MID210/215
Multimedia Information Display

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2012.05.09 Wednesday

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Nick Portman   Jason Key
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Welcome to GMS

QMS

The Old Solution Advertising and dissemination of information to customers waiting at service areas using VCD/TV technology is outdated. It is not widely deployed due to its limitations. Image qualities and display sizes were usually less than ideal; programme production on VCD was tedious resulting in infrequent updates; real-time information such as news, stock indices, forex and interest rates were not available without having the PCs and Internet infrastructure. The effectiveness of a VCD/TV system that endlessly repeats advertisement clips, announcements, or corporate videos is often questionable because customers generally do not pay attention to the displays due to "advertisement fatigue".

The MID Solution Large-sized (40" and above) liquid crystal displays (LCDs) and plasma display panels (PDPs) with superb image qualities are entering the market at affordable prices. Computer hardware and software technology, together with the ubiquitous Internet makes the production and distribution of real-time information and advertisements truly simple and available. The Multimedia Information Display (MID) is a system taking full advantage of these recent developments in the IT world. With the MID, outdated VCD/TV solution has been completely transformed. It enhances corporate image with the new display technology and improves quality of service (QoS) and customer experience by providing up-to-date information from the Internet or corporate sources.

Technical Specifications*

Parameter	Description	
Controller model	MIC210-V2	MIC215-CV2
Type	Compact Embedded PC with 2GB RAM	
OS	Windows XP or 7 Embedded	
Storage	320GB	
Display output	HDMI + VGA	
LAN connectivity	Ethernet, Wi-Fi ready	Ethernet
AV input	Nil	Composite video (RCA) & RF (F-Type)
Power consumption	50W	
Power supply	Integrated	
Input voltage	AC 110 - 240 V	
Dimension	70 (H) x 305 (W) x 260 (L) mm	
Weight	2.7 kg	
HDMI Extender Kit (Transmitter & Receiver)		
Model	HDMI-CAT 6 - 60	
Cable	CAT 6	
Range	Up to 60m @ 1080p	
Power supply	Two external 5V AC-DC adapter	
VGA Extender Kit (Transmitter & Receiver)		
Model	AV-CAT-80	AV-CAT-300
Cable	CAT 5e	
Range	Up to 80m @ 1080p	Upto 300m @ 1080p
Image tuning	Equalizer & gain adjustment	Equalizer, gain & RGB skew adjustment
Power	USB power for transmitter, AC-DC adapter for receiver	AC-DC adapter for transmitter & receiver

* Subject to change without prior notice

Features

- Corporate PowerPoint presentation
- Displays real-time information, (e.g., forex & interest rates, stock indices, Bloomberg data, etc.)
- Displays live AV stream from VCD/DVD player, TV broadcast, digital satellite receiver, camera, etc.
- Integration with QMS system to display queue information
- Marquee and RSS for advertising, news and messaging
- Supports LCD, PDP, CRT, TV and projector
- Display information can span across multiple monitors
- Dynamic screen display template
- Programmable schedule on display content
- Central and automatic updating from HQ
- Content upload from multiple users/department