

The Answer - AMM3000



LIGHTPATH
AMM³⁰⁰⁰
Active Media Manager

The turn-key solution for digital signage!

The Digital Signage Market

Many DS solutions are PC-based
with dedicated software.

Advantages

–Lower hardware cost

Disadvantages

–Hardware maintenance requirements (fans/drives & heat)

–Non scalable and often proprietary

–Higher Power consumption (350w ~ 1200w)

–Manual Updates & Other software maintenance

–Size and deployment can be difficult

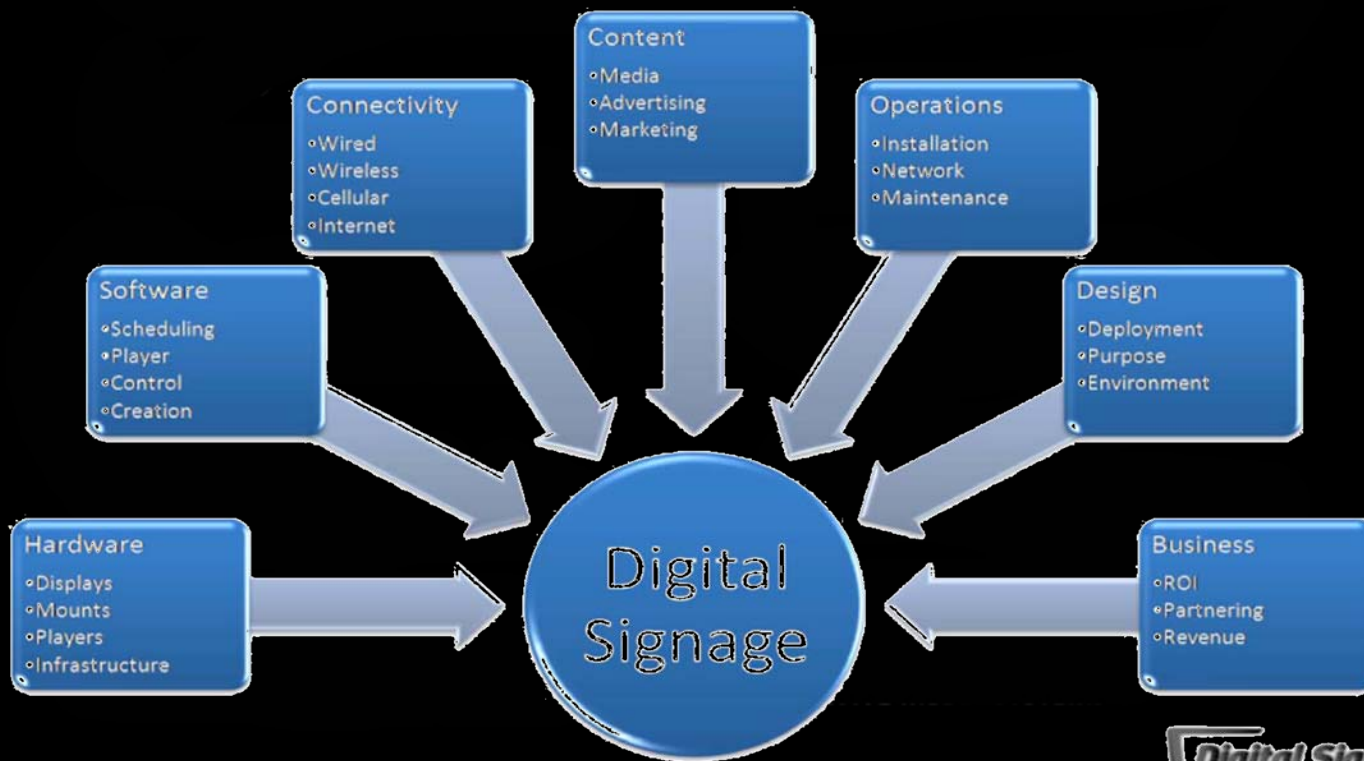


The Digital Signage Market

Where is the market?



Who decides?



Deployment Options - Hardware

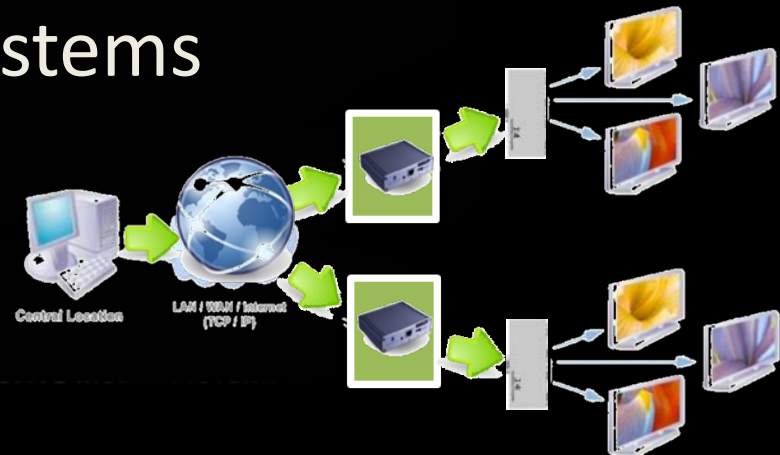
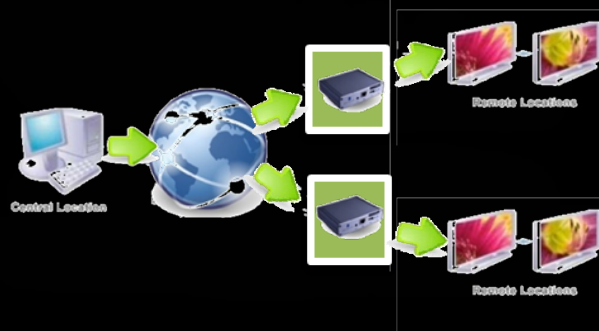
Distributed



Networked



Hybrid Systems

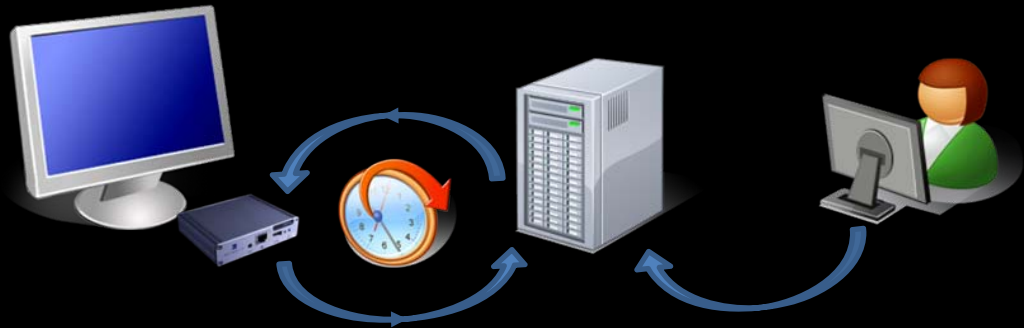


Deployment Options - Content

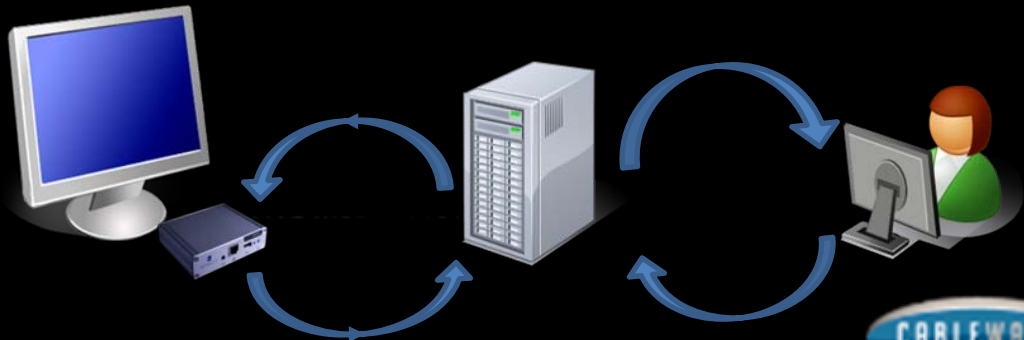
Push Mode



Pull Mode



Server Mode



LightPath Active Media Manager: AMM3000

- Features Overview

AMM Unique Features

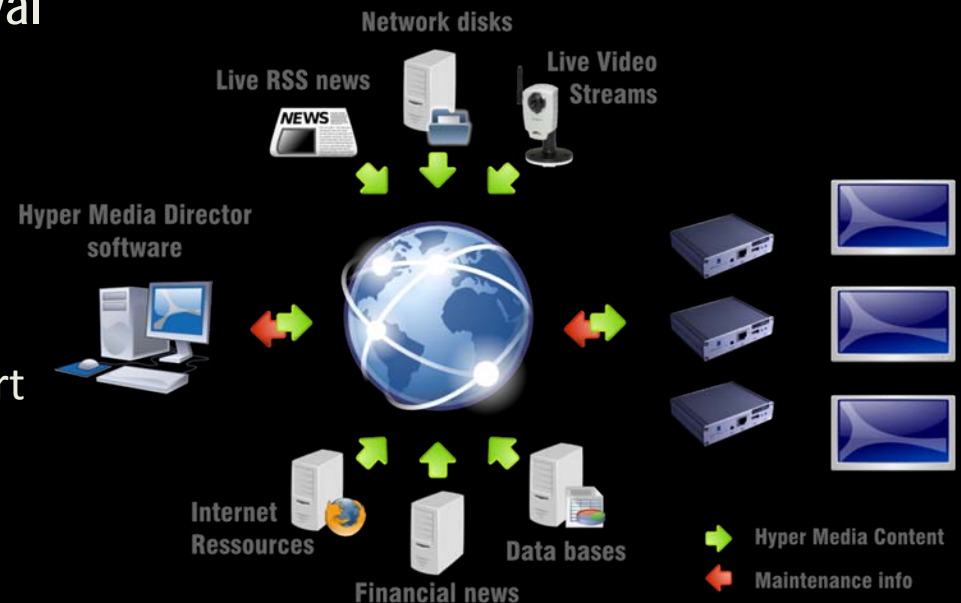
- **Plug & Play**
 - Video & Audio Output
 - “Zero Config” Network feature
- **High Reliability**
 - Dedicated hardware & OS
 - No Moving Parts (fan, hard-drive)
- **Open Platform**
 - Linux OS Platform – Reliable & Open for development
 - Open Standards for application development
 - Custom applications can be developed with standard APIs
- **Remote Monitoring & Maintenance**
 - HTTP server & client
 - Professional SNMP protocol
- **Green Product**
 - Low consumption (2W)
 - Low logistic costs

How it works:
Content publishing over the network



Content Creation

- **Web like content publishing**
 - Support SVG, PHP, JavaScript
 - CMS like management possible
- **Live Network Resources Retrieval**
 - Video streaming, RSS, News & Weather, XML etc
 - Network Disks & Storage
- **Natively Content Support**
 - Wide array of media formats
 - International language support
 - Content Scheduling
- **Real-Time Information**
 - LAN / WAN Network
 - Internet
 - External Devices
(GPS/Computers/Sensors etc)



Device Integration

USB

Universal Serial Bus

Local Storage

- USB Memory
- Hard Drives

Interactive Devices

- Mouse, Keyboards
Touch-Screens (*HID Drivers*)

Auxiliary Devices

- 12V Triggers
- 3G USB Modems (*Q1 2010*)
- USB Hub Devices

RSS 232

Device Control

- Device Embedded
- Project Scheduled
- Power, Volume & Control

Devices

- Monitor Displays
- AMX/Crestron
- Lighting Dimmers
- Building control
- GPS Positioning Data

Media Compatibility

- Video:
 - MPEG1, MPEG2, MPEG4, WMV 9, H.264 ...
720x576 @25fps or 720x480 @ 30 fps
- Audio:
 - MP3, WMA, Real Audio, ...
- Images:
 - JPEG, PNG, GIF, GIF animated, SVG
- Media formats:
 - AVI, WMV, WMA, VOB, MOV ...
- Streaming protocols:
 - MMS, RTSP, RTP, SDP, HTTP
- Text Support for International languages
 - All Fonts left-right / right-left/ top-bottom / bottom-top

Supported Standards



Simple Network
Maintenance Protocol



NTP - Network
Time Protocol



Bonjour
Zero Config



WebDAV



Scalable Vector
Graphics



XML Language



JavaScript



PHP Script



CSV & TXT



RSS Feeds



iCalendar



PPT / SWF Import



*Thank you for your attention and
interest.*

*We at Cable ways, look forward to
working in partnership with you.*