



econmedia™

Product data sheet (Digital Signage)

The ultimate advertising platform for targeted advertising with maximum attention. Independently of region and time, **econmedia™** offers maximum reachability by GSM mobile network or WLAN.

A high degree of flexibility, easy handling and automatic processes represent excellent system characteristics to ensure high effectivity and efficiency.

System	Areas	 <ul style="list-style-type: none"> Roadhouses <ul style="list-style-type: none"> • Motorway rest areas • Truck stop, chains • Filling stations 	 <ul style="list-style-type: none"> Hotel and catering <ul style="list-style-type: none"> • Restaurant, chains • Hotel, chains • Bar
		 <ul style="list-style-type: none"> Culture <ul style="list-style-type: none"> • Theatre • Cinema • Event venue • Trade fair 	 <ul style="list-style-type: none"> Public / transport <ul style="list-style-type: none"> • Railway station • Airport • Public toilets
		 <ul style="list-style-type: none"> Projects <ul style="list-style-type: none"> • Large companies • Shopping centres 	 <ul style="list-style-type: none"> Sport <ul style="list-style-type: none"> • Sport stadia • Football stadia • Ski resorts
	Region	Standard: federal state, canton etc. Special: according to definition Group: according to definition	
	Duration	monthly, weekly, special (own facilities)	
	Time	Advertising block 1 06:00 - 18:00 Advertising block 2 18:00 - 06:00	
	Advertising block	consists of 5 sequences □ 1 sequence per advertising block	
	Sequence	lasts 5 – 6 seconds	
	Repeat	every 35 seconds or at least 1x per use	
	Begin	triggered automatically	
Data transmission	GSM or WLAN		
Updating	automatic		
Information	<ul style="list-style-type: none"> • video, slide show, still picture • without sound 		

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Media data	Video format	<ul style="list-style-type: none"> • mp4 • compression H.264 • no sound
	Dimension	1280 x 800 pix
	Duration	5 - 7 seconds
	Picture formats	jpg, png

Media process	Third party administration	<ul style="list-style-type: none"> • by media partner • takes care of defined facilities with respect to advertising • acquires advertising clients • puts video and picture formats together • ensures correct feed
	Self-administration	<ul style="list-style-type: none"> • takes care of own facilities with respect to advertising • puts video and picture formats together himself • ensures correct feed in his own facilities

Screen	Display size	10.1", high definition
	Resolution	1280 x 800 Pixel
	Contrast	800 : 1 with backlight
	Brightness	800 cd/m ²
	Quality	Industry standard
	Power	12 V DC

Providing	Provider	Swiss Invent AG
	Server	Location Switzerland
	Network	www, Cloud
	Monitoring	<ul style="list-style-type: none"> • Internal system monitoring (System Health) • Online communication in the event of faults • Monitoring of the running time of the video operation • Controlling signal strengths GSM/WLAN
	System	Clear separation of business logic, system logic and monitoring
	Security	SSL encryption

Other Swiss Invent products:

Econal



Econstop



Econline



Econsan

