

# dzine

a Barco company



- International company, headquartered in **Kortrijk, Belgium**
- Active in more than 90 countries
- Focus on professional visualization markets worldwide
  - » Barco: LED – Projection Solutions – Medical - Control rooms
  - » Dzine: **Digital Signage**
- Listed on NYSE & Euronext Brussels
- Sales 2010: 897 million euro
- 3,200 employees
- 10% of sales invested in R&D
- Continuous focus on customers' needs



## Americas

### North America

#### United States

California

Georgia

Ohio

Oregon

Texas

Canada

### South America

Brazil

## EMEA

Belgium

Denmark

France

**Germany**

Israel

**Italy**

Poland

Russian Federation

Spain

Sweden

Switzerland

The Netherlands

Turkey

UAE

United Kingdom

## APAC

### Asia

China

**India**

Japan

Malaysia

Singapore

South-Korea

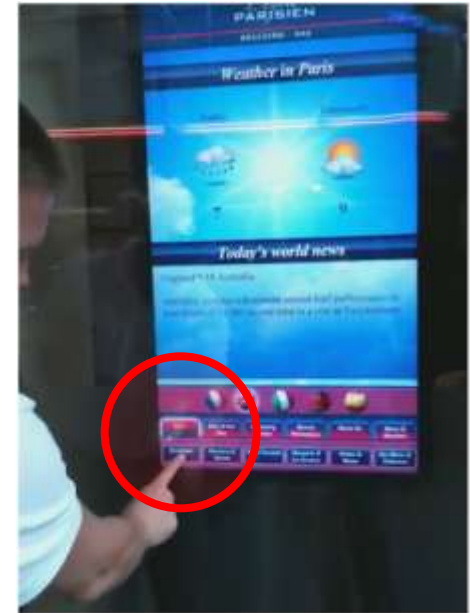
Taiwan

### Pacific

Australia

**Bold = R&D and/or Manufacturing**

- Digital Signage Systems (indoor / outdoor / touchscreen)



- **Design & development of hardware & software solutions**
- **Markets**
  - » Public transport inc airport FIDS
  - » Retail and Advertising
  - » Hospitality and Public Sector
  - » Corporate
  - » Education
  - » Banking
  - » Cinema
  - » Pharmaceutical
  - » Sporting and Conference centres
  - » DOOH



dZine wins

## “Best Digital Signage Award”

Dzine has been elected winner of the category “Best Digital Signage 2010” by the POPAI Jury



# Digital Signage



=

**is a form of electronic display that shows information, advertising and other messages**

**BARCO**

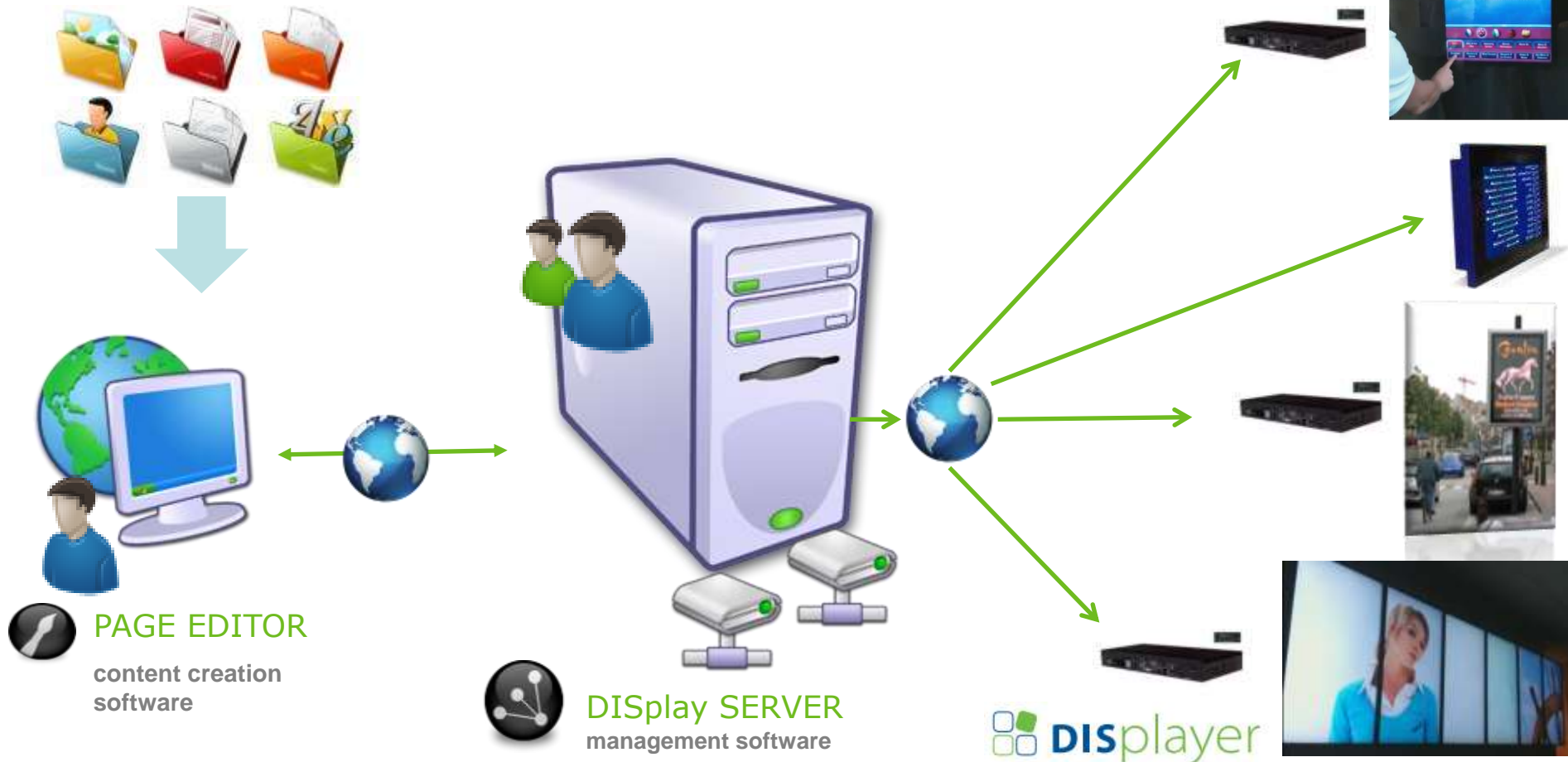
Visibly yours

# Topology

(all kind of display networks )



# Digital Signage



**Content Designer  
Layout Designer  
Template Generator**

**Content distribution  
Screen/player management  
Web Content management system  
Web monitoring system  
Advertising / billing system  
User management**

**Playback of Multimedia content  
Local triggers  
Local inputs  
Touchscreens  
Videowall applications  
Outdoor applications**

# Standard display software

(all kind of display networks )

# ■ Content & Layout designer & Template creator

Fast text messages by non-skilled persons



Information coming from a database or third-party applications



**Content & layout Designer**



**PAGE EDITOR**  
content creation software



- » **SD video** (compatible with: AVI, DVD, MPEG1/2, MP4, 3GPP, AAC, AVC1, MOV, DivX ASF, WMV, WAV, DVSD ...)
- » **HD video** in 720p/1080i & 1080p
- » Flash Video
- » Streaming video
- » Video from external sources (CVBS & S-video)
- » **Flash animations** (swf, flv) with XML
- » **Images** (jpg, agif, bmp, tiff, png, jpeg, gif,...)
- » Audio in MP3
- » Import RSS feeds, weather forecast, traffic information,...
- » Multi layer definition (overlay), multi window definition (PIP)
- » **Television channels** (PIP possible)



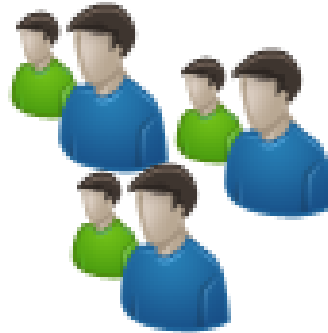
- » **Database connections** (SQL, Oracle, Access,...)
  - » SQL filtering on databases on time/date/format/records
- » Scrolling text
- » **PowerPoint support + mouse interactivity**
- » Touch screen support
- » LED Wall support
- » ...

- **Content distribution**
- **Screen/player management**

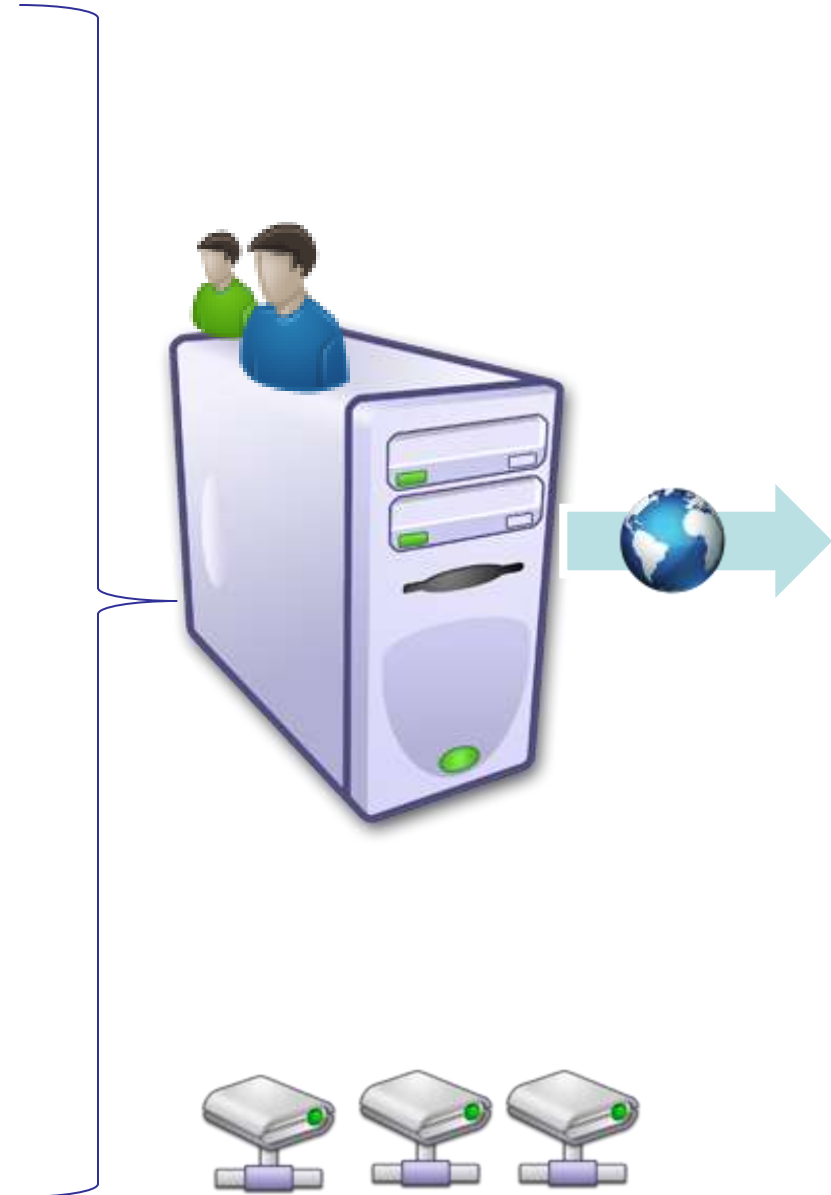
Agenda tool for single, group or all screens



Client-Server application and multi-user with rights management for content/agenda/view

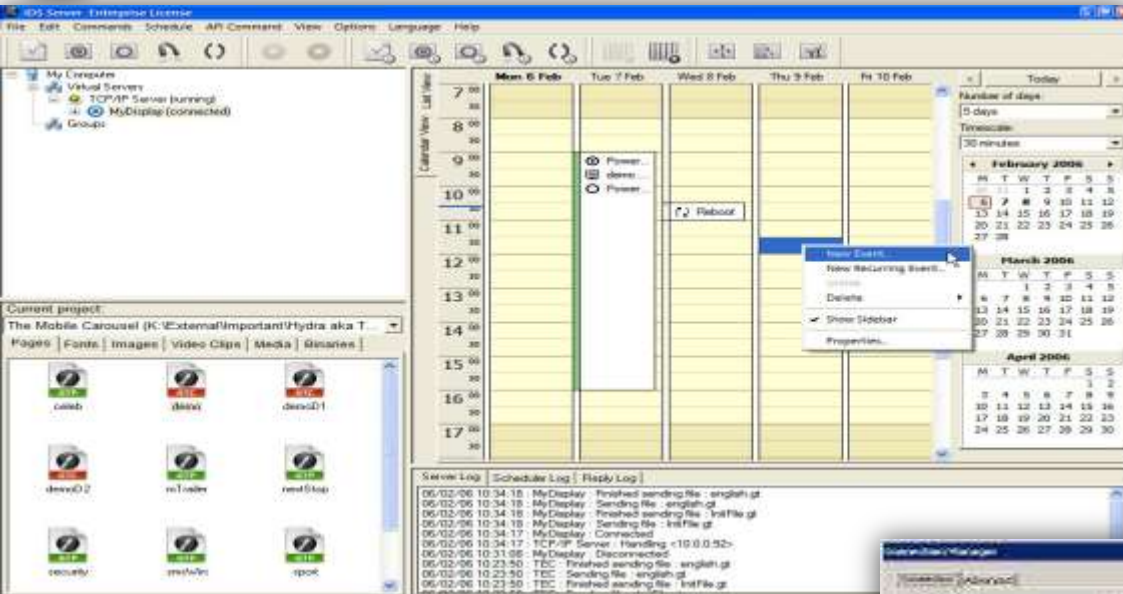


Monitoring and real-time feedback of content playback, players, screens, network...



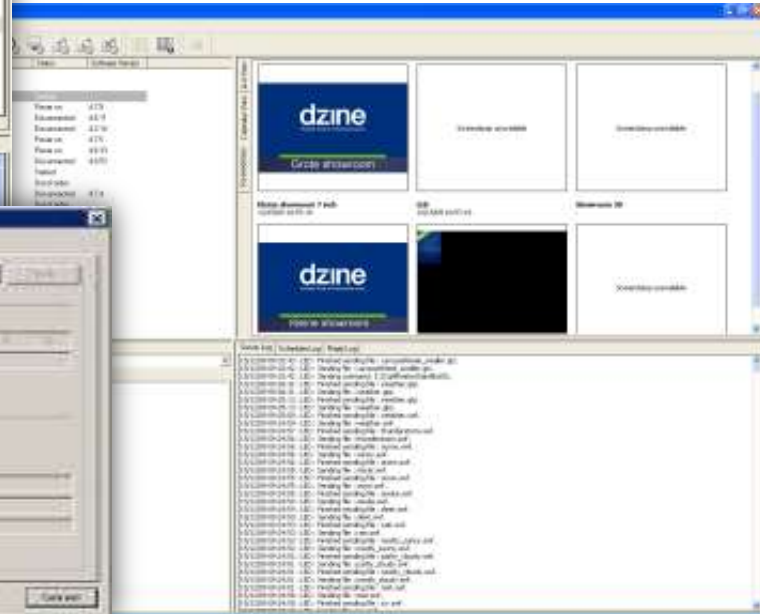
## Content Distribution

# DISplay SERVER | management software



## Monitoring

- » LIVE Screen dump + mosaic (to see what's running on the screen)
- » SNMP monitoring (MIB are available)



Advanced features to minimize the network load between server and players

- » bandwidth throttling
- » Out-of date function (smart update technology for content resending on players)



# Extended Monitoring system

(advanced networks – optional)



## Tooling for services/support | monitoring software

- ✓ The web based dZine Monitoring Tool offers the possibility to (remotely) check your complete signage system.
- ✓ SMS and Email warning system included.
- ✓ Integration of Google maps.

The screenshot shows the dZine Monitoring Tool interface with the following components:

- Navigation:** Overview, Location, Warnings & Errors, Profile Settings, Search (selected), Messages, Information, Favorites, Refresh.
- Search Section:**
  - Search input field with "Search" and "Advanced" buttons.
  - Advanced Search filters:
    - Controller: 5.5 GHz
    - Site Name: 30.140 GB
    - Device: Default
    - Other: Powered On
    - Model: 012 MB
    - Brand Type: A19.02
    - Power: 255.255.0.0
    - Disconnected
    - CPU Temp: Critical (> 80°C)
    - Brand Temp: Normal (< 30°C)
    - MAC: AA:BB:CC:DD:EE:FF
    - Out of Order
- DEVICES OVERVIEW Table:**

Name	Software	IP Address	Subnet Mask	MAC Address	DHCP	CPU Speed	RAM	Disk Space
Meeting Room 8	4.7 build 5	10.0.0.12	255.255.0.0	A0:00:21:14:14:78:00:00	Yes	1.0 GHz	012 MB	20 GB Free
Meeting Room 8	4.7 build 5	10.0.0.13	255.255.0.0	A0:00:21:14:14:78:00:00	Yes	1.0 GHz	012 MB	20 GB Free
Meeting Room 8	4.7 build 5	10.0.0.12	255.255.0.0	A0:00:21:14:14:78:00:00	Yes	1.0 GHz	012 MB	20 GB Free
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Meeting Room 8	4.7 build 5	10.0.0.12	255.255.0.0	A0:00:21:14:14:78:00:00	Yes	1.0 GHz	012 MB	20 GB Free

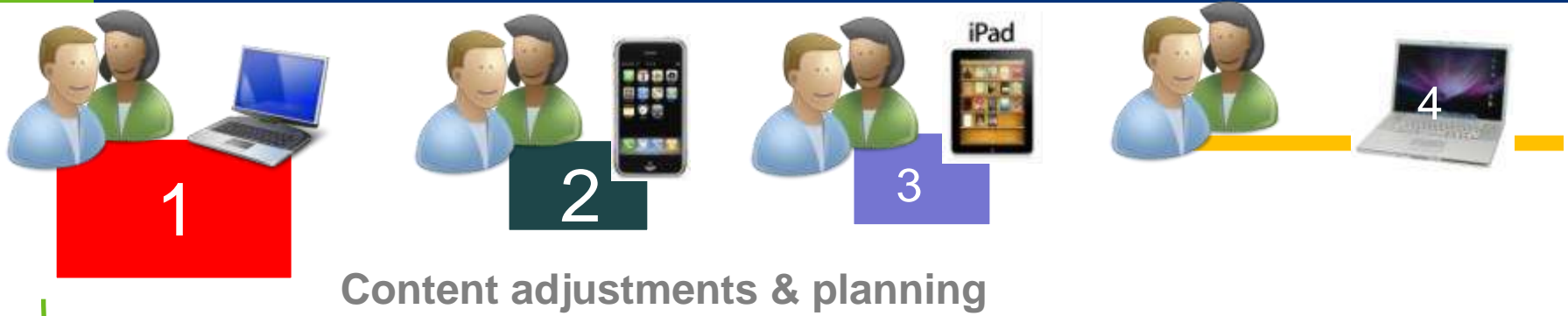
The screenshot shows the dZine Monitoring Tool interface with a Google Maps map. The map displays several location markers with callouts: "Public Transport", "Meeting Room", "Public Bus Station", and "Public Station". The interface includes a search bar, navigation tabs, and a sidebar with options like Overview, Location, Warnings & Errors, Profile Settings, Search, Messages, Information, Favorites, and Refresh.

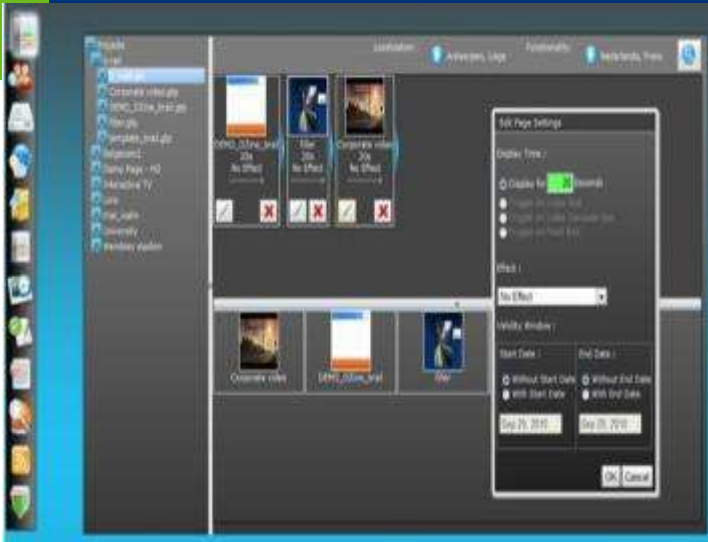
# Web based Content Manager

(advanced networks – optional)

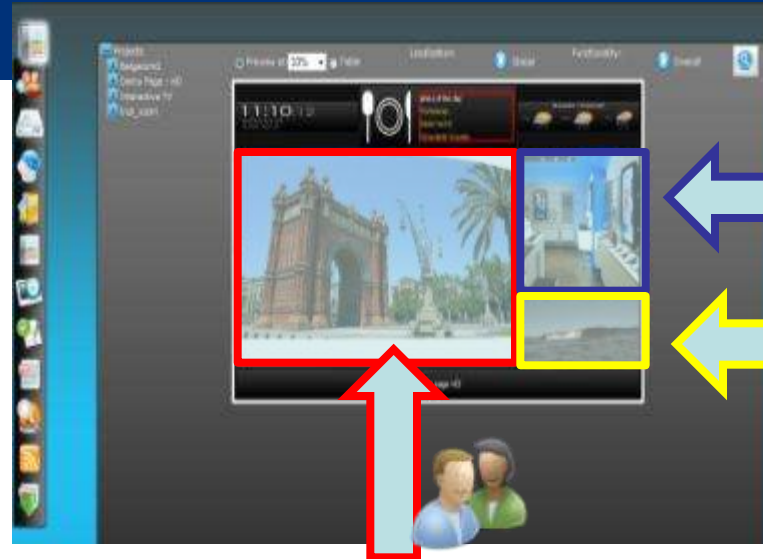
is a **web based solution** allowing users to control the content on their displays without the need for any **dedicated dZine software** to be loaded on their computers. Users log in with a user name and a password to DIS.net using their **web browser**.

- A wide range of features are available;
  - » **content adjustments** through a real time screen preview,
  - » user activity **monitoring (audit trail)**,
  - » **content approval** features for administrators,
  - » **content scheduling**,
  - » live **RSS feeds** and many more...
- The user interface is available in many languages: English, French, Dutch, Italian, Polish, Danish and Finnish.

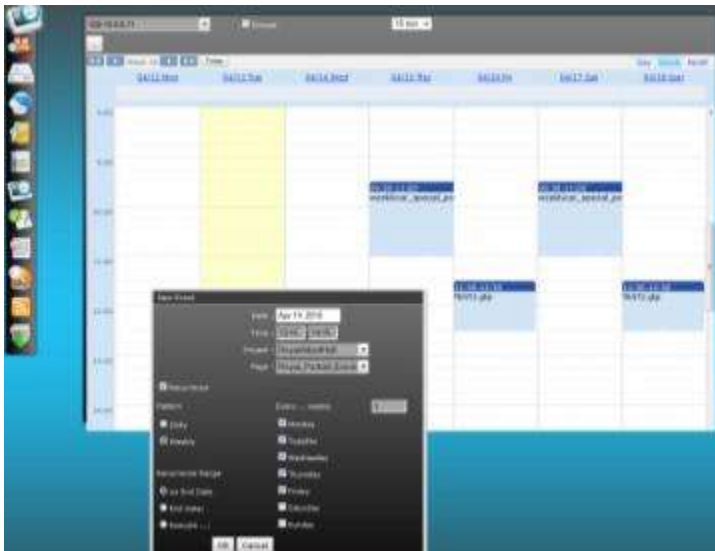




### 1. Playlist creation



### 2. Content editing



### 3. Content planning



### 4. Content approval & auditing

# ■ Software Plug-ins

(optional)

Integration with Microsoft Exchange, Lotus Notes or your alarm system.



Integration with RSS, Media RSS and XML



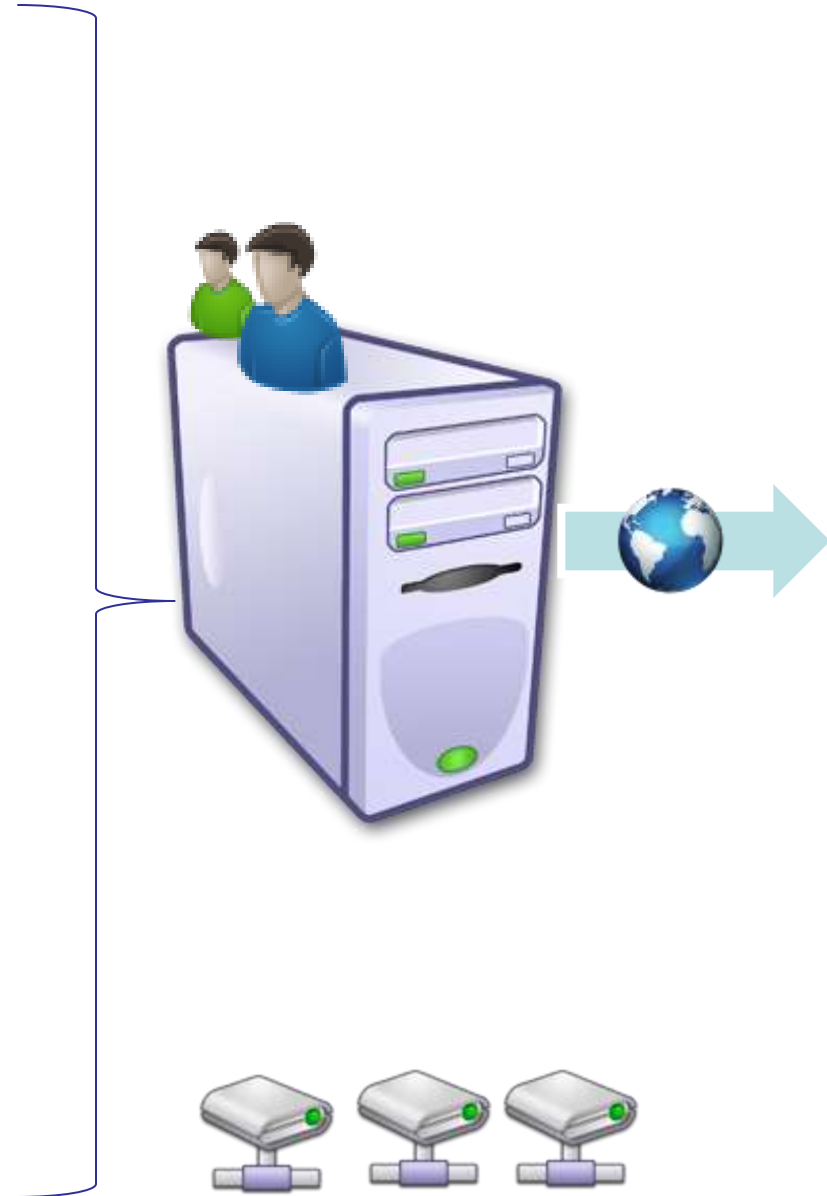
Webcapture to show a part of websites.



Link with dZine inhouse communicator for meeting management



Link with dZine Campaign Manager to sell advertising





- **Playback of content ...**

## dZine system is based on:



dedicated, custom built hardware  
PASSIVE COOLING.

The players run on a

proprietary OS *(no windows os).*

Benefits include

ultra reliability

and

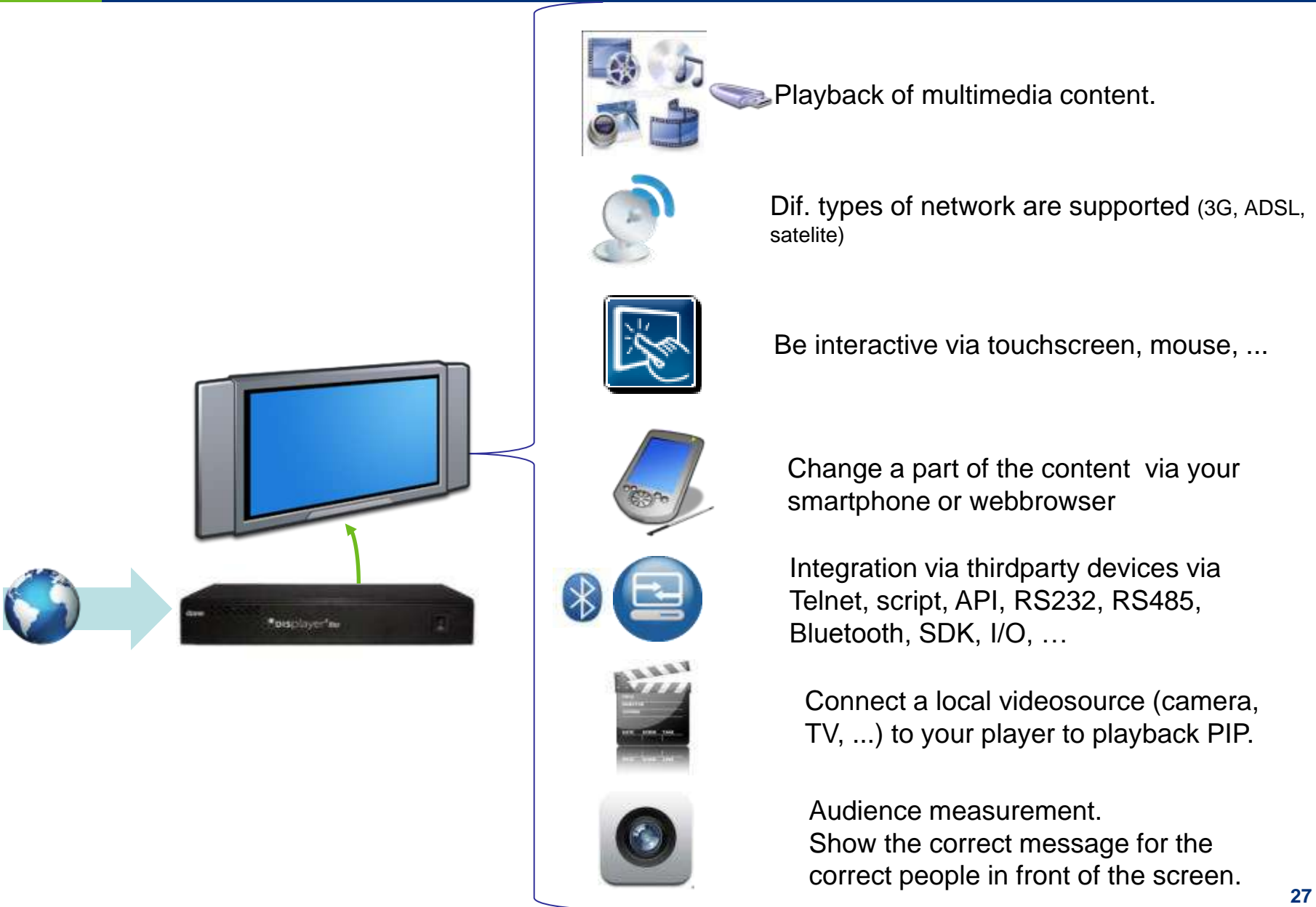
no susceptibility to virus attacks.

Any firmware updates can be automatically delivered from the server.

Players are available with swap-out warranty.

Settings are stored on a removable CF flash card, meaning any replacement units can reprogrammed in minutes.







## **Hardware Players – SD2+ and Displayer2Lite.**

*either rack mount or the D2L can be mounted at the rear of the screen*

## **Embedded Options. 7” and 15” (Room Booking Systems)**

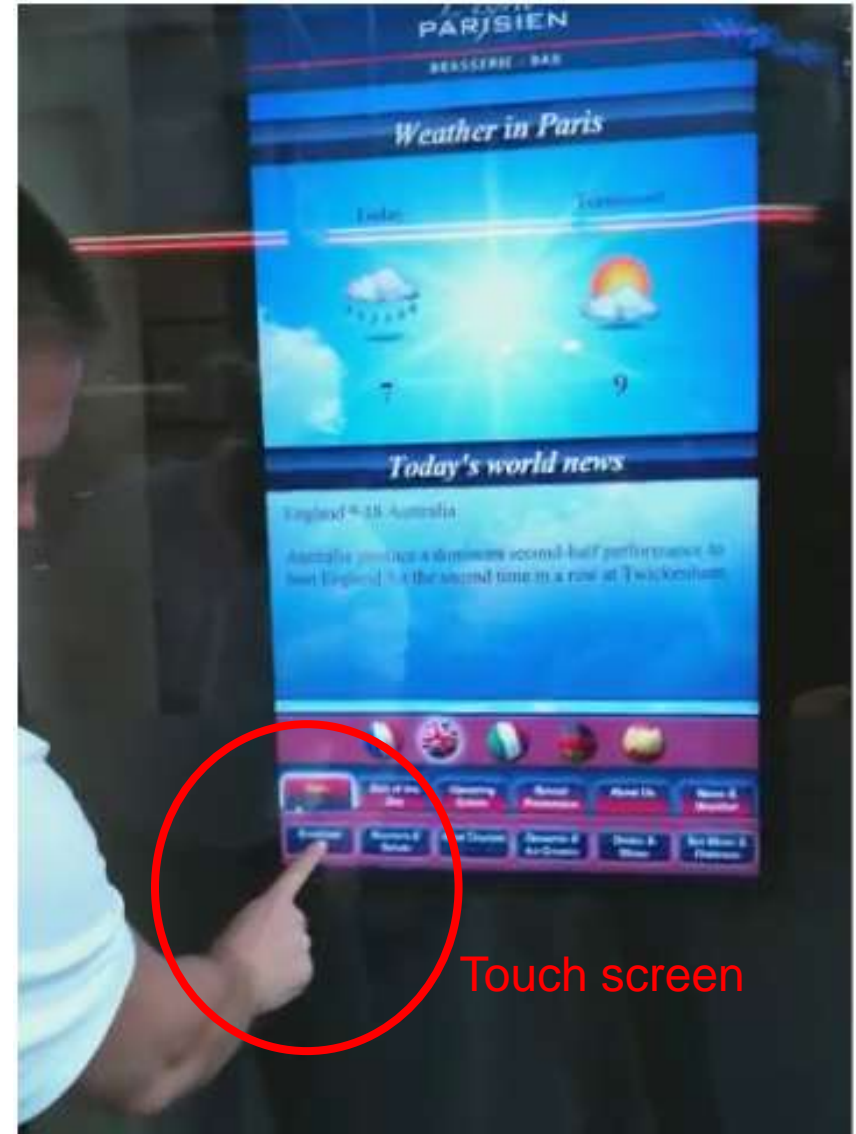
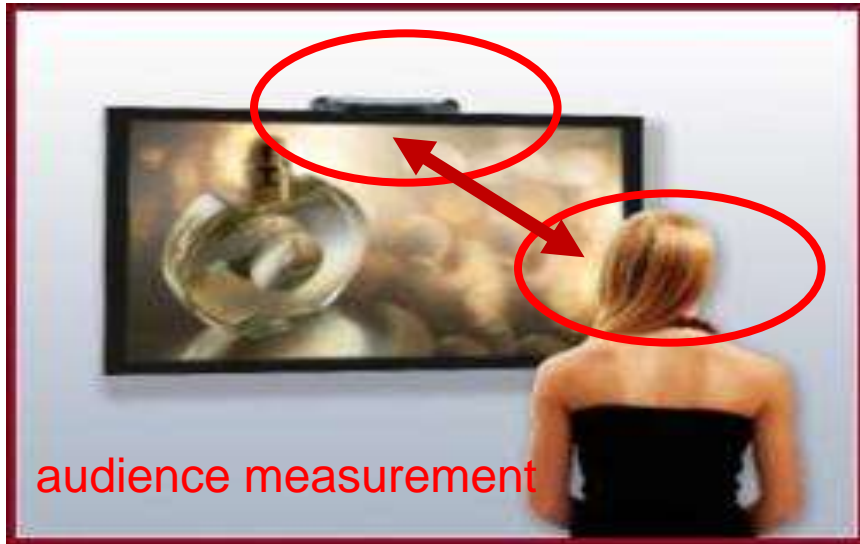
*dZine software can link directly into room booking systems, outlook, exchange etc*

## **Conrac LCD embedded options 22”,32”,42”, 46”,47”,82”**

*Options also include narrow bezel, IP54/66, transfective, Vandal proof.*



- **Special integration**





# Barco and dZine

Premium offering for premium locations

Barco en dZine • [References](#) • Great partners

• **+ 100.000 Systems installed worldwide**

Setting the scene for more than 2,500 gigs and shows every year







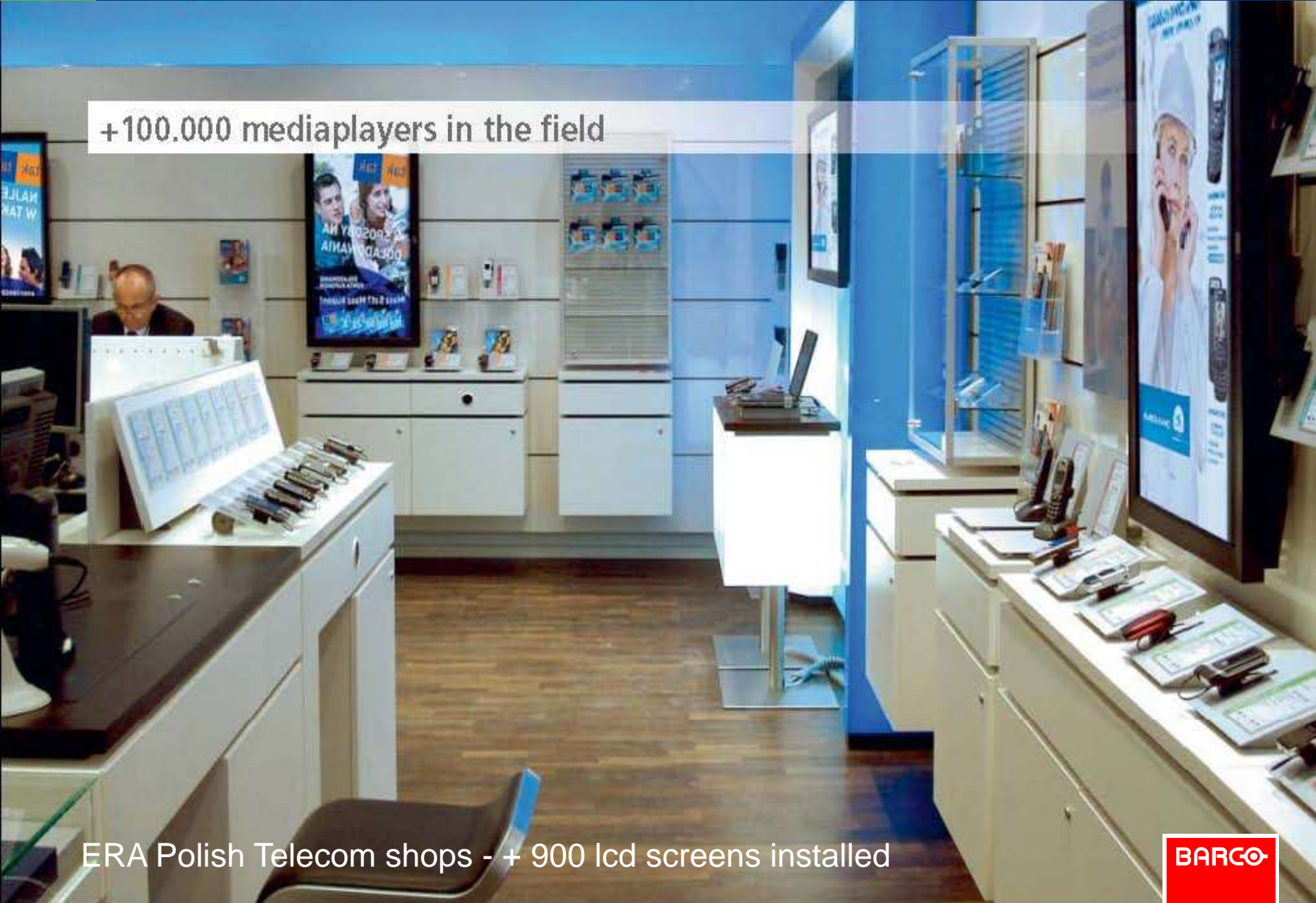
Serving the world's biggest brands in over 50 capitals

Beijing – Largest LED wall in China

**BARCO**

Visibly yours

+100.000 mediaplayers in the field



ERA Polish Telecom shops - + 900 lcd screens installed



Advertising & branding at 250 airports worldwide



Paris Charles de Gaulle - + 3000 lcd screens installed


## LCD displays for advertising throughout the mall



Frederikssund Mall - Norway

**BARCO**

Visibly yours



The flexible platform opens up a world of possibilities for in-theater infotainment:

- ◆ Advertising program guides
- ◆ Promoting concessions
- ◆ Announcing upcoming releases & events
- ◆ Lobby and waiting-area interaction and entertainment
- ◆ Sharing real-time seat occupation information

Kinepolis Group – BE/FR/ESP/PL/CH - + 360 screens

**BARCO**

Visibly yours

46,000 outdoor LED modules at Victory Park, Dallas, USA  
17 million-plus visitors every year



**BARCO**

Visibly yours

Almost 15,000 square feet in size, including a soaring 25-story LED tower



High-brightness, energy-efficient LED display covering nearly 100m<sup>2</sup>



**BARCO**

Visibly yours



A total of 571 square meters of LED in the largest mall on the planet

THE DUBAI MALL

NERO

BARCO

Visibly yours

> 250 major airports

We provide displays e.g. for:



Baggage claim areas



Baggage handling



Lounges



Waiting areas



Dubai Airport  
@ UAE - 4000 screens



Paris Airport  
@ France - 2000 screens

We provide displays e.g. for:



Check-in



Information counters



Gate



Hybrid display board

# Retail

*(Supermarkets, Banking, Pharma, Advertising, Telecom)*



**Lyfra-Partago Bookstores**  
@ Belgium - 300 screens



**AKO Bookstores**  
@ The Netherlands - 310 screens



**Buchwerbung der 9**  
@ Germany - 300 screens



**Bruna Bookstores**  
@ The Netherlands - +400 screens



**Albert Heijn Supermarkets**  
@ The Netherlands - 860 screens



**Colruyt / Dreamland Supermarkets**  
@ Belgium - 1200 screens



**Spar Retail Express**  
@ Belgium



**ALVO Supermarkets**  
@ Belgium - 45 screens



**Super De Boer Supermarkets**  
@ The Netherlands - 400 screens



**Pharma**  
@ Belgium/The Netherlands – 1000 screens  
*Surplus, MultPharma, OPG , ...*



**Spar Lambrechts Supermarkets**  
@ Belgium - 90 screens



**Planet Fitness**  
@ South-Africa - 50 screens



**Post offices**  
@ The Netherlands - 400 screens



**Post offices**  
@ Belgium - +700 screens



**Opel Car dealers**  
@ Belgium – 150 screens



**PEP Stores**  
@ South-Africa





**Belgacom Telecom**  
@ Belgium - 70 screens



**Mobistar Telecom**  
@ Belgium - 180 screens



**BASE / ALLO/KPN Telecom**  
@ Belgium – 125 screens



**Belcompany / Telenet shops**  
@ Belgium - 50 screens



**Polska ERA Telecom**  
@ Poland - 1000 screens



**CBS Outdoor Advertising**  
@ Ireland - 30 screens



**ABN-AMRO BANK**  
@ The Netherlands - 340 screens



**KBC BANK**  
@ Belgium- 50 screens



Bank of Opportunity™





**Bond Moyson**  
stevig ziekenfonds, sterke diensten  
[www.socmut.be](http://www.socmut.be)



WOOLWORTHS  
the difference



# High End Retail & Advertising Projects



## FLUNCH Restaurants Info FLUNCH TV @ France, Spain & Italy

**CBS**  
**OUTDOOR**



# Cinema







**Ussuri Cinema's**  
@ Russia



**Pathé Gaumont Cinema's**  
@ The Netherlands & France



**Kuwait Nat. Cinema Centers**  
@ Kuwait



# Hospitality & Customer Care



**Hotel Group ACCOR**  
@ BE/NL/LUX/UK/FR - 250 screens



**Hotel Group Sheraton**  
@ Belgium – 30 screens



**Hotel Le Meridien**  
@ Belgium





AZ Zusters van Barmhartigheid @ Belgium – 20 screens



# Corporate Communication



SIEMENS

Electrabel  
GDF SUEZ



HONDA



sodexo  
Making every day a better day



umicore  
materials for a better life

SSP Switzerland  
The Food Travel Experts









**Shell**

@ The Netherlands,UK,Qatar  
,Nigeria,Norway ,Houston USA  
(World-Wide Vendor agreement)



**AB InBev**

@Belgium HQ



**JanssenPharmaceutica**

@ Belgium HQ – 80 screens



**European Institutions**

@ Belgium Brussels - 125 Screens



**MTPolska Exhibiton Halls**  
@ Poland



**World Trade Organisation**  
@ Russia



**Queen Elisabeth Conf. Centre**  
@ UK – 55 screens



**7 Zones**  
@Kuwait



**360 Mall**  
@ Kuwait



**Siemens**  
@ Belgium & Senegal

# Public & Government Communication



ABFAHRT

BRUSSEL  
LILLE  
ASHFORD  
LONDON

EUROSTAR

Zug	Abfahrt	Check in	Einzelgite
09125*	11:01	beëndet	beëndet
09133*	13:01	beëndet	beëndet
09141*	14:50	beëndet	beëndet
09149*	17:01	16:01	16:49
09157*	17:50	16:50	17:41
09165*	18:50	17:50	18:41
09168*	21:01	20:01	20:46





## NMBS – All Trainstations @ Belgium – 2000 screens

Communauté française de Belgique



Ministerie van  
Binnenlandse Zaken en  
Koninkrijksrelaties



# Newest projects



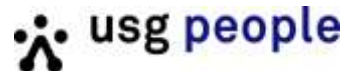
HYPOTHEEK VISIE



Mercedes-Benz



HONDA





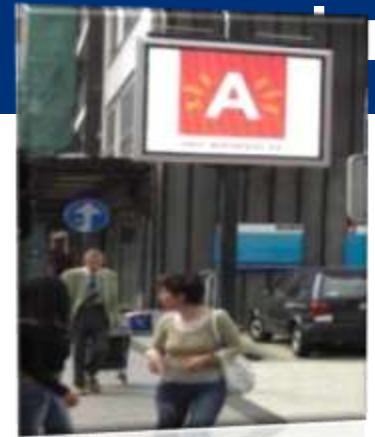
# Out-of-Home



**Ski Resorts**  
@ FR-CH-IT-AU - 50 units



**City of Kortrijk**  
@ Belgium



**City of Antwerp**  
@ Belgium



**12 LED Panels Community Parks.**  
@ South Africa



**City of Knokke**  
@ Belgium – 25 units  
(3G connected)



**Oxialive**  
@ France

# Don't Let Your Screens be Next...



...buy a dZine system 😊

Thanks for your interest  
in our products!

Member of

