

Interactive Digital Signage Solution

Increasing Shopper Engagement and Sales

UShop SRP-130

- ✓ Visualized Layout Editing Interface
- ✓ Rich Widgets and Media Formats Supported
- ✓ Easy to Integrate with Interactive IoT Sensors

UShop+ Signage CMS

UShop SRP-130

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Face Analyzer

RFID

IAQ sensor

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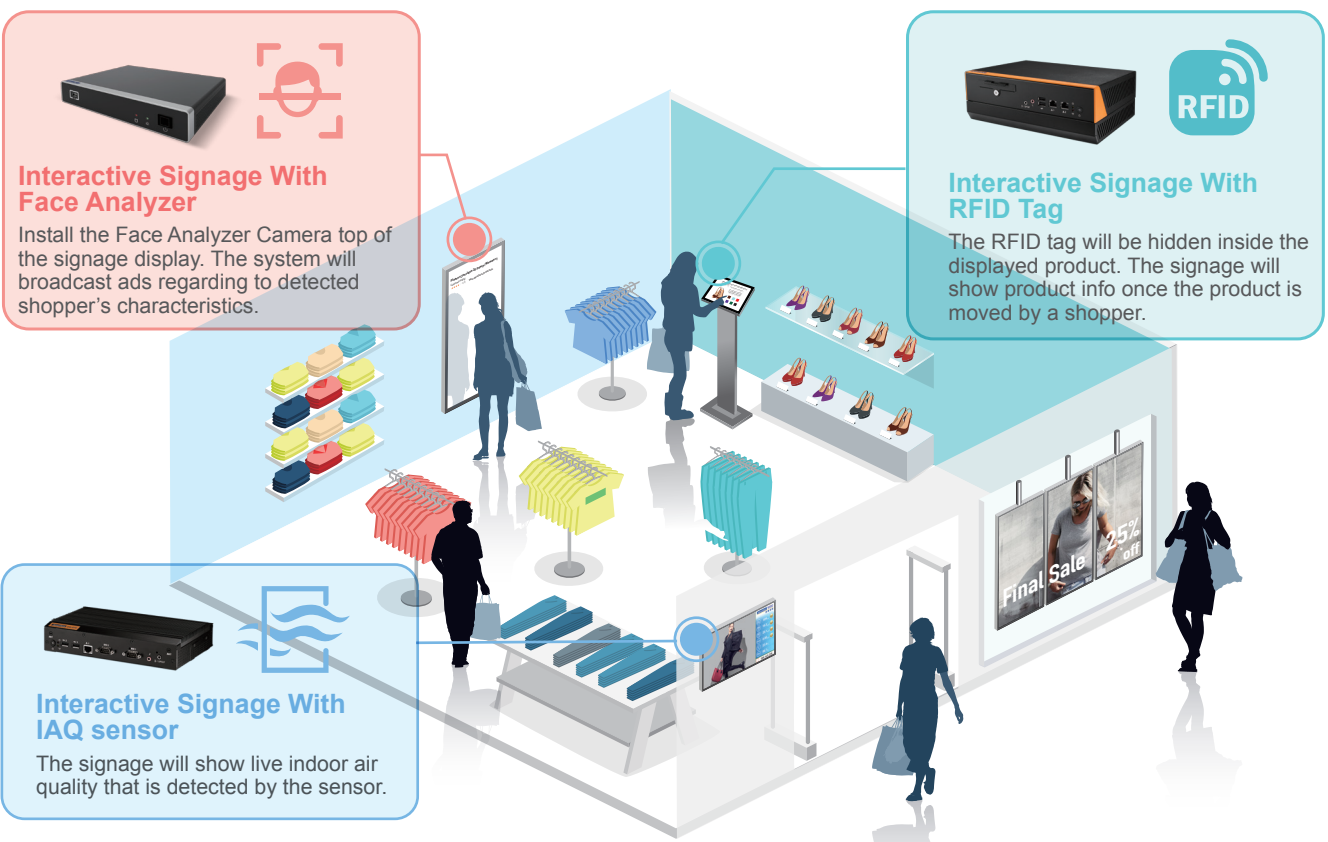
iRetail Solution Website

Interactive Digital Signage Solution

UShop SRP-130 - Driving Up Digital, Engaging and Creative Communication

Advantech's UShop SRP-130, Interactive Digital Signage solution, not only delivers dynamic multimedia content with rich graphics for an immersive viewing experience for consumers, but also empower customers to get involved - broadcast different signage content regarding to shopper profile or interested goods through variety of IoT sensors includes facial detection camera, RFID readers or air quality sensors...etc. It adds interactivity to a digital signage network that opens up new worlds of possibility for both business and consumer.

Interactive Digital Signage System Overview



UShop+ SignageCMS Software Highlight Features



Multi Zone and Frameset Support

UShop+ SignageCMS supports the creation of multi zones and framesets whether the network is on a single screen, video wall or projection.



“WYSIWYG” User Interface

Using the “what you see is what you get (WYSIWYG)” user interface for editing, users can drag-and-drop content and view the layout as a finalized artwork.



Schedule and Dispatch

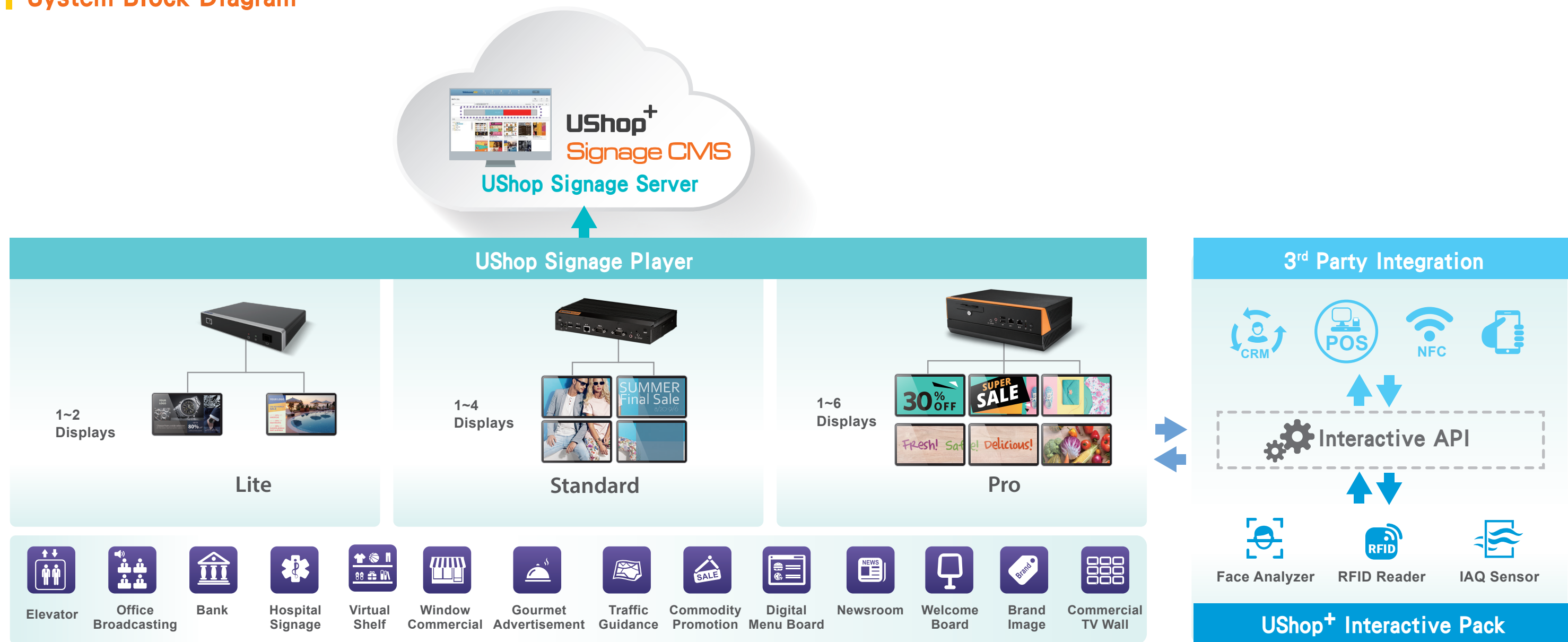
Content can be scheduled for specific times. Users can pre-program advertising content to various locations in advance. It also supports interrupt scheduling.



Remote Device Management

The system provides a server-client architecture. It supports up to 500 players/clients. Users can also monitor real-time device broadcasting status through a dashboard.

System Block Diagram



Key Advantages and Solution Features

Easy-To-Use Interface

With intuitive operation, users can easily edit 1x3, 2x3 or multi display layouts simply by drag and drop operation.



Rich Features

The software provides widget tools such as clock, scrolling text, and bulletins. It supports real-time data feeds and helps you to create content that fulfills your vision.



Convenient Centralized Management

Managers can use the online interface to remotely edit, dispatch, and schedule promotional content to display during specific times. Effective message delivery for up to 500 stores is possible, which saves operating and maintenance expenses.



Interactive Signage Pack



Face Analyzer

Detect shopper's gender and age automatically during their store visits and broadcast personalized signage content.



RFID Reader

RFID can be attached to products to trigger relevant information on nearby digital screen. Any visitor can scan the products which has an RFID reader hidden inside and see the relevant information on the signage.



IAQ Sensor

Indoor Air Quality Sensors are installed inside a store. It detects the indoor air quality and customers can see the data lively on nearby signage.

UShop Signage Player Comparison Table

	Lite	Standard	Pro
P/N	UBX-310UDS1-G1E-C	DS-570UDS1-G1E-C	DS-980UDS1-G1E-C
			
CPU	Intel Bay Trail J1900 2.4 GHz	Intel Bay Trail J1900 2.4 GHz	Intel Skylake i7-6700TE
RAM	4GB DDR3L 1333MHz	4GB DDR3L 1333MHz	8GB DDR4-2133MHz
Graphic	Intel HD Graphics	NVIDIA GeForce GT 730M	Intel HD graphics 530 (+ NVIDIA®GeForce® GT 730M)
Numbers of Display Output	2 (HDMI, VGA)	4 (2 x HDMI, 1 x DP++, 1 x VGA)	6 (6 x HDMI)
Storage	SATA 2.5" HDD 500GB	SATA 2.5" HDD 500GB	SATA 2.5" HDD 500GB
Power	12V DC-in	19V DC-in	12V DC-in 150W for top; optional 12V DC-in 84W for bottom
Size	245 x 45 x 185 mm	220 x 44.2 x 150 mm	190 x 250 x 88 mm
Weight	2.0 kg	1.7 kg	3.6kg
Operating System	WES 7 Embedded		Win 10 IoT
Software	UShop+ SignageCMS		

Successful Case

Eye-Catching Video Wall for Luxury Cosmetics Brand

In Guanzhou, China, a high-end cosmetics brand came out with a brilliant idea: to replace a plain and boring wall with live-broadcasting video walls. The retailer used a total of 18 units of 55" TVs as a video wall and had it setup inside the shop. It not only played seasonal advertisements, but it also integrated the whole shop interior as well as the shelf. At one minute, the customers are immersed in a green environment, the next moment they are bathed in a red color that echo's the brand's personality.



According to the retailer, this eye-catching video wall has successfully attracted customers to come in the store, and the longer visits inside the shop have improved sales of the promoted products shown on the video wall.

Ordering Information

 		
UShop Signage Player		UShop Signage Server
Solution Type	Hardware P/N	Software P/N
Lite	UBX-310UDS1-G1E-C 1900/4GB DDR/500GB HDD 2 Display Output : 1 x VGA, 1 x HDMI	968SPUDSS0 (UShop+ SignageCMS) Interactive Functions Included
Standard	DS-570UDS1-G1E-C J1900/4GB DDR/500GB HDD/GT730M 4 Display Output : 1 x VGA, 2 x HDMI, 1 x DP++	
Pro	DS-980UDS1-G1E-C Core i7-6700TE/8G RAM/500GB HDD/GT730 6 Display Output : 3 x HDMI, 3 x HDMI (GT730)	

Order in 3 Easy Steps

Go MyAdvantech 	Add to Cart 	Confirm Order 
1. Step 1: Login & Register	2. Step 2: Configuration	3. Step 3: Check & Submit

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