Sapphire Signage Hardware, Software at ISE 2013

Written by Marco Attard
26. 02. 2013

When you search the word "Sapphire" on Google Search, you'll find 174 million references but Sapphire Technology comes up first, Number One even ahead of its namesake, the valuable gem.

While visitors at ISE might have been unfamiliar with this new entry in digital signage, some will recognize the Sapphire Technology brand as a famous maker of computer graphics cards.

Like Intel or Microsoft, Sapphire Technology is making the jump from IT to digital signage. Unlike Intel or Microsoft, Sapphire showed up with a stand at ISE.

They showcased a lineup of AV signal distribution and digital signage hardware and software offerings at ISE 2013-- with player PCs, extenders, splitters and video wall components driving a number of demos at the show.

First seen at the stand are the Edge HD- and VS-Series player PCs, with compact designs packing AMD technology. Sapphire says the PCs offer both performance and energy savings, with features such as multiple HD output support, wired or wireless networking and integrated

Sapphire Signage Hardware, Software at ISE 2013

Written by Marco Attard

26. 02. 2013

audio.

The company also offers barebones models ideal for custom configurations.

Also seen at the show are the PowerScale HDMI over CATx transmitter/receiver/extender kits and the Vid-2X splitter/expander.

And then there's the PowerCastX digital signage software-- a multi-zone/multi-display signage system creation solution leveraging AMD Eyefinity technology. It features an easy-to-use interface and handles anything from high-resolution content in dedicated zones across a single display to an extensive display grid from a local player PC.

Don't be fooled by the modest stand at ISE: this is a company who will leverage its IT know-how in digital signage to success like AOpen or Advantech. For example, Sapphire didn't come with one or two players: they enter with a well-thought out full range of products including software to make Sapphire an end-to-end digital signage solution.

Go [Sapphire Technology](#)