



Advertising & Information System



iAD is a sleek, advertisement and information device which transmits message through any size of LCD, LED, Plasma or TV screen. It is recognized as one of the most effective advertising and information tool that provides optimal advertising messages to target customers.

iAD is the next generation signage server display, a scalable platform that allows display of media within shops, offices and public places. Its full use of existing infrastructure lowers installation, operational and implementation costs.

iAD's intuitive design and ease of use makes it desirable for all. Content can be easily uploaded with the use of standard web browsers. The timing schedules, system passwords and back up ensure maximum stability and security.

Also included is an optional ticker for displaying predefined messages as well as real-time information such as stock quotes, news headlines, weather and traffic reports, and special announcements.

Benefits:

- ▶ Increase revenue from promoting other businesses
- ▶ Promote your own business
- ▶ Other applications: show advertising and information at residential and commercial buildings, colleges etc; real-time training with other branches
- ▶ Standalone or networked operation
- ▶ Built-in web and database servers
- ▶ Economical and entirely self-contained

Easy Installation, Low Maintenance

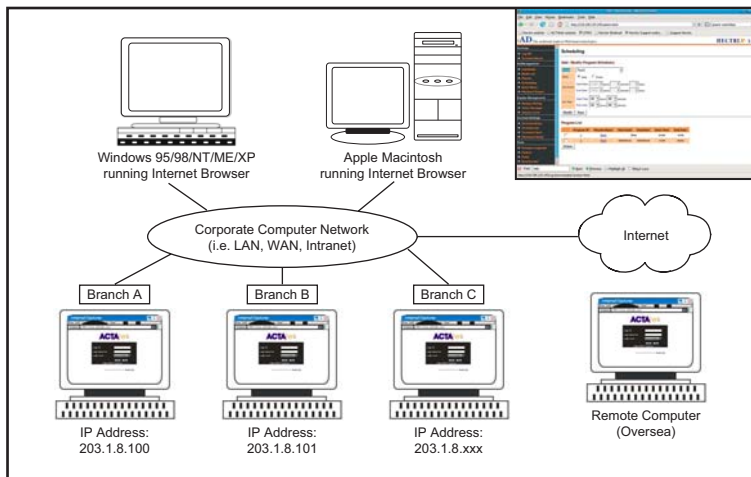


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A Typical iAD Connection Diagram



► Modular Approach

iAD is a scalable platform for future expansion. It can easily be integrated and maintained.

► Economical and Cost-saving

With all software and hardware built-in, no extra installation is necessary. All the technology is based on existing infrastructure and easy to use and maintain.

► SSL-encrypted web-based technology

Anytime anywhere access for configuration and remote monitoring via any web browser. SAVE TIME and COST on unnecessary dedicated architecture. All communication between devices and web browser is encrypted, which leaves no opportunity for data theft. The iAD is location independent for multiple screen display, with all units accessible centrally via the web server technology.

Technical Specifications

General

Size:	10" x 8.5" x 2.5" (L x W x H)
Weight:	5 lbs (will be lighter in future generations)
Power:	12V DC
Storage Size:	2 GB (optional upgrade to larger memory)
Accessories Include:	1 straight network cable, 1 crossover network cable, 12V DC power supply, display rack, RCA cables and operational manual
DDR RAM:	256 MB
Operating System:	Windows, Linux, Mac, Window CE
Encryption:	Secure Socket Layer (SSL)

Video / Audio

Media Type:	DVD, VCD, Video input MPEG 1, 2 & 4 avi, png, JPEG
Aspect Ratio:	3:4 to 16:9
Supported Display:	S-Video, composite and VGA
Video Streaming:	MPEG 1, 2 & 4 Unicast / Multicast / VOD streaming Real-time / Standard ticker display

Features

► Compatible with various media formats

iAD supports various media formats, which include images such as JPEG, GIF, and TIFF, as well as video files such as MPEG 1, 2 & 4, .wmv, .avi, .mov, RTP (video) streaming, video-on-demand and any similar DVD-quality files.

► Plug-and-Play device

Easy operation of the device, all it needs is a power connection, network connection and display screen connections. The unit is capable of connecting to various interfaces for the display of advertisements via VGA, S-video and composite outputs. The ethernet port allows for communication to receive content over TCP/ IP networks.

► Built-in web and database servers

iAD comes equipped with a built-in software and hardware, as well as a web server and 2 GB flash microdrive for the storage of media and configuration files. This plays up to 60 minutes of DVD-quality video files. The benefit of this is that the advertisement or information display does not depend on the network status since all files are stored within the system.

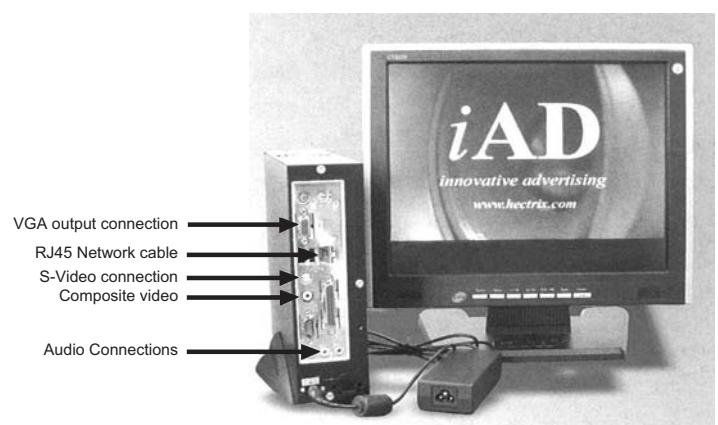
► Standalone or networked operation

iAD can work in various methods, for instance, the iAD can each be connected to 1 display screen (LCD, Plasma or other of any size). The content can be managed via the web interface of the iAD. Second, you can have 1 iAD connected to up to 4 display screens via a standard VGA-video splitter. Third, you can connect multiple iAD units in a network and synchronize all the data within them at various locations to display the same advertisements at any given time without any geographical constraints. These iAD units can then be connected to single or multiple display screens.

Network Specification

Network Addressing:	Static IP addressing and Dynamic IP assignment via DHCP
Remote Diagnosis:	Live reporting via web interface
Network Interface:	10/100 base Ethernet (built-in) GSM/GPRS Wi-Fi (optional)
Data Synchronization:	Available between primary / secondary configuration

Interface Connections



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