ClearOne Enters Digital Signage

Written by Marco Attard
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ClearOne introduces **IMPRESS**, the company's first digital signage solution, based on Windows software components. Designed for use with ClearOne's IP-based
VIEW AV
distribution and control system, IMPRESS will broadcast messaging with HD content to a nearly limitless number of displays. IMPRESS allows remote access and control from PCs, popular tablets and mobile platforms such as Android, Apple and BlackBerry devices.

We don't have any phoros yet, but IMPRESS is one among several new ClearOne products to be shown for the first time at InfoComm.

"IMPRESS is yet another demonstration of the versatility and value of our StreamNet™ technology," says Michael Braithwaite, Chief Strategy Officer. "IMPRESS will attract interest from businesses looking to implement digital signage capability on an IP network, because of its unique simplicity, power and, ease of use in commercial environments. This is the only system of its kind with one-touch access to broadcast on-demand content and any associated room settings such as lighting, projectors, window treatments, green facility management and audio settings."

IMPRESS IM100, the rack-mountable hardware engine of the new system, includes inputs for analogue audio and video sources, and also provides an Ethernet port, an RS-232 port and USB ports. Works with IMPRESS Composer, the system's Windows-based software.

IMPRESS' signage features include four regions for crawling text and static contents, display support for HD 1080p video, 16:9 and 4:3 formats, 1 GB internal RAM and a 160 GB hard drive.

IMPRESS will shipment in late July 2011 priced in USA at $5999 MSRP.

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