

## MUSEUM

# CKS Memorial Hall Museum Is Heading toward the Modern Digital Era

## BRIEF PROFILE

Place: Taiwan

Industry: Museum

Solution:

- SMP-200



### CKS Memorial Hall Museum

National Chiang Kai-shek (CKS) Memorial Hall is located in central Taipei, the capital city of Taiwan. The memorial hall is painted white with four walls. The octagonal roof rises 76 meters above the ground and is covered with blue glazed tiles. The monument, which is surrounded by a park, is a famous landmark and tourist attraction. The ground level of the memorial hall houses a museum with exhibits related to Taiwan's history and development. There is also a gift shop there. Not only is it a channel to promote Taiwan's cultural handicrafts, but also a place to showcase Taiwan's historical relics to visitors. Moreover, the gift shop attracts more than six million tourists around the world every year.



With the advancement in technology, CKS Memorial Hall Museum is heading toward the modern digital era. The gift shop was redesigned by integrating digital signage placement into the shop and its furnishings. This allows for taking advantage of interactive and dynamic content creation and achieving better promotion.

### CAYIN's Digital Signage Solutions:

The CKS Memorial Hall Museum gift shop adopted CAYIN's digital signage player SMP-200 with a 55-inch and high-brightness display, which was deployed in cooperation with Vcheng Technology. Placing the display at the storefront replaces the function of the traditional shop sign and poster. The dynamic multimedia content provides not only an eye-catching experience for customers, but also a variety of marketing solutions for CKS Memorial Hall Museum.

### Three Benefits of SMP-200 (Zone Type Digital Signage Player)

- Eco-friendly: Maximum power consumption is less than 6W.
- Easy update of content: It allows you to play multimedia content via a USB flash drive or an SD card, which means that you can update content even when there is no network connection.
- Lightweight and easy to install: SMP-200 is extremely small, weighing only 655 g. All you have to do is attach the player to the back of a screen, plug in the power cord, and the player will turn on, which completes the installation.



### Digital Poster Is Leading the Trend

We used to rely on traditional posters for all kinds of advertising. However, traditional posters are usually limited to the layout of a printed page and also to the time allotted. This traditional process wastes both human and natural resources.

Nowadays, thanks to the invention of digital posters, not only are the drawbacks of traditional posters solved, but advanced marketing solutions are provided to businesses as well. Moreover, through the use of digital posters, all of us can contribute to saving the environment.

Drawbacks of Traditional Posters	Strengths of Digital Posters
<ul style="list-style-type: none"> <li>• Consumption of resources due to printouts</li> <li>• Poor delivery</li> <li>• Inflexible content changes</li> <li>• Limited marketing creativity</li> <li>• Relatively high overall costs</li> </ul>	<ul style="list-style-type: none"> <li>• No printout needed; more energy saved</li> <li>• Multiple ways to update content</li> <li>• Content is updated in real time</li> <li>• Multimedia content empowers marketing solutions</li> <li>• Relatively low overall costs</li> </ul>

### CAYIN Technology in Brief

CAYIN Technology offers a complete portfolio of digital signage solutions — including media players, servers, and software — that are applicable to various industries, such as education, retail, hospitality, corporate, financial, and public institutions. CAYIN is dedicated to being a reliable partner to its clients worldwide and has successfully set up various application references globally. In order to best facilitate the deployment of CAYIN products, the company also provides tailored services to satisfy the ascending market demand for almost limitless applications.



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