INNOVATION & Design

"Fujitsu Digital Media offers a world class leading end to end solution". Offering a unique customer and employee experience through "timely, targeted execution of media, Information and feedback"

ON DEMAND MEDIA

E-LEARNING

REAL TIME STREAMING

INTERACTIVE

EVENT BASED

SCHEDULED

INTERNAL COMMUNICATIONS

SEND COUPON > EMAIL > TO MOBILE DEVICE
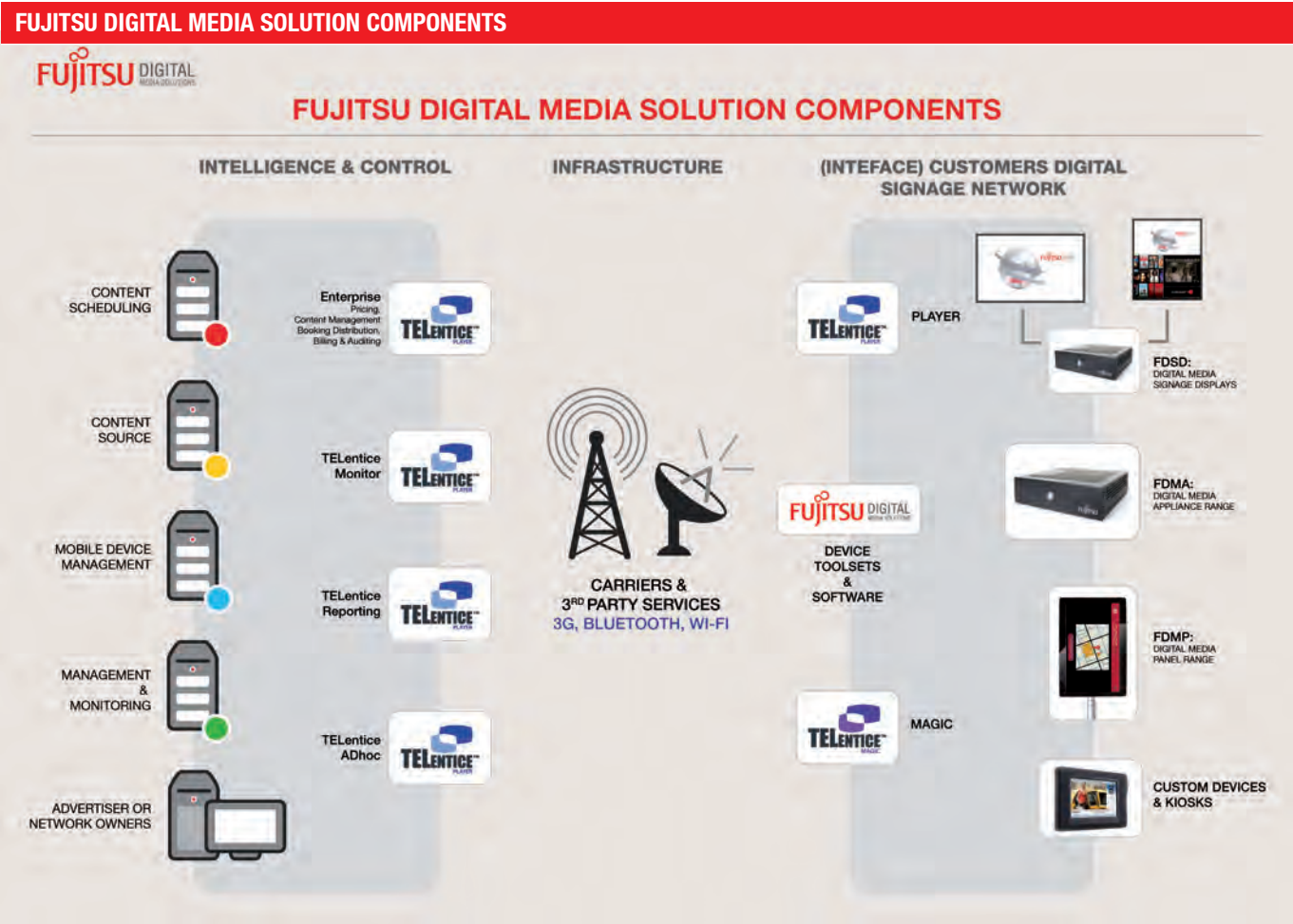
EXTERNAL COMMUNICATIONS

FUJITSU DIGITAL MEDIA SOLUTIONS

Fujitsu Digital Media has developed a Dedicated range of players, displays, touch players specifically designed for digital media environments"

Fujitsu R&D centre for Digital Media is based out of the Fujitsu Centre of Excellence in Melbourne Australia.

R&D Centre takes best of breed technology and applies it to digital media use deriving the following commercial benefits.

• Quality Aesthetic design
• Energy efficient and EPA rated products
• Robust long life cycle design
• Designed for large rollouts and network stability with a focus on TCO
• Seamless performance supporting high definition and flexible media formats and end point applications.
• Designed for "user Experience"
• Award winning TELentice Digital Media Software Solution
• Fujitsu's TELentice™ is ISO Certified, developed right here in Sydney Australia.
• Global support centre is also based out of Australia.
• It has already been implemented around the world across multiple industry sectors and has received successful reviews and accolades

FUJITSU DIGITAL MEDIA SOLUTION COMPONENTS

The Diagram above depicts the Fujitsu Digital Media Solution components

TELENTICE ENTERPRISE

Is designed for organisations who require a scalable and flexible network to distribute multimedia content over multiple end point devices. The Fujitsu Digital Media solution, will enable you to manage thousands of unique media channels, targeted by location, demographic and proximity of service. Major functions include network planning, pricing, client management, targeted booking, scheduling, distribution and auditing.

TELentice Enterprise is made up of the following modules:

Material Templates

Designed to add version control and error checking to your materials. Using a material template will "lock" JST, materials, etc. in time making certain that when you make a booking using that Template you are using the file version(s) that you need and you are using the correct number of components.

Media Approval

Set up a workflow allowing users to view and approve media content based on Roles. In addition, emails can be delivered informing users to approve media or telling them media has been approved Availability Reporting Avails can be viewed by Category, Location, Date Range, Time-Slot and more. Categories are managed by percentages further optimizing your management of the network. The "Status" tab in Network Programming gives you a quick view of category avails.

Media Preview

Previews are available for both a single media component or the entire Loop. Media Preview utilizes direct download to your local machine or Web Preview which can be customized to meet bandwidth criteria. You can also set up your previews to incorporate JST files so you always know what the playback will look like.

E-Learning and Kiosk—TELPackager

Download and update simple or complex web applications, supports ELearning, Interactive local content (Kiosk, Front Desk, etc) and more. Combine with AutoUpdate to provide even more flexibility. Create rich multimedia lessons and quizzes or enhance shopping with way-finding solutions, these are just a few examples of how TELentice can help you.

Local Media Upload

Media can be uploaded directly to the Content Server via (SFTP) FTP or Network Share. The Booking screen gives you the option of using the FTP/Network drive or your local machine for uploading files. This feature greatly enhances workflow and saves time.

Network Programming Rules Assignments

In the loop management window of Network Programming you can now apply the Scheduling Rules to the loop. You can also apply any changes you have made to the loop to all time slots with a few mouse clicks. Rules can be applied manually or you can specify in the system settings to have the rules applied automatically.

Customizable and Smart Data Fields

The latest TELentice Enterprise lets you customize many of the data fields. This gives the system a "custom" feel for your company. You can also hide many fields that you may not use. Enterprise also uses "smart" fields, so if there is no data in a drop down box, for example, then that drop down box simply will not appear.
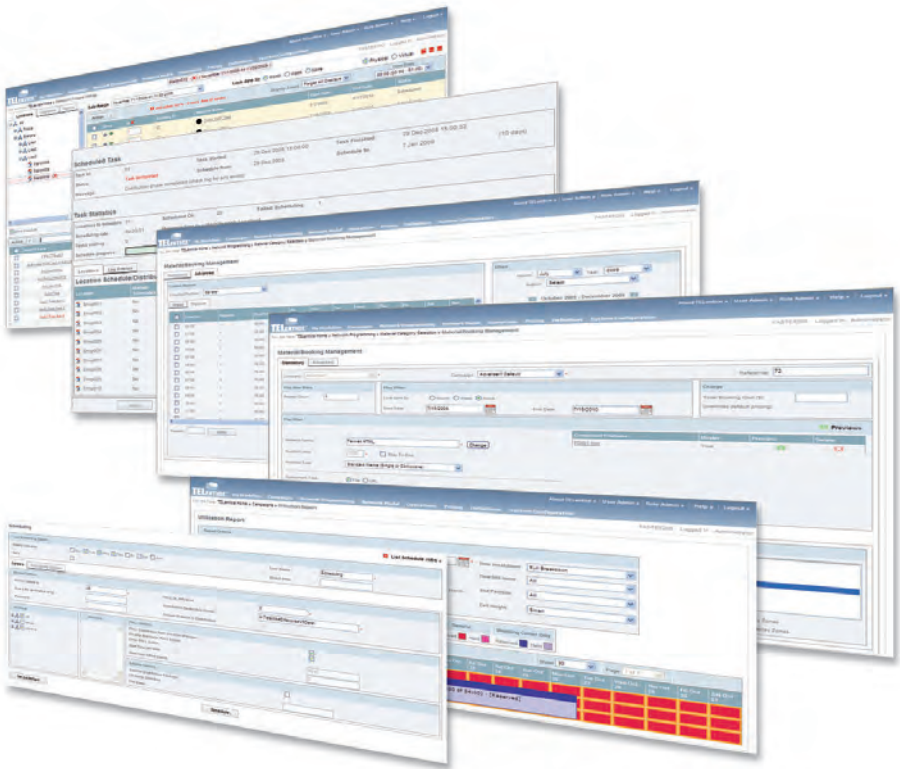
FEATURES AND BENEFITS

Maximize your systems potential

- **JST file support** – A key enhancement to TELentice is the use of JST files to control playback at the Player level. A JST file can select playback based on: Registry entry, Material name, Player name, Date/time, Loop number, CRM data, Inventory database or virtually ANY data that can be read by a PC.
- **Backend Infrastructure** – TELentice 5.3 uses a SQL database built on the .NET Platform; this delivers scalability and reliability. Application server and Database Server(s) can be separate and clustered for increased scaling and redundancy. TELentice can utilize a SAN for media storage and access the media directly from Network Programming.
- **Better loop management and data presentation** – Warnings when loop target has been reached, breakdown of loop by material category, based on target e.g. 20% ad, 30% trailers etc., more comprehensive availability reports, ability to view all timeslots (day-parts) in NP page at once.
- **User management** – Users can be assigned permissions by roles, companies and Locations. In addition to users having restrictions on which companies they see, now users can be restricted to seeing only Locations that belong to their organization.

FEATURES

Scalability
- Web Interface
- Multi-User
- Scalable to Thousands of Displays
- SQL Database
- Managed Service Ready
- Local or Remote Material Upload
- .NET

Usability
- Improved Network Programming Page
- Faster Scheduling
- Flexible Customization Options
- Improved Auditing
- Scheduling rules are integrated in Network Programming
- Auto Detection of Media Length
- Material Templates
- Media Approval Process
- Enhanced User Permissions

Functionality
- Enhanced Javascript Functions for Player Intelligence
- Web Preview
- SmartDownload
- TELpackager
- TELbrowser
- Play-to-End Support
- Network Drives are Supported

Reliability
- New Distribution Monitor
- .Net infrastructure
- Enhanced Rules Interpretation
- Database Clustering

TELENTICE
PLAYER

Multi-mode (Flash, Mpeg, and Flash touch application)

Templates driven by feeds secure FTP (localised information)

HD and FULL HD, DivX, H264 and WMV

Active Flash and After Effects (Silverlight)

Local template control

Active web page interaction with player window

Mobile device Video and active flash

Active Applications played as content (way finder)

Streaming video within local video

Creative advertising synchronised to a sequence of displays

FEATURES

Playback
- All Major Media Formats
- HD 720p and 1080p
- HTML
- Multiple Player Zones per Display
- Stable and Reliable Playback
- Optimized for Windows XP Embedded
- Scrolling Ticker
- RSS News, Weather, Sports, etc.
- Full Screen or Multiple Screens with Dynamic Control
- Mobile Devices
- E-Learning Options
- Corporate Communications

Integration
- Point of Sale/kiosks
- Customer Relation Databases
- RFID
- Bluetooth/Mobile Devices
- Interactive Kiosk Systems
- Display Control (Volume, Power, Input, etc.)
- Local Website
- Live Video Feeds
- TV, Satellite, Cable

Operation
- Use One or Many "Day Parts"
- Integrated JavaScript for Intelligent Playback
- Smart Triggers for Total Customization of Playback
- AutoUpdate
- Local Content Management
- Real Time Reporting with TELentice Monitor
- Remote Diagnostics

Intelligence
Control playback based on: Date/Time, Registry Setting, CRM, POS, RFID, Player ID or any other data a PC can read.

Security
TELentice Player systems use many different security protocols which are tested and proven. Be assured that your system will stay running and playing the correct material.

Reporting
Detailed Audit and System logs are created and sent back to your Network Operations Center assuring you and your customers the system is operational. CPU, Memory, Temp, etc. can also be logged and monitored in real time*

Control
Manage thousands of Players and Display Hardware easily. Turn displays on/off on a schedule or Adhoc. Manage display input, volume and more on a schedule or Adhoc.

Information
Deliver RSS feeds for Weather, News, Sports etc. or create your own custom feeds. Scrolling Tickers, full page or combinations are supported.

E-Learning and Interactive Systems with TELentice

E-Learning Solutions on the TELentice Platform Deliver
- Enhanced customer experience: Give customers the autonomy to educate themselves with extensive product and service information in a virtual environment at the point of purchase.
- Educated employees: Raise employee knowledge and awareness across multiple locations.
- Empowered associates: Provide mission-critical information at the precise moment it is needed to both location based and mobile associates.

Capabilities
- **Scheduled:** Determine the exact time and place of content distribution.
- **Interactive:** Collaboration between online users or interactive computing.
- **Event based:** Trigger content with preset conditions.
- **Real time:** Live video feeds and information downloads.
- **On demand -** Information and content based on user journey or preferences

Award Winning - Solid Platform

The Secrets of Australian IT Innovation Award Winner

Australian Consensus Software Award Winner

ISO9001 Certified Software Development

*Different manufactures vary in features that can be controlled via software

TELENTICE™

TELENTICE
MONITOR

Take Control of Your Network

Real Time Monitoring
Each TELentice Player reports to Monitor individually. You will know at all times what is playing, how long the system has been active, display status and more. Monitor gives you the assurance that your network is running NOW, if any issues are happening on the network you are aware immediately.

Network Organization
TELentice is an Enterprise class system therefore organizing all the TELentice Players is important in Monitor. Monitor uses a tree grouping structure to keep all the players sorted.

Alerts
Monitor lets you customize your alerts to work with Email, SNMP, Pagers and more. You can use the alert manager feature to set alerts on most of the columns in Monitor allowing greater system monitoring, in real time.

Display Control
TELentice currently supports many of the major Display Manufacture's device codes or you can specify your manufacture of choice and we can adapt to fit your needs. Monitor will can change volume, screen input, power and more*.

With the Fujitsu display range of products there is seamless integration, monitoring, control and remote management.

TELentice Commissioning—Easy setup and network deployment

1. Unique ID
Each device is assigned a unique id that is clearly displayed when the system is first powered on in the field. This is used to easily ID the system in Monitor.

2. Online Verification
A field representative installing the device calls to the Network Operation Center verifying the device is ready and Monitor can "see" the device.
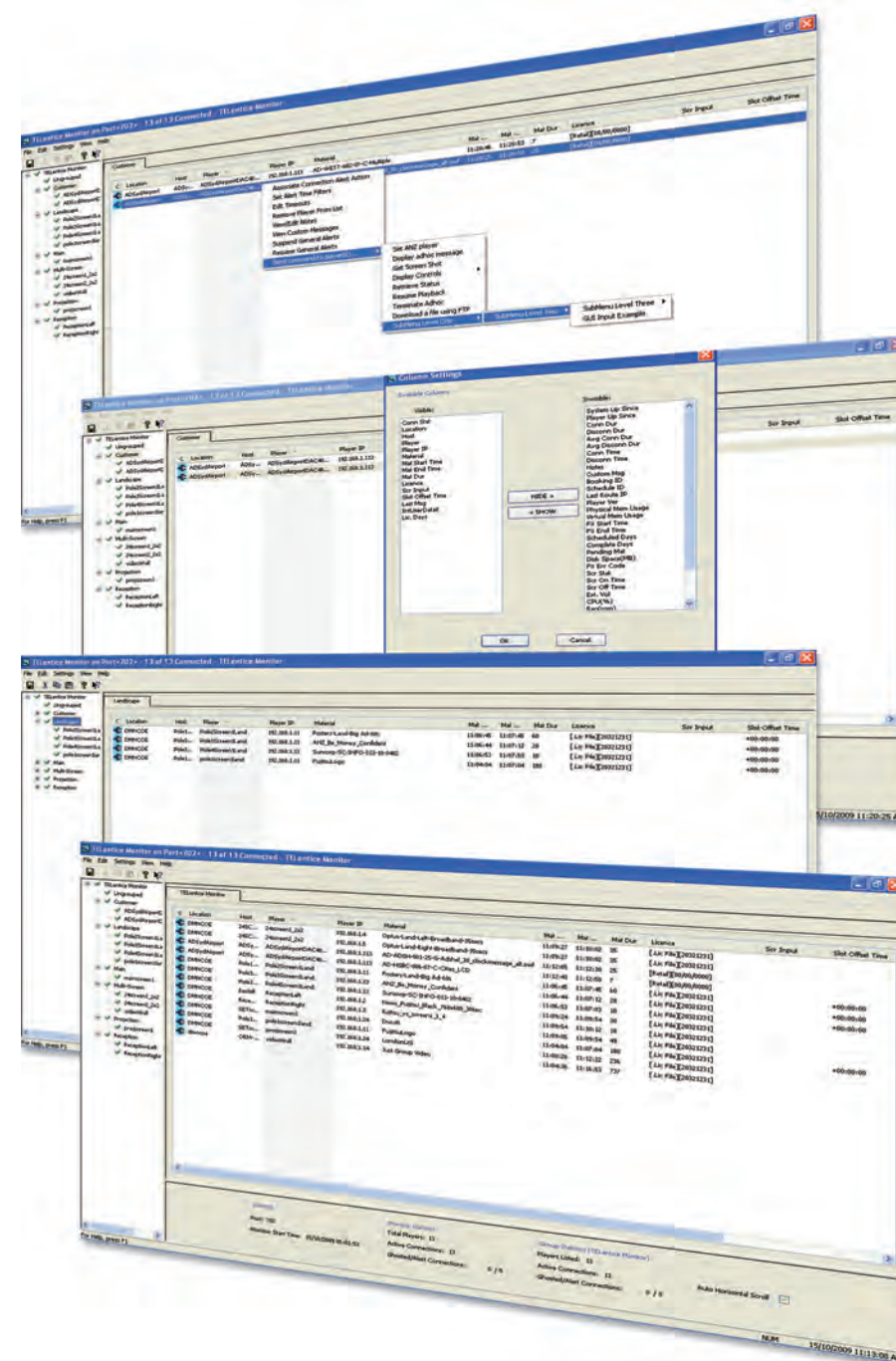
System is Online
The Network Operations Center uses Monitor to remotely configure the unique system ID, store hours (to control screens), etc. and brings the system online.

Remote Diagnostics and Control
Monitor allows you to control many functions on the remote device: Start/Stop Playback, restart the device, restart the Player(s), Volume Controls (PC and Display), copy files, download files, retrieve logs, change device id and much more. With Monitor and a compatible playback device you have real time monitoring and control at your fingertips.

Web Enabled
Monitor's Web View gives you a look at your systems health via an Internet address. You can use this view of Monitor to keep t abs on your network when you cannot remote in to the Network Operations Center or when you need to have others view the network heath and they cannot access the Monitor server.

FEATURES

Monitoring
- Real Time Monitoring
- System Status
- Volume
- Temperature
- Processor(s) Utilisation
- Memory (virtual and/or system) Utilisation
- Display Status
- Current Media Playing
- Schedule End Date
- Current Download Status
- Add Custom Fields and Values
- Treed Groupings
- Intuitive Alert Management
- System Health "At-a-Glance"

Control
- Volume Levels on Displays and Device
- Display Settings
- Media Playback
- External Devices
- Easy System Setup (Commissioning)
- Downloads
- Restarts
- Remote Diagnostics
- Virtually Any System Function on a PC

Reporting
- Email Alerts
- Custom Alerts
- On Screen Alerts, Color and Icon Coded
- Warnings and Critical Alert Workflows
- Warning and Alerts "Bubble Up" in Groups
- Web Based View

*Different manufactures vary in features that can be controlled via software

FDSD RANGE – FUJITSU COMMERCIAL LCD DISPLAYS

Experience WOW Factor in true Hi Definition

Designed for Commercial and Industrial Use

Fujitsu provides a range of HD and Full HD, 1920 x 1080 native resolution LCD which auto scale a wide variety of Digital and analogue inputs. Fujitsu Digital Signage Display employs a superior pixel alignment method only achievable with the latest generation manufacturing process.

Benefits of adopting this technology include High contrast ratio, a 178 degree wide viewing angle with no gray scale inversion, while maintaining superior response times.

Superior LCD Panel Technology

Unlike Most common Transmissive Displays containing a backlight where light travels from the backlight through a color filter, requiring large amounts of energy to create brightness…

Fujitsu Transflective type TFT LCD employees a backlight containing a highly reflective mirror, utilizing the external light sources for a superior day light indoor readability . The main advantage of this type of display includes it's power saving properties as brightness is not required in (sun) lit environments making LCD ideal for enhanced out facing and indoor applications

Innovation in Design (provides choice)

Fujitsu Digital Signage displays have a an ultra thin steel bezel;
Bezel Features

• Contains no visible (from front) activity lights or remote sensors for superior aesthetic or merchandising frame appearance
• Removable bezel for color matching when required, frame can be colormatched or chromed
• Key PAD Disable function (eliminate user tampering)
• Removable bezel and placement of various protection glass, anti-glare and anti-reflection glass if required
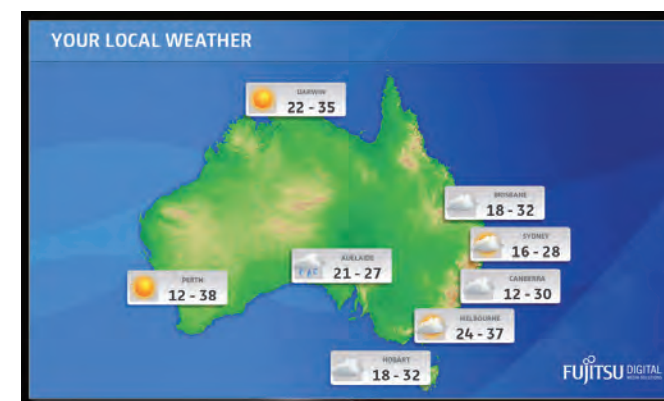• Bezel can be removed for in wall or kiosk applications

Maximize your valuable real-estate

Fujitsu Digital Signage LCD's have minimal NDA (No Display Area) between the screens bezel and the display area

Multi-orientation and Anti-Glare

Fujitsu Digital Signage displays support landscape and portrait orientation in a single display. Other LCD panels cannot support multi-orientation and a dedicated model must be ordered in portrait or landscape (with Fujitsu you have the ultimate flexibility) Fujitsu Digital Signage Displays also employ a class leading Anti-Glare Hard coating (3H), which reduces screen glare and reflection making it ideal for merchandising, information displays and well lit environments.

Optionally FDSD can be ordered with a variety of Glass for protection and properties to suite different environments.

Full Metal Jacket

The Displays are housed in a full steel enclosure offering superior protection to critical components and complies to stringent JISZ8901 which is a comprehensive test regime for the prevention of dust and particle damage to critical components. These tests are often reserved for industrial equipment.

24/7 use

The FDSD range is designed for continuous use; each component is carefully chosen and rigorously tested to offer the utmost reliability. Suitable for commercial installations such as retail and banking outlets, digital signage, out of home advertising, menu boards and critical call and data centers.

Fan-less Design with Thermal Controls

The FDSD boasts a thermal architecture which maintains core temperature while being completely solid state. No need for fans which can fail, draw dust\oils, creates noise and ambient heat issues. The display has thermal mechanisms to protect against overheating adjusting backlight to compensate and can notify the monitoring tool (via) RS232.

Ease of Maintenance (user maintenance or recovery)

The FDSD boasts dual power inputs side and top for easy of installation, and external fuses which protect the LCD from damage. In the event a fuse is blown due to power disturbance or event, the user can simply select the alternate power input or change the fuse without removing or dismantling the screen. The FDSD can be interrogated remotely or onsite via the software tool kit allowing the user or helpdesk to determine situation and plan maintenance. The FDSD can be customized to suit requirements and firmware can be distributed or updated remotely.

Image Retention (suite)

The FDSD range is designed for continuous use and has a built in software suite which aids in the prevention of image sticking. This is ideal for static media such as menu boards and time tables, image prevention works by turning off pixels which are static periodically to prevent permanent damage.
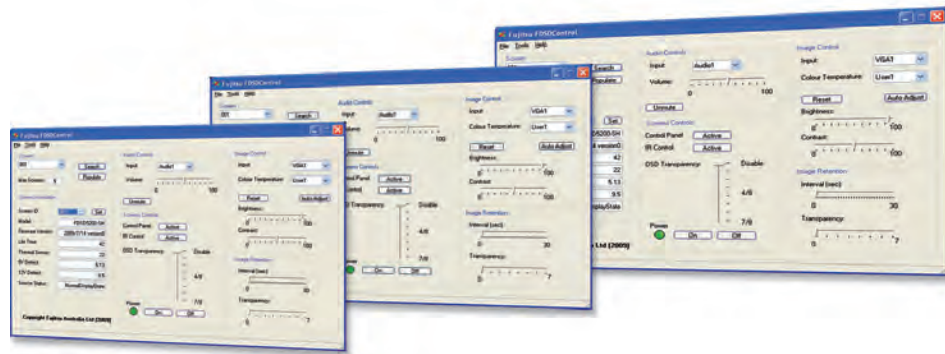
The strength and frequency can be adjusted through the FDSD screen control suite.

Dedicated Touch models (IR and Resistive)

The FDSD can be ordered in a dedicated touch, with support for touch, hold and click and multi-touch applications. A dedicated touch is ideal for user applications and is not susceptible to the typical problems experienced with overlays.

Provision for mounting and powering media player (built into screen)

- Minimize operator bounce
- Higher degree of accuracy
- Control to viewable screens edge
- No alignment and fitment issue
- Increased reliability
- Scratch proof (touch will still operate with scratches on glass)
- Optional glass types (anti-glare and standard protection glass)

FDSD control suite

The FDSD is bundled with a comprehensive control suite. The control suite has two primary modes, blind input and output for integration into remote management software of Fujitsu TELentice Digital media software.

Or standalone allowing the control and feedback of multiple screens from the control dashboard.

Some controls and monitoring remotely include
- Screen ID, Firmware version, Lifetime operating hours,
- Thermal sensor, audio input select, volume control and mute
- ON, OFF, RESET, Ketypad disable, screen protector\image retention on/off (and Intensity). This feature has a benefit of eliminating energy consumption. If a source is not active the screen will sleep using less than 1w until a source becomes available
- Video input select, color and brightness control and color temperature
- Image prevention and protection of screen
- REMOTE Firmware update control

Active switching technology signal detection (auto <1W standby and wakeup)

FDSD LCD screens support signal detection eliminating user intervention, the FDSD will turn on when an active source is present and auto detect (active) which input the source is connected and display content accordingly. This feature has the benefit of eliminating user intervention, and also minimizes energy consumption as if a source if not active will use less than 1w until a source becomes available.

Active switching is also included in the features of the FDSD. Active switching auto switches to a determined source in the

event the primary is not longer available; this is often used as an auto hardware fail-over in critical environments where a backup source is made available. Further the FDSD can notify desktop software or TELentice monitor that it has switched allowing the primary to be replaced without interruption.

Daisy chaining RS232 (with unique names for software integration)

The FDSD can be daisy chained to minimize expensive cable runs, and will function in the event power is lost to a screen within the cluster.

TCO
- Lower power consumption compared with most common commercial LCDs
- Auto source detect, automatically detect signal input and turn screen off and on, to minimize power consumption
- Module design for component replacement and ease maintenance
- Remote manage to minimize costly onsite diagnosis and reduce down time
- Long life commercial grade components 5 years continues use
- Image retention technology to help prevent premature screen damage from static content
- Long life cycle on critical components allows repair and reuse of screen components
- Fanless design reduces servicing costs and reduce failure rate

Environmental factors
- Most screen component are made from recyclable material
- Low power consumption and low heat distribution reduce cooling costs
- Long life support of key components minimizing throw away

FDMA RANGE – FUJITSU DIGITAL MEDIA PLAYERS

Reliability, Performance, Ultra Small Form Factor

Designed for Commercial and Industrial Use
Fujitsu provides a range industrial rated players supporting not only FULL HD quality video but optimized for flash, silver light and shockwave applications and content.

The Fujitsu Digital Media appliances are purpose built for Digital Media applications and draws on years of experience in not only digital media, but a focus on "critical reliability 24/7 continuos use" while lowering the TCO and management aspects of infrastructure.

Key Features:
- The FDMA playera are based on PC Architecture, refined for industrial long life cycle applications, FDMA can support multiple applications, and have been successfully used for other critical applications such as medical, point of sale and VOIP servers due to the reliability, long life cycle support and product consistency.

FDMA – 1
FDMA – 1(rev2)
FDMA – FLV
FDMA – FLA

- Fujitsu Digital Media players are industrial grade appliances built for 'critical reliability 24/7 use' backed by a 3 year warranty. The FDMA range is built in a steel enclosure to protect critical components and maintain optimal thermal dynamics with higher tolerances, for temperature, vibration, shock and humidity.
- The FDMA player are based on PC Architecture, refined for industrial long life cycle applications, FDMA can support for multiple applications, and have been successfully used for other critical applications such as medical, point of sale and VOIP servers due to there reliability, long life cycle support and product consistency.
- The FDMA Range are designed to play HD content seamlessly with support to play not only, HD and FULL HD video but flexible formats such as Flash, shockwave and interactive applications.
- The FDMA range can also be provide with various (optional) mounting kits for installation on rear of screen, under table, of rack mounting. FDMA range can also be configured with various compents such as SSD and CF storage, Wi-Fi / 3G communication and HD decoder and tuner cards.

Efficiency and Lifecycle
- EPA v 4.0 and 5.0 Rated models
- 70% recyclable
- Strict control over components (reduce system image overheads), long life cycle support 3-5 Years.
- Main board repair service for prolonged life (minimize throw away)

48mm
157 mm
166 mm

FDMA 1 shown
Specifications may change without notice)

FDMP RANGE –
FUJITSU DIGITAL MEDIA PANEL

"Commercial Interactive Panel with inbuilt media PC, designed for merchandising or critical user facing applications"

Key Features:

Aesthetic Design
The FDMP embodies a Piano Black design for a quality aesthetic purposed for enhancing the user experience. Clean lines with the incorporation of a frameless one piece and acrylic piano finish front. This provides unparalleled aesthetic while creating a hardened surface for commercial applications.

Equal black frame widths allow the FDMP to be mounted in portrait or landscape, the FDMP design also utilizes arc edges for user friendly safety, while still maintaining hidden high quality speakers and a quality video camera embedded in the black space.

Further the FDMP can be ordered with snap on colored frames to suite corporate guidelines or location specific aesthetic requirements.

The FDMP also incorporates a hidden powerful media player, and a High quality wide 16:10 HD 19 inch LCD screen with a lockable screen keypad to minimize user tampering.

The FDMP built in media player can also power a second independent screen.

Options:

Flexible mounting options, wall mount, desktop and pole stand.

FDMP range can also be configured with various components such as SSD or CF storage, Wi-Fi / 3G communication and HD decoder and tuner cards.

Engineering excellence

The FDMP is designed for commercial display or interactive applications, built with the same standards as the FDMA industrial players, boasts the ultimate reliability backed by a Continuous use warranty.

Efficiently operates on less energy than a standard light bulb, while maintaining PC Architecture support for multiple applications incorporating a Dual Core Intel Processor.
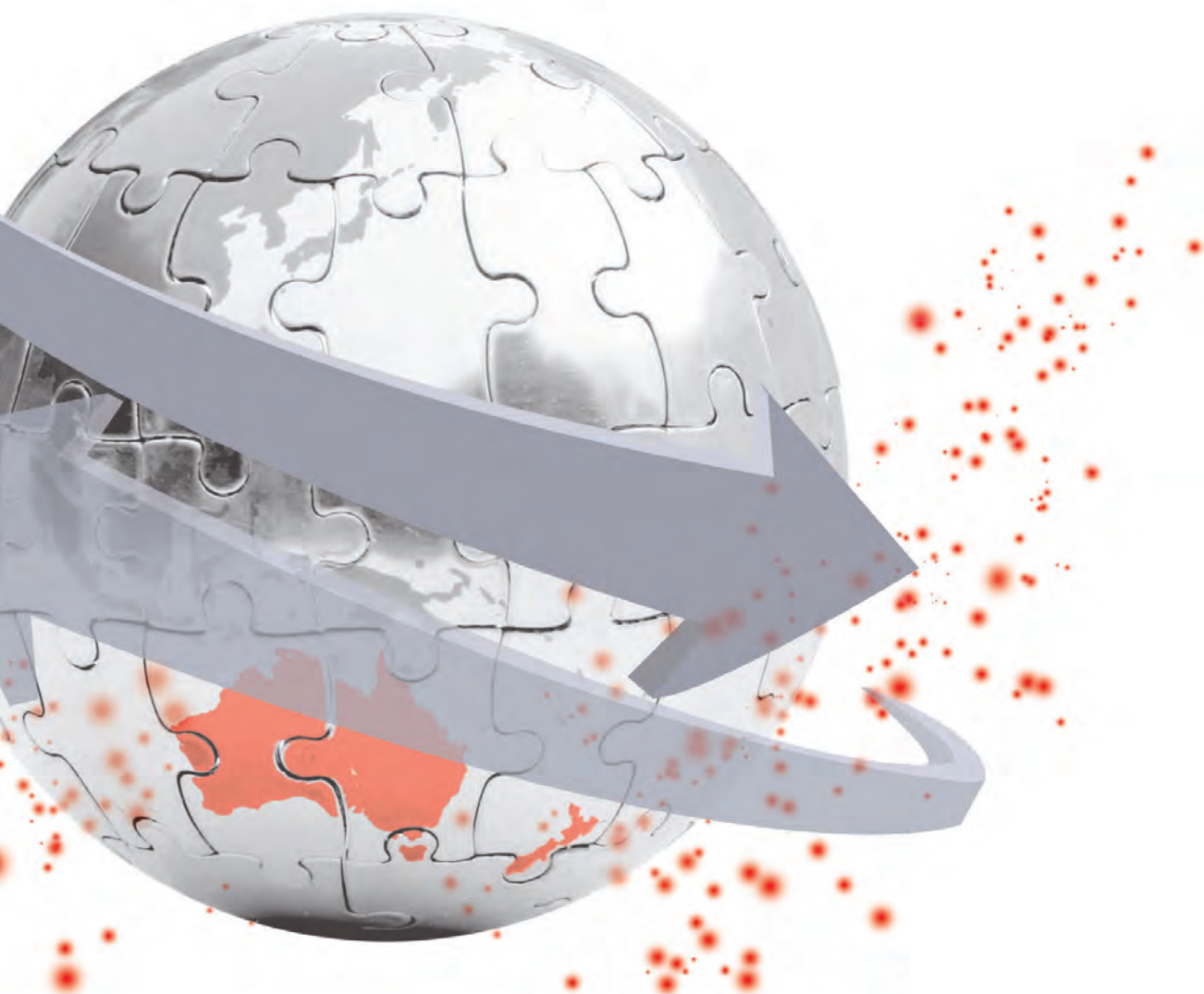
FDMP flexibility

Mounting Capability and kits for flexible mounting solutions. FDMP can be ordered in 3 main configurations; with touch, without touch, open frame kit form for kiosk and wall installations.

Efficiency and lifecycle

• EPA v 4.0 Rated models
• Strict control over components (reduce system image overheads), long life cycle support 2-3 Years.
• Main board repair service for prolonged life (minimize throw away)

FDMP-19T shown
FDMP-19 is without touch and DVD drive.

ABOUT **FUJITSU** Fujitsu Australia and New Zealand is a leading service provider of business, information technology and communications solutions. As the third largest ICT Company in the Australian and New Zealand marketplace, we partner with our customers to consult, design, build, operate and support business solutions. From strategic consulting to application and infrastructure solutions and services, Fujitsu Australia and New Zealand have earned a reputation as the single supplier of choice for leading corporate and government organisations. Fujitsu Australia Limited and Fujitsu New Zealand Limited are wholly owned subsidiaries of Fujitsu Limited (TSE: 6702). AU.**FUJITSU**.COM NZ.**FUJITSU**.COM

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