perfectly clear sound at academic lectures.
3. Get complete attention when you present important information to students in schools, customers in banks, fans in sports stadiums, etc.

If you have something to communicate, CAYIN digital signage solutions can do it better.

The possibilities are virtually limitless - video, audio, text, animation, information, changing layouts, colors that match the time of day, promotions that respond to stock levels... more audience connection, more effective communication.
CAYIN is headquartered in Taiwan, but its products are present in 90 countries around the globe, communicating with people while transcending global, cultural and language barriers. Thus, even if its heart beats on Taiwan time, CAYIN is connected across all time zones, without delay. CAYIN is a true international company. Its presence on more than 50,000 screens across the world is testament to its commitment to customers and its ability to meet their communication needs.

**Taiwanese at Heart, Global in Reach**

**AMERICAS 17%**
Argentina, Brazil, Canada, Costa Rica, Chile, Ecuador, Guatemala, Honduras, Martinique, Mexico, Netherland Antilles, Panama, Peru, USA, Venezuela, etc.

**EUROPE 14%**
Austria, Belgium, Croatia, Cyprus, Czech, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, etc.

**ASIA 40%**
Brunei, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Singapore, Philippines, Russia, Taiwan, Thailand, Sri Lanka, Vietnam, etc.

**MIDDLE EAST 18%**
Algeria, Bahrain, Iran, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Dubai @ UAE, Abu Dhabi @ UAE, etc.

**OTHERS 11%**
Australia, Cote d'Ivoire, Egypt, Fiji, Kenya, Mauritania, Morocco, Nigeria, South Africa, etc.
The Value of Partnership -
How CAYIN Works with Partners to Create A Win-Win Situation

Executing a successful idea requires forging successful partnerships. CAYIN understands this and has developed trusting relationships with its distribution partners across the globe. Not only does this allow CAYIN to serve customers better, it also helps in spreading the message of CAYIN’s expertise in digital signage. To this end, CAYIN provides its global partners with the best service, the best advice on product education/staff training, the best promotional materials, and expert project technical support.

CAYIN’s commitment to our distributors

- Constant innovation to develop new features to meet all kinds of customer demands
- Collaboration with top hardware manufacturers to provide the ideal combination of hardware and software to customers
- Actively responding to customer feedback, incorporating these contributions into product development
- Continuous improvement through software upgrades, hardware enhancements, and the creation of exciting new products

CAYIN will work hard for our partners ensuring:

- Simple, tight, and effective integration of CAYIN’s digital signage technology with other devices and equipment for easy system development. This includes connections to access control devices, bar code scanners, environmental monitoring systems, RFID scanners, attendance systems, alarms systems, automatic control equipment, and touch screens.
- The best technical support across domains, individually customized as per the demands of each individual project, to maximize the competitiveness of every customer

We care about the success of our partners, working with you, working for you, committed to unwavering support.

If you want to become a CAYIN’s distributor, please contact us.
From Birth to Maturity: The Evolution of CAYIN

2004
- Founded in May 2004
- Worked on first project - development of in-transportation VoD software for Kuo-Kuang Motor Transportation Company
- Promoted VoD on campuses as a digital education-aid system

2005
- Developed the first multimedia player, LB-100 and CMS media server; exhibited at CEBIT, Germany
- Introduced digital signage system and VoD as products; officially launched digital signage player and server series
- Worked on first international projects – Novotel Hotel (France) and Kumu Art Museum (Estonia)
- Completed the first digital signage project in Taiwan for Chinese Culture University

2006
- Reestablished product strategy and positioning, focusing on digital signage and product development of related industries instead of VoD
- Officially divided sales channels into Greater China and International areas
- Having recognized the overlap of digital signage with the Audio Visual industry, participated in Integrated Systems Europe exhibition for the first time
- Released zone-type digital player SMP-PRO2, a marked improvement over existing technology in the market; SMP-PRO2 allows customers complete freedom to define the number and the locations of zones they want
- Introduced the first web-based digital signage player to support portrait mode HD video - SMP-WEBPLUS
- Worked with Pilot TV on FamiChannel project for FamilyMart convenience store; project involved 3000 players and 6 CMS-Performance servers across 1500 stores, and was Taiwan’s largest digital signage deployment
- Had first exhibition in Saudi Arabia in an effort to enter the Middle East market
2007
- Released the first fanless, digital signage players with AV-IN function – SMP-PRO3 and SMP-B23
- Released the first Windows-based advanced management software for monitoring (SuperMonitor) and report generation (SuperReporter)
- Exhibited in three major markets – Infocomm (US), InfocommAsia (India) and Integrated Systems China (China)

2008
- Launched xPost content-editing system; a series of packages each designed to perfectly meet the unique needs of a specific application
- Became the digital signage sponsor of the world’s second largest computer exhibition, Computex. Pioneering the use of networked digital signage to broadcast simultaneously at all three exhibition sites
- Exhibited for the first time in Russia, at Integrated Systems Russia

2009
- Released the first zone-type digital signage player that supports portrait displays, the SMP-PROPLUS
- Released the first dual video output support, Full HD web-based digital signage player, the SMP-WEBDUO
- Worked with Nova Media on Carrefour in-store TV project
- Worked with Pilot TV on McDonald’s outdoor advertising project

2010
- Released new fanless, digital signage players with AV-IN function – SMP-PRO4 and SMP-B24
- Unveiled the CAYIN Digital Signage System Certification Training Course to ensure staff’s adherence to high technical standards for immaculate product advice and after-sales service
- In collaboration with Pilot TV, broadcast the FIFA World Cup live on McDonald’s TV network
2011
- Continued developing brand and enhancing product awareness by participating in global trade shows in Europe, Asia and the Middle East
- Released CAYIN's Thai website to serve the increasing demand of digital signage in Thailand
- Extended CAYIN's product integration capability and launched integrated applications to fit the needs of various industries, such as access control system, mobile phones, touch screens, bar code scanners, 3G, GPS, sports game systems, hotel management and property management systems, environmental monitoring systems, etc.

2012
- Released the first RISC-based digital signage player, SMP-200
- Rolled out the next-generation digital signage server, CMS-40 and CMS-80, and largely upgraded hardware capabilities
- Released new compact dual-display digital signage player, SMP-WEBDUO (LB-660) and all SMP-WEB series players were equipped with the AV-in function

2013
- Introduced the first entry-level digital signage content management server for small-scale projects, CMS-20
- Released new compact, energy-saving digital signage player, SMP-200
- Explored emerging markets in Latin America (Brasil, Mexico, Peru, Salvador)
- Cultivated digital signage business in the Middle East and Central Asia (Saudi Arabia, Kazakhstan, Oman, Kuwait, Jordan, Bahrain, Qatar, and Iraq)

2014
- Released new Full HD, energy saving zone-type digital signage player, SMP-300
- Unveiled the next-gen digital signage players and servers bundled with brand new SMP-NEO software.
- Brought fans a whole new visual experience in the 2014 FIFA with 200 digital signage players and 3 content management servers
- Rolled out advanced management software with enhanced functions, SuperMonitor 4.
2015
- Introduced SMP-8000, CAYIN's first media player that runs 4K UHD videos and contents
- Successfully implemented the first project in Myanmar (Novotel Yangon Max)
- Participated in market development projects in the Middle East, UAE, and South East Asian and nearby potential markets

2016
- Rolled out the upgraded SMP-NEO2 software for a more reliable system and better performance
- Developed SMP-8000QD which supports 4K UHD materials and up to 4 separate displays simultaneously
- Launched powerful compact solution SMP-2100 which immediately became best seller of the line
- Developed fail-over (redundancy) server program for secured digital signage playback

2017
- Redesigned the structure and style of cayintech.com to improve cross-platform user experience
- Introduced the first subscribable software-only CMS-SE server solution
- Upgraded a series of USB-port functions, including external storage and HDMI capture card for SMP-NEO2.5
**2019**
- Released both SMP-NEO2 3.0 and CMS V11.0, offering users a series of flexible functions
- Released compact 4K UHD digital signage players, SMP-2200 and 2210, equipped with 2 LAN Ports for advanced management and network security

**2018**
- Successfully implemented the project in the 2nd highest office building, Arraya Tower II in Kuwait
- Introduced CMS-60, a progressive digital signage content management server, which can update to max. 250 SMP players simultaneously
- Released xPost2.5, including Google Calendar syncing for meetingPost, and fresh FHD templates for all modules
- Exhibited in InfoComm China Chengdu: Together We Build an Excelsior Teaching Environment
CAYIN References

More than 1,000 brands, 500 corporations, and 100 schools worldwide