

CORPORATE

Digital Signage Revolutionizes Communication within Corporations across Taiwan Straits -- HIGHLIGHT TECH CORP

BRIEF PROFILE

Place: Taiwan

Industry: Corporate

Solution:

- SMP-WEB4 x 9
- CMS-40 x 1
- xPost x 1

HIGHLIGHT TECH CORP

Highlight Tech Corp.[Htc vacuum] , founded in 1997, is a vacuum technical manufacturer and vacuum total solution services provider, who designs and manufactures unique thin film deposition systems , vacuum coating chambers, dispenser equipment and vacuum components for ultra-high vacuum environment process engineers.



Most people associate digital signage with dynamic and eye-catching advertising displays. In fact, not only has digital signage revolutionized modern communication, but it has also become one of the most effective solutions for internal communication in multinational corporations.

In this case, we are going to showcase how Highlight Tech Corp. (Htc) took advantage of this trend to effectively integrate and convey its messages to its plants across Taiwan Straits, including Tainan and Hsinchu, and even in Shanghai, China. Moreover, we are going to present how to effectively stay in tuned with employees through the use of digital signage.

Internal Synchronization Needs to Convey Messages

Since 1997, when Htc was founded, it has continually expanded its manufacturing plants from Tainan to Hsinchu. In 2008, Htc further expanded its plants to Shanghai in China. Facing the unceasing innovation of technology development, Htc focused on leading its staff to transcend the distance limitations and further achieving self-transcendence and implementing its business philosophy, "Building the origination of enterprise culture". How to achieve these goals has become a great challenge for Htc. In mainland China, in particular, the network environment is relatively restricted and unstable. Htc is hoping to find an ideal, reliable and scalable system to effectively deliver its internal messages in the future.

Three Highlighted Advantages of CAYIN's System

To accomplish this project, CAYIN cooperated with one of its distributors, Nanshang Automation. After a series of evaluations conducted by a representative from Htc, CAYIN finally stood out from other candidates. The following are three highlighted advantages of CAYIN's system:

- **Diversified functions**

To meet the different needs of clients, CAYIN devotes itself to developing diversified digital signage solutions, including powerful media players and extended integration with other external devices. One of the crucial reasons that helped CAYIN stand out is its friendly multi-language platform.

- **High stability and flexibility**

The special support of file transfer mechanisms (including manual FTP and network updates) and multi-network communication resources (able to support local LAN, corporate Intranet, and Internet) ensure that the communication process runs smoothly.

- **Successful cases**

After a long time of cultivation in both the domestic and international markets, CAYIN has accumulated a large collection of successful stories and established a high reputation in the industry.

Htc believes that CAYIN's system can provide the best solution for its internal communication. Moreover, CAYIN's system can be of great help for its future needs in the integration of manufacturing and storage information into an ERP system.

CAYIN'S Digital Signage Solutions:

- SMP-WEB4 web based digital signage player (9 units)
- CMS-40 compact digital signage content management server (1 unit)
- xPost application software (1unit)

The placements included four players in Tainan, one player in Hsinchu, and four players in Shanghai. It allows administrators the flexibility in defining the size and the location of each zone with different content creation in order to provide dynamic and informative content to its employees. Moreover, the deployment of a CMS-40 server at the Tainan headquarters can also allow central control of all media players in different areas by the administrators. Furthermore, the implementation of xPost can allow administrators to take advantage of the features of meetingPost, in that they can further remotely manage and arrange meeting schedules.



The Benefits:

Timely • Accessible • Highly Efficient

CAYIN'S Digital Signage Solutions can help Htc to easily and instantly deliver its message between mainland China and Taiwan. Administrators can manage and schedule the messaging via the central control system without difficulty. Administrators can also deliver the following information to the plants in different areas from the Tainan headquarters.

- Production information
- Conference room information
- Company announcements
- Emergency notifications

Through the repeated display of specific content, business owners can save on administrative costs, further strengthen employee training, and enhance corporate culture.



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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