

Digital Signage Meets Vertical Markets

Written by Bob Snyder
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Cayin will introduce in-depth digital signage integrations for different vertical markets at ISE 2011.

From the live demo at Cayin's booth, visitors will experience how their platform can be integrated with external web servers and digital devices in different vertical markets. The following applications will be showcased in the exhibition:

3G, GPS, Google Maps: Cayin's SMP-WEB series digital signage players can integrate with 3G and GPS technology to provide mobile and place-based solutions. Players installed in moving vehicles can playback content based on location. Administrators can also locate each player on Google Maps and instantly have an idea of overall connection status of all players.

Access Control System: after integration, SMP-WEB series digital signage players can convey both general and individual messages when employees scan the RFID card at the entrance. The screen can even send out warning messages to those who have bad attendance records when CAYIN's solution integrates with an attendance system.

Bank System: digital signage players can integrate with a bank's web server to present currency exchange rates, interest rates, and news tickers automatically on screens.

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Barcode Scanner: a scenario presents how retailers can utilize a barcode scanner with digital signage to boost sales.

By meeting vertical market requirements, Cayin expects their digital signage solutions to win more projects and tenders for its integrators.

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