DIGITAL SIGNAGE EDITION

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CAYIN Technology

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The Ones Who Light Up Our Screens

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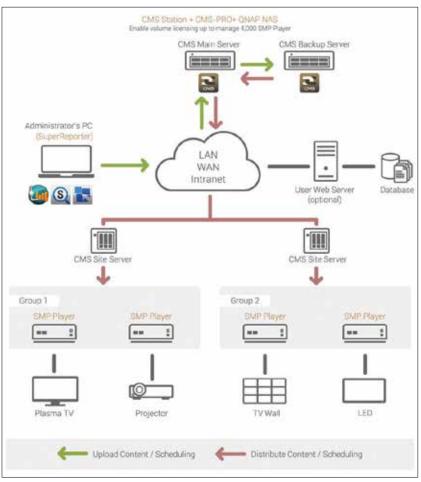
The spirit of CAYIN Technology in its development of solutions has two main spindles— being seamless with customer needs, and staying updated on new technology

Advertisers are in a permanent battle to obtain the most coveted spots for digitally placing media to communicate with their target audiences. Since media has evolved into a multi-layered entity, consumers divide their attention to several different platforms. Even when one is merely watching a movie in one's living room, they're also keeping an eye on social media notifications and the news feed popping up on their mobile devices. This has made it increasingly difficult for marketers to seize the attention of their consumers via traditional advertising. As a result, digital media has moved on from television screens to delivering information at out-of-home networks within hospitals, banks, transport infrastructure, and more. To bolster enterprises in their advertising needs, CAYIN Technology provides digital signage solutions that offer secure and efficient management, flexible and creative designs, at a low total cost of ownership.

"CAYIN has accumulated plenty of practical experience in large scale digital signage network management. A flexible, scalable, and reliable digital signage management server will solve the problem of managing and maintaining tasks", says Ravel Chi, Vice President of CAYIN Technology. The retail industry, for example, requires advertising signage as well as interactive signage such as questionnaires, e-catalogs, and product introductions implemented in malls and chain stores. CAYIN's digital signage technology offers an open structure that administrators can use to update vital information such as prices

the creation of a multi-server architecture that allows flexibility in centralising or decentralising management, personalised network planning, and saving bandwidth.

The CMS servers are compatible with the needs of the company's IT infrastructure. The CMS-60, for example, is a combined package of CAYIN's hardware and software. CMS-SE, on the other hand, is purely a software model that can be installed on virtual machines (VM) such as Amazon Web Services and Microsoft Azure. Furthermore, the CMS Station can perform a quick deployment on NAS as an LXC container. The SMP digital players connected to the CMS servers are equipped with an inbuilt firewall to offer safer internet access by preventing unnecessary network interference or hacker attacks.

CAYIN offers a premium software add-on, CMS-PRO, which provides administrators with a more efficient central management. It enables users to check the details of system information, log records, apply batch configurations, monitor live screenshots, and provide status updates on the content of multiple SMP players without having to log onto each SMP individually. Additionally, whenever a disconnection, connection, or shutdown of a player is detected, an automatic

and product information via the internet or even integrate sensors to engage customers with interactive promotions. The Signage Media Player (SMP) that dispatch information to the displays are collectively controlled by a Content Management Server (CMS). This provides owners with a cost-effective, simple, and quick method to integrate with their database to match their customer demographics, as opposed to having a live news center update the SMPs and the corresponding displays.

CAYIN's CMS servers offer large-scale digital signage management that is flexible, scalable, and can update the content of thousands of SMP players at a time. Administrators can create groups to manage the SMP players in two aspects—content updates and task scheduling. The servers can then be used to centrally control and automatically synchronise the content in all media players. They can also be installed as on-site servers at branch offices to share the workload between networks. CAYIN's CMS servers support a 'redundancy' service in case of a main server failure. This means that data and updates are automatically diverted into a backup server until the primary server comes back online. Such a data safeguarding feature helps in alleviating a considerable burden for advertisers. This also allows for

e-mail notification is immediately sent to the administrator. If a new software patch is released, it can be synchronized manually or automatically from the Online Resource Server. The subsequent update patches to selected SMP players are then done immediately.

Since its founding in 2004 by a small group of dedicated engineers in an office in Taipei, CAYIN Technology has grown into an enterprise that has a presence in over 90 countries as a leader in digital signage manufacturing. "In the past 15 years, CAYIN has witnessed the development history of digital signage and the constant innovating industries need. The spirit of CAYIN Technology in its development of solutions has two main spindles—being seamless with customer needs, and staying updated on new technology. The signage solutions company devotes itself in focusing on software development inclined towards virtualisation and cloudification", concludes Chi. Following the latest technology trends, 5G, Wi-Fi 6, and AI Face Recognition are highlighted for providing advancement in communication performance and user experience in 2020. CAYIN aims to further cooperate with the software, hardware, and content providers in the industry to create a whole new ecosystem to serve customers with more value-added solutions. ACO

Top 10 Digital Signage Solution Providers - 2019

The upcoming years are poised to be the most exciting years yet for digital signage. Things are getting more comprehensive, more integrated, smarter, faster, and better looking. Digital signage is meant to relate to a person as an individual with the intent of building a community of followers, not just selling a product. By installing interactive displays with personalized communication, the customer will have better approach to what they desire.

Over the past few years, the interest in video walls has grown considerably. This is mainly due to the rise in demand for larger displays for use in airports, newsrooms, shopping malls, concerts, and conference rooms. Increasingly, video walls are being used in kiosks as well to present information and run promotions.

AI and smart programs are entering the field, allowing an unprecedented scaling of data analysis and integration. Datafeeds will become messages in their own right, without outside intervention. Digital signage systems will be able to focus messages on specific displays based on the data they are receiving and analyzing. This will allow for better integrated and linked promotions.

5G networks look set for significant rollouts, which means more excellent consumer and corporate access to superfast download speeds and communications. This means that digital signage will provide rapid access to data-rich applications and high-quality live-streaming and Big Data, offering a bundle of newer experiences.

Based on market expertise and business prowess, APAC CIO Outlook's editorial board has conducted a profound assessment of technology solution providers for digital signage and shortlisted some of the best organizations. We present to you – "Top 10 Digital Signage Solution Providers – 2019".

CAYIN TECHNOLOGY

Recognized as

APAC CIOOutlook TOP 10
DIGITAL SIGNAGE
SOLUTION PROVIDERS - 2019

The annual listing of 10 companies that are at the forefront of providing Digital Signage solutions and impacting the industry

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Description:
As a professional digital signage manufacturer, CAYIN Technology devotes itself to developing and providing a complete portfolio of Digital Signage solutions, including diversified, powerful media players, content management servers, and advanced management software for monitoring and generating reports