

inLighten releases **Argo**, a thumb-sized digital media player for digital signage applications that the amker says is t **he first of its kind to feature a Windows Operating System**



"Argo was created for organizations that seek the savings in hardware and installation costs made possible through stick-sized media players, while maintaining the consistency of their Windows-based environments," says inLighten CEO, Dan Snyder.

"The unprecedented success of our Android-based Apollo solution, confirmed that our streamlined approach to digital signage will be a dominant format moving forward. As a result, we've worked diligently during the past year to bring the same advantages to the Windows world with Argo."

From inLighten's hosted **Argocast network**, users can access everything they need to present compelling content on their screens from anywhere at any time – including intuitive content creation software and media management tools with versatile scheduling options and network controls available through their Argocast Manager Web account.

"What makes Argo so appealing is how much the client receives and how little they have to do to get started," added inLighten VP, Jeff Taylor. "Plug the Argo unit into the HDMI port of your TV and wirelessly connect to the Internet. It's now that simple to implement a fully

First Digital Signage HDMI Stick with Windows

Written by Bob Snyder
19. 01. 2015

Windows-enabled digital signage solution."

Once plugged in, the Argo unit is configured to automatically connect to the Argocast network to retrieve content and playback instructions. **Argocast Manager** enables users to designate content for pickup and establish when, where and how they'd like that content to appear. Argo accepts a wide range of video, audio and graphic content types and features the ability to incorporate real-time content elements such as .txt and .xml files, RSS feeds and html. Social media favorites like Twitter and YouTube can also be included.

Matt Welter, inLighten Director of Communications adds that, "With such a range of choices for the kinds of content that can be presented, you might think that there's a big learning curve for users, but because the Manager interface has been designed to accommodate all skill sets, we find that our clients become proficient in a short amount of time and are very quickly displaying content that's extremely dynamic and engaging."

The company said that Argo units will begin shipping before the end of the first quarter of 2015.

Go [inLighten 's Argo](#)