



Press Release

## **Optoma Enters Digital Signage Market with HD Media Player and Point of Purchase Display Panels**

*Excellence in projector technology transferred to state-of-the-art digital signage solutions*

Watford UK, October 2009: Projector specialist Optoma has entered the digital signage market with the launch of its SignShow D5000 high definition (HD) media player and the SignShow 7POP, a 7 inch point of purchase LCD display panel. The products are the first of many planned for the Optoma SignShow range, designed to offer installation partners flexible, profitable, high specification digital signage solutions that suit a number of applications, such as commercial, retail outlets, hotels and leisure chains, restaurants and bars, plus travel sites such as airports and train stations.

The Optoma SignShow D5000 is an advanced HD media player that provides the ideal hub for powering any stand alone or networked digital signage installation. The player can output a total combination of up to seven zones to the same display panel with output resolutions from VGA up to 1080P, plus deliver content to all networked screens. With SignShow InfoSAP Creator and InfoSAP Admin Software for Windows included as part of the complete offering, users can easily design, preview, publish and manage the schedule signage content and messaging. Full LAN network capability also means the media player can be controlled, configured and managed remotely.

Ideal for many applications, the Optoma SignShow 7POP is a versatile, 7 inch display panel with built-in speakers, offering a cost effective way to promote the latest products, games, movies and gadgets at the point of purchase. The 7POP comes bundled with the SignShow General Layout Editor (GLE) software, which runs on Windows, allowing anyone to create professional digital signage content in a matter of minutes. Content can also be uploaded remotely across a LAN network or local by USB to the 7POP.

"The out of home (OOH) media market is expected to quadruple from 160 million Euro in 2007 to over 626million by 2012, driven by retailers, brands and advertisers who want to better target consumers away from home\*," said Bob Johnson, Product Manager of Optoma Digital Signage Division. "Optoma has recognised the potential of this market and through the development of our range of high specification, yet cost-effective digital signage solutions we can enable installers to take full advantage of this growing demand."

For detailed specification sheets for the SignShow D5000 and SignShow 7POP, or for more information, visit the digital signage section on the Optoma website .

\*source: GoldMedia Research, August 2008

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### **NOTES TO EDITORS**

For more information and product images, please contact:

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For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

## **ABOUT OPTOMA**

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality.

Optoma has a special approach to customer service. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.