

# Digital Signage Solutions

compact and simple.



Designed for 24/7 playback  
Easy plug and play, no setup required

Model Number	MP-01
CPU	ESS ES6425
Display Resolution	640 x 480
Video Output	VGA, Composite, S-Video
Audio Output	Analog Stereo
Memory Slot	CF Card, XD, MMC, MS, SD
Options	VESA Mount Bracket



Content Management Software Included

Model Number	MP-02A
CPU	ESS ES6425
Memory	16MB SDRAM, 2MB Flash ROM
Network	IEEE 802.3 Ethernet (SMC 9113)
Display Resolution	640 x 480
Video Output	VGA, Component, S-Video
Audio Output	Analog Stereo
Memory Slot	CF Card

#### Supported Formats for MP-01 and MP-02A

Video		
Codec	Resolution	File Container
MPEG 1	640 x 480	DAT
MPEG 2		MPEG, TS
MPEG 4, Divx3/4/5, Xvid		AVI, Divx
Picture		
JPEG		



Standalone High Definition Player

Model Number	MP-1080A
CPU	Sigma Design EM8620
Display Resolution	480p, 720p, 1080p
Video Output	DVI, VGA
Audio Output	Analog Stereo
Memory Slot	CF Card, USB 2.0
Features	Auto Scaling for pictures and video

#### Supported Formats for MP-1080A

Video		
Codec	Resolution	File Container
MPEG 1	Support	DAT
MPEG 2	1080P or less	MPEG, TS
MPEG 4, Divx3/4/5, Xvid	720p or less	AVI, Divx
WM9	720p or less	WMV
Picture		
JPEG, BMP		

## Why Use Digital Signage?

Stretching your advertising dollars is becoming more and more important these days. Did you know that 57% of customers recall what is shown on in-store advertising vs. only 24% recalling what was shown on a TV Ad. Because of this, close to 75% of purchase decisions are driven by in-store advertising. Venues such as Grocery Stores to Department Stores use LCD displays mounted at strategic locations to catch the attention of would be shoppers.

This new wave of Digital Signage is an effective way of "getting the word out." Caltron's selection of digital signage players can help you get the word out.

## Caltron's Solutions

Designed to be compact and reliable, Caltron's digital signage players offers advertising solution providers and integrators flexibility in their design needs. From simple in store plug and play advertising to signage player/display integration, our digital signage media players offer support for many different formats, all in a compact and easy-to-use system.

Caltron's digital media signage players provide a number of media display solutions for businesses wanting to tap into the advantages of digital information display - DID - advertising. From public information displays -PID- to in-store advertising, Caltron's standalone media signage players are flexible, durable, and affordable. Caltron carries media-signage players for standard definition and digital media-signage players for high definition 1080P - displays.



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