



Digital Signage Product Catalog 2013

Dynamic digital signage is the future of message management, whether used in advertising, marketing, entertainment or information sharing applications. Kramer Electronics offers digital signage solutions to answer this growing demand for multimedia communication with a full range of products, ensuring that the right content gets to the right audience in the right place and time.

With the included feature list and application diagrams, this product catalog will help you find the best solution fitted for your professional needs. Find out more about the various applications our products are aimed at and our full product lineup in the next few pages.

Digital Signage Applications

RETAIL

How do you influence consumer behavior?
How do you enhance in-store customer experience? Kramer Digital Signage products provide the perfect infrastructure for a comprehensive solution that increases retail sales and expands your brand awareness.



TRANSPORTATION SERVICES

Kramer's Digital Signage products provide the ideal infrastructure for transportation service providers. Our products allow transmitting all types of travel information, such as: wayfinding, schedules, fares and more. In addition, they enhance the waiting experience by exposing passengers to ads and promotion messages.





QUICK SERVICE RESTAURANTS (QSR)

Kramer's Digital Signage products are the ideal infrastructure for Quick Service Restaurants (QSR), because they deliver all kinds of menu information, branding, product features and entertainment to multiple screens. In doing so, our products also play a significant role in increasing sales and revenues through ads and promotional messages.

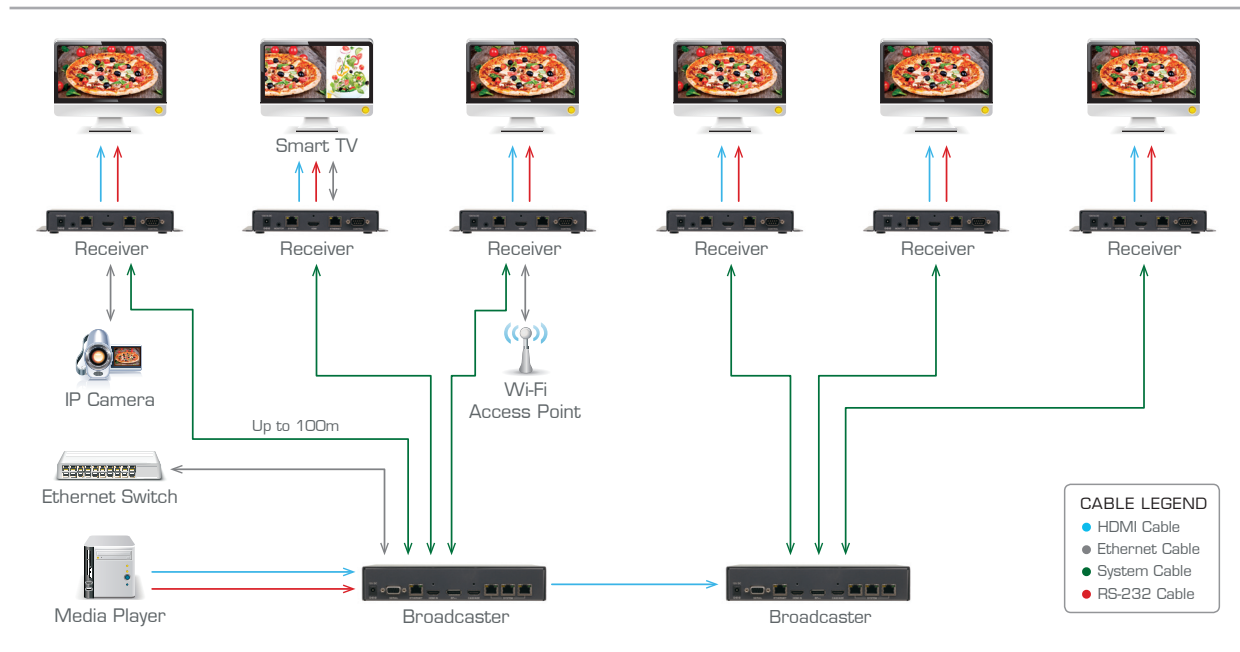


CORPORATE COMMUNICATIONS

The Kramer line of unique Digital Signage products allows the delivery of company data, statistics, human resource messages, visitor greetings, schedules, employee highlights and all other types of Corporate Communications, which are an integral part of any business environment today.



DS Vision Digital

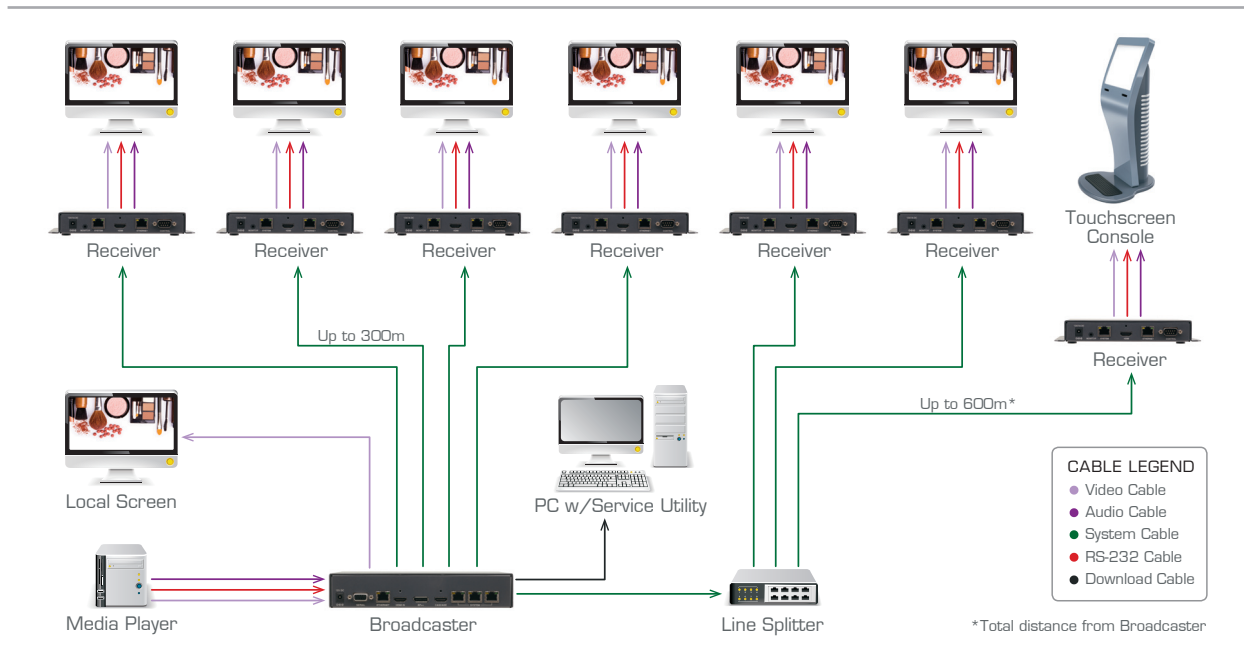


DS Vision Digital is a powerful solution that distributes real-time digital, non-compressed HDMI content to multiple display devices over a single CATx cable. The system supports both HDMI and DP++ (Display Port) inputs for maximum compatibility and interoperability, and is HDBaseT compatible for displays capable of receiving signals directly. Powerful, flexible, and resistant to signal interference, it can be deployed in a host of diverse environments including retail, transportation, entertainment, hospitality, healthcare and education.

- Digital Media Distribution – Up to 100m/330ft over a single CATx cable.
- HDMI & DisplayPort Inputs – With automatic fail over.
- Uncompressed Full HD Video – 1080p resolution for crystal clear images.
- HDBaseT Compatibility – For interoperability with display devices already supporting the standard.
- RS-232 Connectivity – For display control and monitoring.
- IP Extension – Through the same CATx cable enables connection of terminal side IP devices (such as cameras or embedded PCs) to the CMS.
- Independent from Player, Screen Hardware & CMS Software.

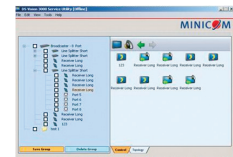
KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
DSVD-T (OVS60012)	50-0000609011	Minicom DS Vision Digital Transmitter
DSVD-B (OVS60011)	50-0000599011	Minicom DS Vision Digital Broadcaster 3-Ports
DSVD-R (OVS60010)	50-0000589011	Minicom DS Vision Digital Receiver

DS Vision 3000



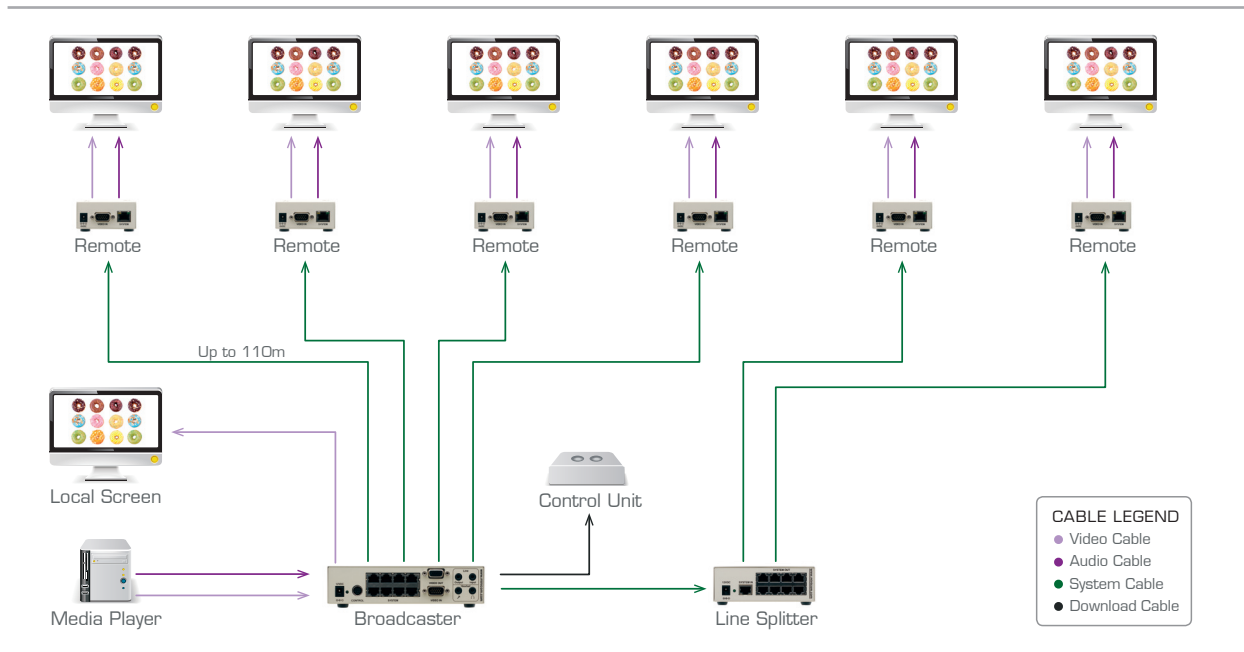
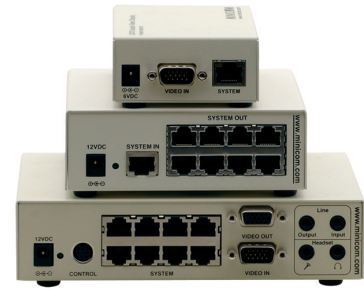
DS Vision 3000 answers the market demand for a comprehensive digital signage distribution solution. The system distributes 1080p HD video, stereo audio, and bi-directional RS-232 up to 600m/2000ft, filling the need for long-range distribution and control without display quality degradation. The DS Vision 3000 is designed for maximum ease of operation. The included system utility allows for easy set up and maintenance of the systems. It also allows centralized remote on/off control of the audio, video and serial signals for screens. The optional hand-held video tuning unit allows screens to be set up quickly and efficiently. The result is a digital signage player to screen solution that is highly flexible and cost-effective.

- 1080p HD Video, Bidirectional RS-232 & Audio Up to 600m/2000ft.
- Bidirectional RS-232 Connectivity - Allows display control and monitoring.
- Service Utility - For easy setup & maintenance.
- Works in Any Environment - Agnostic to player and screen hardware and content management software.
- One-to-One & One-to-Many - For maximum flexibility in screen placement.



KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
DSV3K-T (0VS50005)	50-0000509011	Minicom DS Vision 3000 Transmitter 1-Port
DSV3K-B8 (0VS50003)	50-0000489011	Minicom DS Vision 3000 Broadcaster 8-Ports
DSV3K-B16 (0VS50004)	50-0000499011	Minicom DS Vision 3000 Broadcaster 16-Ports
DSV3K-TU (0VS50008)	50-0000529011	Minicom DS Vision 3000 Video Tuning Unit
DSV3K-LS (0VS50002)	50-0000479011	Minicom DS Vision 3000 Line Splitter Long 8-Port
DSV3K-RL (0VS50001)	50-0000469011	Minicom DS Vision 3000 Receiver Long
DSV3K-RS (0VS50010)	50-0000539011	Minicom DS Vision 3000 Receiver
DSV3K-RDC (0VS50006)	50-0000519011	Minicom DS Vision 3000 Receiver Dual Cascade

Audio Video Display System (AVDS)

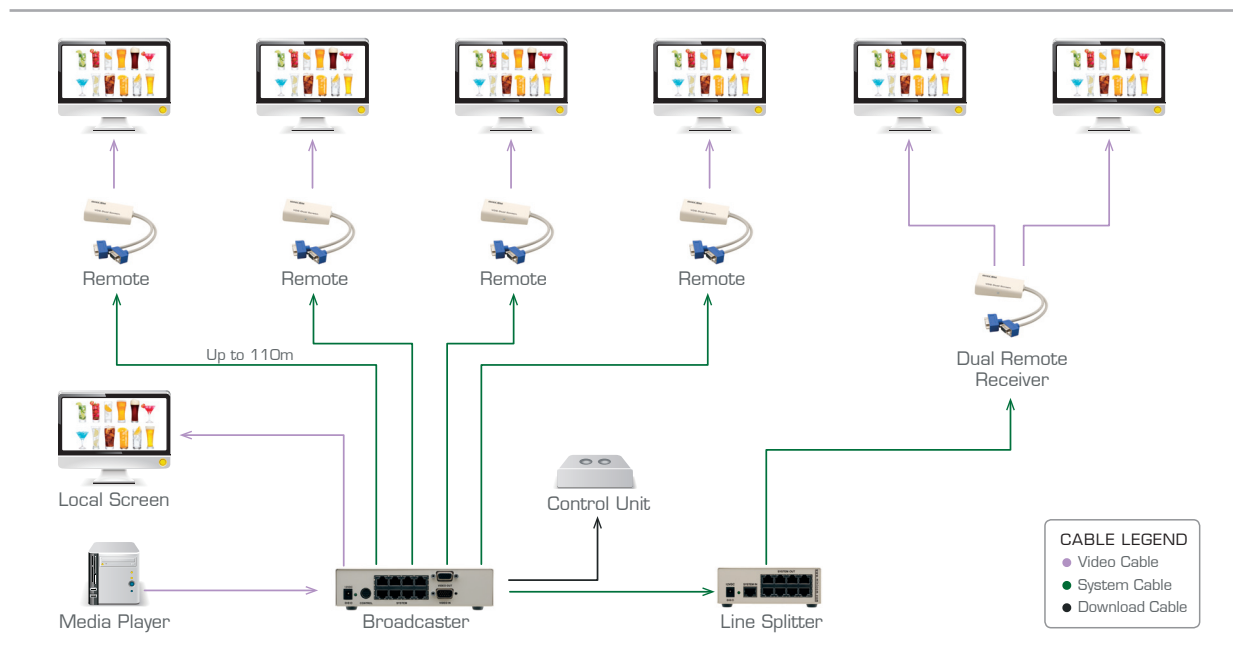


AVDS is a one-to-many distribution system used for the transmission of high-quality analog audio and video over CATx cable. The **AVDS** system distributes rich content at up to 1080p, in real-time, from any type of player to multiple display devices located up to 110m/360ft away. **AVDS** is ideal for various digital signage applications including QSR, entertainment, retail, medical and corporate digital signage networks.

- Resolution - 1080p up to 30m/100ft and 1280x1024 up to 110m/360ft.
- CBT Compatibility - For out of band video distribution to training rooms.
- Works in Any Environment - Agnostic to player and screen hardware and content management software.
- Optional Control Unit - Allows remote darkening of all screens.
- Power Optional at the Receiver.

KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
AVDS-B (0VS22014)	50-0000679012	Minicom AVDS CAT 5 Audio Video Display Broadcaster 8-Ports
AVDS-LS (0VS22015)	50-0000689012	Minicom AVDS CAT 5 Audio Video Display Line Splitter 8-Ports
AVDS-RP (0VS22036)	50-0000699012	Minicom AVDS CAT 5 Audio Video Display Power Remote
DSVD-R (0VS60010)	50-0000989011	Minicom AVDS CAT 5 Audio Video Display Remote
VDS-CU (0VS22076)	50-0000899011	Minicom VDS/AVDS Control unit

Video Display System (VDS)



VDS is a one-to-many distribution system used for the transmission of high-quality analog video over CATx cable. The **VDS** system distributes rich video content at up to 1080p, in real-time, from any type of player to multiple display devices located up to 110m/360ft away. **VDS** is ideal for various digital signage applications including QSR, entertainment, retail, medical and corporate digital signage networks, and has also been used extensively in video wall applications.

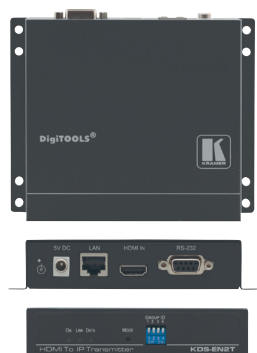
- Resolution - 1080p up to 30m/100ft and 1280x1024 up to 110m/360ft.
- Works in Any Environment - Agnostic to player and screen hardware and content management software.
- Power Over CATx.
- Optional Control Unit - Allows remote darkening of all screens.
- Cost-Effective Dual Receiver Option.

KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
VDS-RL (0VS21008)	50-0000869011	Minicom VDS CAT 5 Video Display Remote Long
VDS-B (0VS22011)	50-0000879011	Minicom VDS CAT 5 Video Display Broadcaster 8-Ports
VDS-LS (0VS22012)	50-0000889011	Minicom VDS CAT 5 Video Display Line Splitter 8-Ports
VDS-CU (0VS22076)	50-0000899011	Minicom VDS/AVDS Control Unit
VDS-RD (0VS23022)	50-0000919011	Minicom VDS CAT 5 Video Display Remote Dual Screen
VDS-R (0VS23004)	50-0000909011	Minicom VDS CAT 5 Video Display Remote

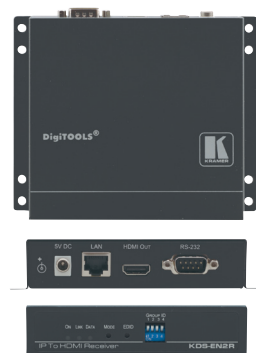
IP Streaming



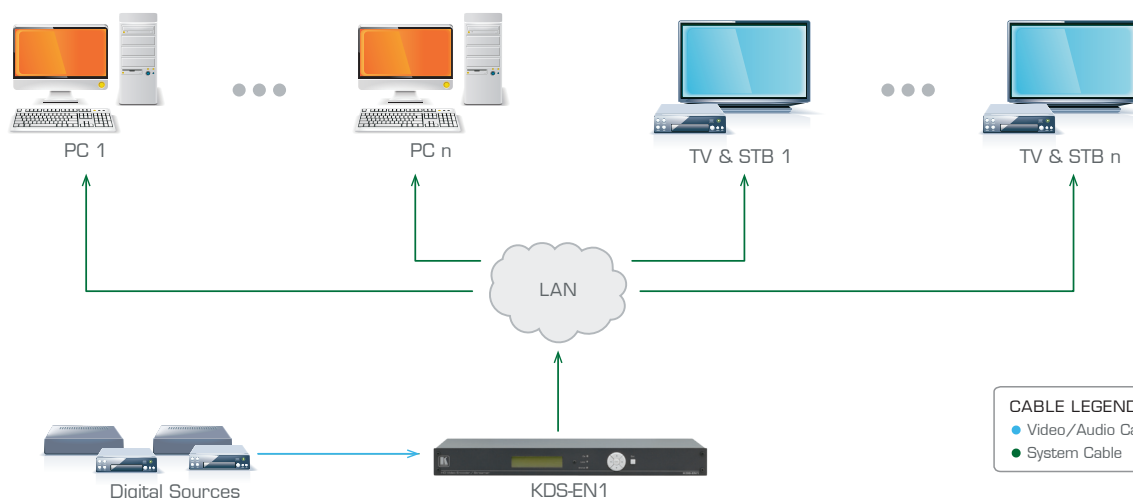
KDS-EN1



KDS-EN2T



KDS-EN2R



KDS-EN1 Application Diagram

KDS-EN1

KDS-EN1 is an HD H.264 encoder that encodes, compresses, and distributes 1080p60 video from HDMI, 3G HD-SDI, composite or component sources. It utilizes existing network infrastructure to stream the content to any H.264 compatible media player or decoder.

- Scalable and Flexible – Utilizes existing network infrastructure to stream content to an unlimited number of players and screens.
- 1080p60 at Configurable Bitrates from 1Mbps to 20Mbps.
- Multicast or Unicast.
- Standard Compliant H.264 – Can be used for a variety of applications using 3rd party software and devices.
- Browser-Based and Front-Panel Configuration.

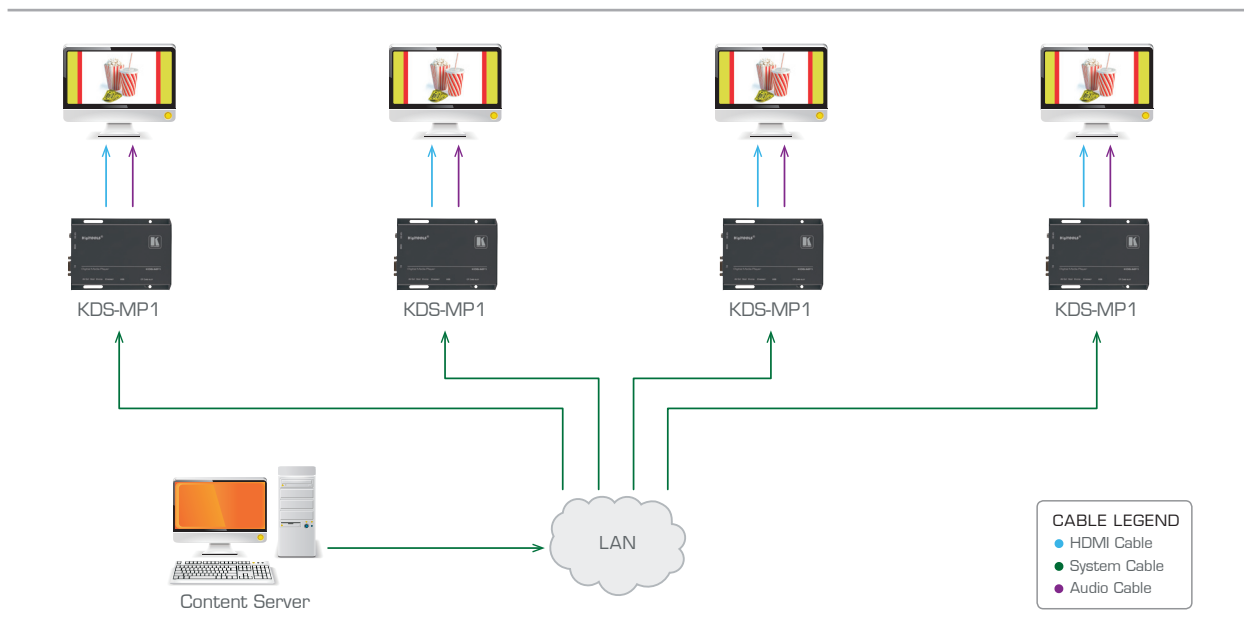
KDS-EN2T/R

The **KDS-EN2T** and **KDS-EN2R** are an IP-based Transmitter and Receiver pair for HDMI signals. Using JPEG2000 compression technology, the **KDS-EN2T** sends a visually lossless HD image with digital stereo over a Gigabit LAN to one or more **KDS-EN2R** receivers for multicasting, video wall and digital signage applications.

- High Scalability – Over 200 receivers can tune to the same transmitter in multicast mode.
- High Quality – 1080p60 at bitrates between 55Mbps and 100Mbps.
- Video Wall Feature – Up to 3x3 screens.
- Cost Effective Infrastructure – Use existing CATx cables.
- Browser, PC Application or DIP-switch Configuration.
- RS-232 Pass-Through – Controls the HDMI display from the transmitter side.

KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
KDS-EN1	60-80131020	H.264 HD IP Encoder
KDS-EN2T	60-00002590	HDMI over IP Transmitter
KDS-EN2R	60-00002690	HDMI over IP Receiver

Media Player



KDS-MP1

The **KDS-MP1** is a high-quality LAN-based digital signage media player. The unit receives content streamed from the network, saved in its internal memory or from an external USB memory stick and displays it with image quality of up to 1080p HD via HDMI or VGA outputs.

- Full HD Support - Resolutions up to WUXGA and 1080p.
- High-Quality HDMI Video and Audio Output.
- Codec Format Support - MPEG-1, MPEG-2, MPEG L2, MP3, H.264/MPEG-4 and VC-1.
- Memory Options - 4GB internal, up to 16GB external.
- NTP Client - For time synchronization.
- SMIL 3.0 Instruction (Subset) Support.
- CMS Device Management - In LAN environments using the integrated SMIL control.
- VESA Standard Mounting Bracket - For mounting on-wall, inside a cabinet or to the VESA standard screw holes on the rear panel of a display.
- Manager Software - For easy, powerful and versatile management of digital signage content via a PC.

KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
KDS-MP1	60-00002490	Video over IP Digital Media Player

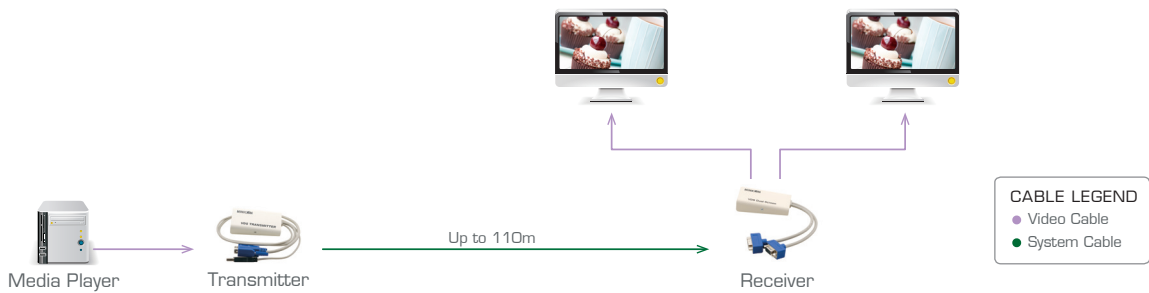
Signal Extension Equipment



RS-232 Extender



VGA Extender



VGA Extender Application Diagram

Product Profiles: The Minicom product lineup includes a wide variety of extenders to best fit the needs of your digital signage network.

VGA Extender: A cost-efficient, CAT 5-based extension system able to transmit video up to 110m/360ft from one source to one screen or one source to two screens. It supports resolutions of up to 1080p. Compatible with VDS system for one-to-many installs.

RS-232 Extender: The full-duplex, hardware based RS-232 Extender allows remote control of any RS-232 device over CAT 5 cable, up to 1000m/3300ft away.

KRAMER MODEL	KRAMER PART NUMBER	FULL DESCRIPTION
EXT-VGA (0VS23077)	50-0000999011	Minicom CAT 5 VGA Extender (Pair)
EXT-RS232 (0VS22013)	50-0001009011	Minicom RS-232 Extender (Pair)



THINGS YOU SHOULD KNOW BEFORE PLANNING YOUR DIGITAL SIGNAGE NETWORK

- **HOW CAN I KEEP THE TOTAL COST OF OWNERSHIP LOW ON MY DIGITAL OUT-OF-HOME NETWORK?**

Distribution and extension systems take content from a single media player and transmit it to multiple screens. This eliminates the need for deploying computing power at every single display screen, which significantly saves on total cost of ownership (TCO). This also lowers licensing costs by allowing a very high ratio of screens per content source.

- **CAN I BE SURE THE DIGITAL SIGNAGE NETWORK I INSTALL TODAY WILL MEET MY NEEDS TOMORROW?**

If you use Kramer's platforms, yes. Our systems are designed for scalable growth, allowing you to start small while scaling up to large digital out-of-home networks.

- **HOW CAN I BE SURE THE SYSTEM I CHOOSE WILL FIT MY LAYOUT?**

Our solutions are based on low density, easy-to-install, CAT 5 cabling. This makes it possible to extend display range up to 600m/2000ft away, allowing for enormous flexibility in design and layout.

- **HOW CAN I BEST MAXIMIZE THE ROI OF MY DIGITAL SIGNAGE NETWORK?**

As intricate PC-based IT devices, media players are susceptible to numerous dangers that can significantly affect their total cost of ownership (TCO). Situating your players with the screen in a public arena makes it difficult for service people to access your devices and exposes them to multiple environmental hazards, thus lowering their mean time between failures (MTBF). Extension technology helps to safely store your media players in a back room, to ensure that your IT investment is protected in an environmentally controlled setting. It also assures their MTBF and places them in a location that is easy to access and maintain.

