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intel IoT Solutions Alliance   RoHS   V958 94300004920E

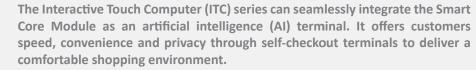## Airport In-Store Digital Signage

The Digital Signage Player series (DSP series) is a powerful platform for the dissemination of information and communication of messages for advertising in airport retail stores.

The DSP series supported two to nine displays for in-store marketing at the retail stores of an international airport. The requested system solution was supposed to meet the following requirements:

• AMD Ryzen™ Embedded V1000 series processors
• Vega GPU with up to eleven compute units
• Two M.2 Key M (SATA and NVMe)
• One M.2 Key E for Wi-Fi/Bluetooth
• One M.2 Key B for 4G/LTE

Supporting 4K content through four HDMI 2.0, the DSP600-211 was used for playing interactive advertisements and promotional information. The displays were mounted as part of the store layout for showcasing merchandise, producing dazzling images or listing promotional items and prices as digital menus that allowed storekeepers to manage real-time content from anywhere to attract customers and increase sales. The DSP600-211 is also ideally suitable for passenger info systems.

Supermarket Self-Checkout Solution

The Interactive Touch Computer (ITC) series can seamlessly integrate the Smart Core Module as an artificial intelligence (AI) terminal. It offers customers speed, convenience and privacy through self-checkout terminals to deliver a comfortable shopping environment.

The Interactive Touch Computer (ITC) series was used for the intelligent self-service terminal of the retail sector. The requested system had to meet the following requirements:

• Intel® Smart Display Module (SDM) CPU card
• 15.6" full HD TFT LCD
• Aspect ratio: 16:9; brightness: 300 nits
• Fast time to market
• Easy installation and maintenance

Service speed is one of the determining elements that influence customer satisfaction. Self checkout terminals can drastically enhance shopping experience by enabling customers to easily check out and pay for products without staff assistance to ensure rapid service speed. The ITC150WM supports the Intel® SDM CPU card. By just using two screws to change the module, the ITC150WM ensures easy installation and maintenance. The intelligent ITC series has also integrated remote management software to provide more functions for retail stores.

Intelligent Retail Solutions
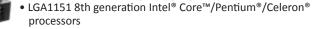
Intelligent Retail

Today, retail stores are getting smarter by integrating advanced computer hardware solutions with technology like Intel® RealSense, Intel® vPro™, Intel® AMT and Intel® Quick Sync Video into their store's infrastructure to improve brand loyalty and product offerings. The cutting-edge technology enables retailers to optimize operation strategies by responding immediately to customer needs and market trends for the purpose of increasing sales revenue and market share.

Axiomtek's advanced digital signage players, panel PCs and smart display modules have been chosen by many industry-leading retail stores and grocery chains, to enhance customers' shopping experience and improve store operations. With over twenty-eight years of experience providing innovative hardware solutions to either hypermarket stores/shopping malls or small stores/quick-service restaurants, Axiomtek has helped retailers gain a real competitive advantage over their rivals.

TARGET MARKETS

- Edge Computing Gateway
- Interactive Signage
- Digital Signage
- Interactive Whiteboard
- Interactive Kiosk
- Intelligent Shopping Cart
- Intelligent Vending

DSP800-523
Extreme Performance Digital Signage Player
- LGA1151 8th generation Intel® Core™/Pentium®/Celeron® processors
- Intel® Q370/H310 chipset
- Supports one PCIe x16 or two PCIe x8 slots for Graphics cards
- Supports up to eight 4K or FHD displays
- Supports two 2.5" SSD with RAID 1

DSP600-211
AMD 4K Digital Signage Player
- AMD Ryzen™ Embedded V1000 series processors
- Vega GPU with up to eleven compute units
- Two DDR4-2400 SO-DIMMs for up to 32GB of memory
- Five USBs and two GbE LANs
- Two M.2 Key M (SATA and NVMe) and one M.2 Key E for Wi-Fi/Bluetooth
- Supports 4K content through four HDMI 2.0

DSP500-523
4K Digital Signage Player
- LGA1151 8th generation Intel® Core™/Pentium®/Celeron® processors
- Intel® Q370/H310 chipset
- Integrated Intel® UHD Graphics 630
- Two DDR4-2400 SO-DIMMs for up to 32GB of memory
- Four USBs and two GbE LANs
- Supports 4K content through three HDMIs

DSP300-318
Fanless Digital Signage Player
- Intel® Pentium® N4200/Celeron® N3350 processors
- Two DDR3L-1600 SO-DIMMs for up to 8GB of memory
- Three USB 3.0, one USB 2.0 and two GbE LANs
- Supports 4K content through DisplayPort/HDMI
- Ultra-slim and fanless design

OPS700-520
Open Pluggable Specification-Plus (OPS+) Player
- LGA1151 8th generation Intel® Core™/Celeron® processors
- Intel® Q370 chipset
- Two DDR4-2400 SO-DIMMs for up to 32GB of memory
- One M.2 Key M for storage and one M.2 Key E for Wi-Fi/Bluetooth
- Supports additional DisplayPort and PCIe x4 through HRS-FX18 connector
- Supports three independent 4K displays
- Supports Intel® AMT 12.0 and Intel Unite® solution

(Store diagram labels:)
- Interactive Digital Signage
- Service Information Kiosk
- Intelligent Shopping Cart
- Self-service Ordering Machine
- Digital Menu Board
- Passenger Information
- Bus Shelter Signage

SDM300S
Intel® Smart Display Module Small (Intel® SDM-S)
- Intel® Apollo Lake processor
- 4GB LPDDR4 memory onboard (8GB optional)
- 32/64GB eMMC onboard (32GB optional)
- One M.2 Key E for Wi-FI/Bluetooth and one GbE LAN
- Easily integrates into slim displays

SDM500L
Intel® Smart Display Module Large (Intel® SDM-L)
- Intel® Whiskey Lake-U processor
- Two DDR4-2400 SO-DIMMs for up to 32GB memory
- One M.2 Key B, one M.2 Key M and one M.2 Key E slots
- One HDMI, four USB 3.0, one USB type C and one GbE LAN
- Supports Intel® vPro™ technology

ITC150WM
15.6" FHD TFT LCD Slim Bezel Modular Panel PC
- Intel® Smart Display Module (SDM) CPU card
- 15.6" full HD TFT LCD
- Aspect ratio: 16:9; brightness: 300 nits
- Slim display with less than 40 mm thickness
- Swappable CPU card design

ITC210WM
21.5" FHD TFT LCD Slim Bezel Modular Panel PC
- Intel® Smart Display Module (SDM) CPU card
- 21.5" full HD TFT LCD
- Aspect ratio: 16:9; brightness: 300 nits
- Slim display with less than 40 mm thickness
- Swappable CPU card design

Self-Service Kiosk
32" Self-Service Kiosk
- Modular design
- Preplanned components
- Quick service and maintenance
- Professional industrial design expertise