

CAYIN Digital Signage

The 21st Summer Deaflympics Taipei 2009, Taiwan

BRIEF PROFILE

Place: Taiwan

Industry: Sports

Solution:

- 20 SMP-WEB3
- 1 CMS-Performance

The 21st Summer Deaflympics Taipei 2009

Deaflympics was originally known as World Games for the Deaf. It was first held in Paris (France) in 1924, being the first game in history for disabled athletes and has taken place every 4 years since then. Chinese Taipei Sport Association succeeded in the bid to host the 21st Deaflympic by receiving 52 votes at the 38th ICSD Congress in 2003 and gloried in "the first Deaflympics game in Asia".

The 21st Summer Deaflympics Taipei 2009 has taken place in Taipei, Taiwan, lasting 11 days from September 5th to 15th. Events included basketball, track and field, beach volleyball, table tennis, soccer... etc.



CAYIN Technology, the professional supplier of digital signage solutions, has successfully set foot in the international sports tournament assisting 21st Summer Deaflympics Taipei 2009 in live games' broadcasts. 100-inch/300-inch on-site LED signage and LCD screens within the VIP Lounges were deployed over 20 venues together with 20 SMP-WEB3 digital signage players. CAYIN digital signage solutions not only improved information transmission efficiency but also provided spectators with a brand new visual experience.

Objective

The installation of digital signage system helps the 21st Summer Deaflympics Taipei 2009 to achieve the following goals:

- Transmit information efficiently, clearly, and correctly
- Attract more spectators to increase involvement
- Lower personnel costs and resources greatly for billboard maintenance such as information update.



Solution

The main venue was located at Taipei Arena while the others were scattered around northern Taiwan. To break the distance limit among venues and to overcome difficulties that may occur in information management, CAYIN digital signage solution, including SMP players and CMS server, was introduced for its powerful remote management and ease-of-use web-based user interface.

SMP-WEB3 features for its AV-IN function which not only supports Flash® animation, HTML web page, image, text, video, but also streaming video by directly connecting to a TV tuner, DVD player, camera, etc. SMP-WEB3 is most suitable to be applied in sports games thanks to its capability to present flexible and diverse multimedia information.

CMS-Performance is mainly applied to manage media players, using its function of central scheduling to update multiple players simultaneously or providing stream video broadcasting service. Its powerful features are most qualified for activities which include large scale digital signage installations.

Implementation

20 indoor and outdoor game venues were installed with 20 SMP-WEB3 digital signage players. Each game was recorded by camcorders first and transmitted immediately to players and then to on-site large LED signage and LCD screens within the VIP Lounges. All spectators in the venue could clearly capture every detail of athletes' excellent performances.

CMS-Performance, CAYIN's content management server, was arranged for the main venue of 21st Summer Deaflympics Taipei 2009, managing 20 players allocated in 20 different places. Through central scheduling, CMS-Performance can deliver game agendas to all players for data synchronization which can greatly lower personnel costs to update game information.

Results

"We have devoted ourselves to products' R&D and market development as well. It is really an honor to stand out from all other digital signage providers in the 21st Summer Deaflympics Taipei 2009, the first Deaflympics game held in Asia," said Michael Wu, the vice president of Greater China Department of CAYIN Technology. "We regard this participation as an achievement, representing CAYIN's positive move to another new field. In the future, we'll keep rooting in Taiwan's market, increasing brand awareness, and enhancing global business."



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