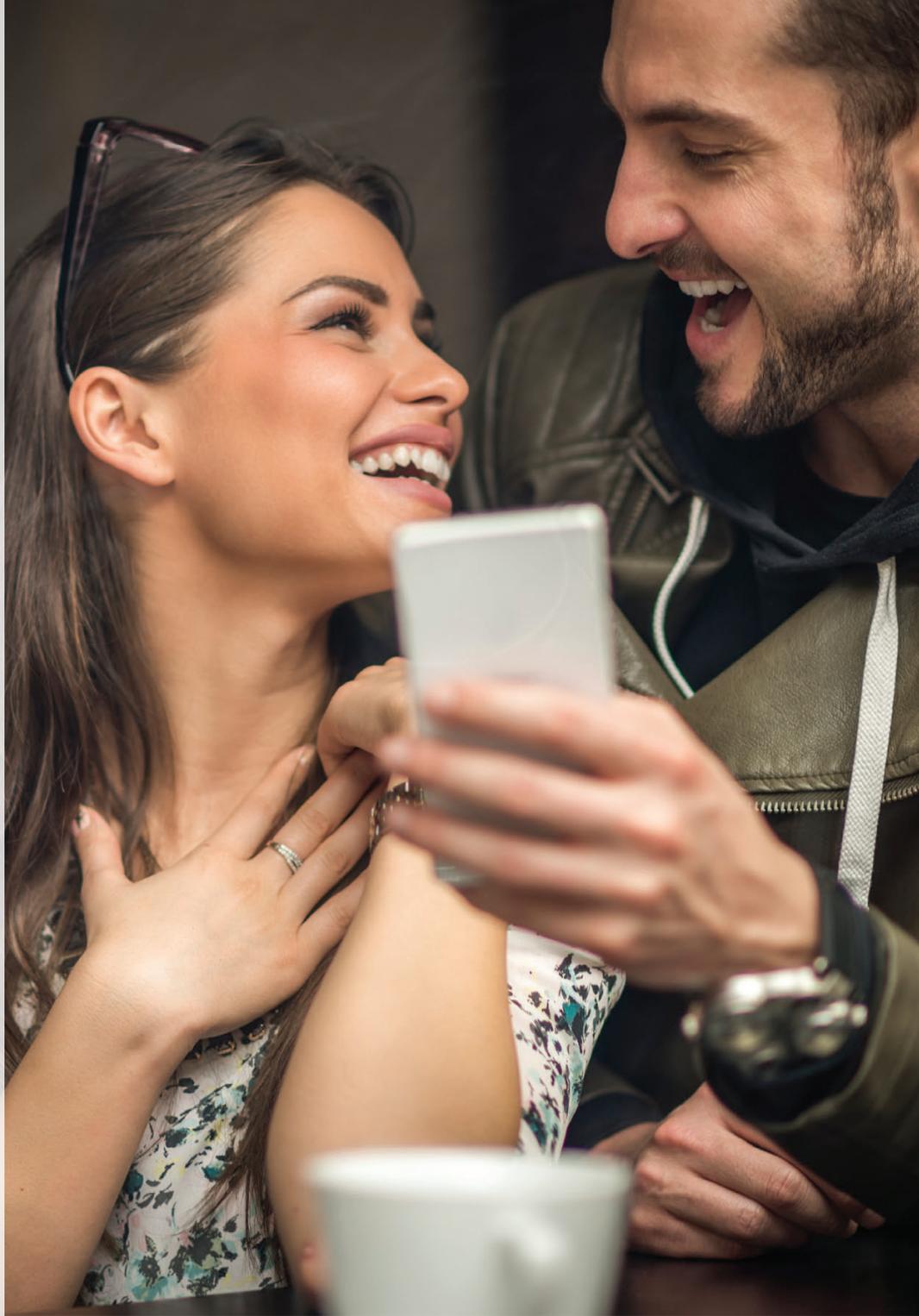




Chameleon for Digital Signage xPlayer

The new Chameleon for Digital Signage Extended Player or xPlayer dramatically improves customer engagement. Interact with Google Android and Apple iOS phones nearby. Automatically display Apple Wallet coupons, launch or install retailer Android apps or view retailer web pages within the phone browser. The xPlayer features extended temperature operation with optional cell data connection for outdoor use without a nearby Internet connection for content management.



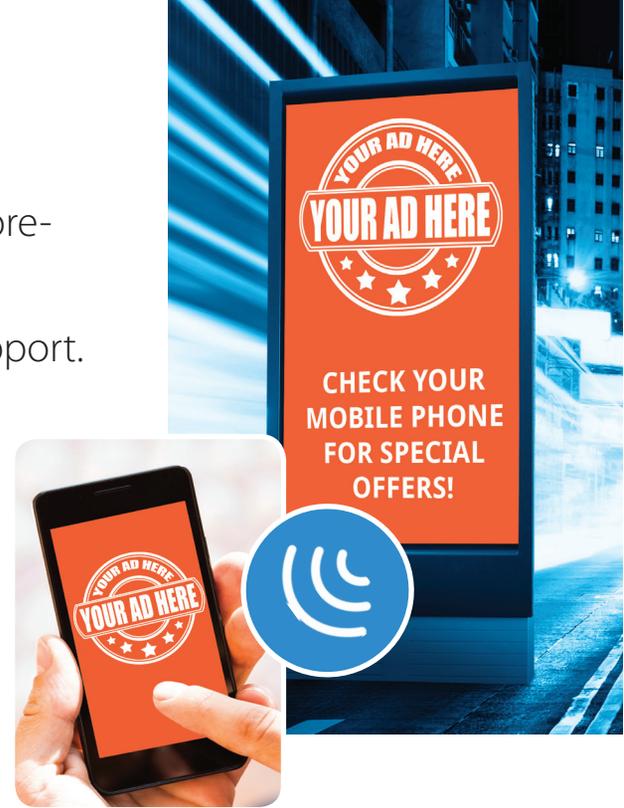
DEVICEWORX.COM
TECHNOLOGIES INC.

Simple, reliable, all-weather digital signage
that engages local mobile devices.

www.deviceworx.com

Benefits

- All-weather Android digital signage player with pre-installed software for fast and simple setup.
- Simultaneous digital signage and beaconing support.
- Supports simultaneous broadcast of iBeacon, Eddystone beacon and AltBeacon signals to phones up to 300' or 100 m away with configurable range.
- Leverage beacon signals to automatically display your Apple Wallet coupons, launch or install your apps, or display your online web content within Smartphones for users that have opted in. Draw in consumers to increase store traffic and sales.
- Includes all the features of the Chameleon digital signage solution including music streaming, display of graphics, video, weather, news, etc.
- Ethernet, Wi-Fi or Cell Data connectivity for device management and content updates.



Features

xPlayer extends the capabilities of Chameleon for Digital Signage technology by supporting Outdoor operating temperatures ranging from -40 to 85 deg Celsius (-40 to 185 deg Fahrenheit). The fanless and solid state xPlayer can drive LED signs, drive thru kiosks or any display running at extreme temperatures without the need for expensive heating or cooling.

xPlayer connectivity includes cell data in addition to traditional Ethernet and Wi-Fi. The cell connectivity option can dramatically reduce installation costs in locations where Ethernet or Wi-Fi are not readily available.

Perhaps the most significant feature of the xPlayer is a Bluetooth Low Energy (BLE) chip. This chip turns the

...Features continued

xPlayer into a beacon transmitter which supports cutting-edge proximity marketing methodologies.

The pre-installed Apple Wallet within iPhones can prompt users when it receives an iBeacon transmission pre-loaded from the xPlayer and show users coupon-style passes. xPlayer iBeacon IDs can be scheduled to notify users of different coupon-style passes at different times.

Google Chrome (on iPhones) can notify users and then forward them to a retailer web page when an iPhone receives an Eddystone beacon from the xPlayer.

Google's Nearby technology included within Android phones can also notify and link users to a retailer web page when an Android phone receives an Eddystone beacon from an xPlayer.

Retailer or 3rd party iPhone, Android and even Windows Mobile apps can react to iBeacon, AltBeacon or Eddystone beacon transmissions from the xPlayer. Reactions may include display of an offer or information for a product or service that is sold in proximity.

Google Nearby technology also supports Android app launch



and installation when signalled by an Eddystone beacon. Users do not need to install or start apps in advance!

Marketing research shows that proximity marketing technologies work best when coupled with a Call To Action (CTA) such as "Check your phone for local offers". The best technique for getting customer attention is to show them a CTA using a digital sign. The xPlayer's dual support for driving a screen and transmitting beacons to phones ensures the highest rate of return for advertisers.

The Chameleon xPlayer complements our standard indoor player systems to provide a complete suite of low cost hardware options to meet all your digital signage needs.

Product Details

- **Drives High-resolution Screens.** Supports any HDMI or DVI connected screen to a resolution of 1920w x 1080h (1080p) in landscape or portrait mode with video playback to 30 frames per second.
- **Runs Anywhere.** Solid state design with industrial-grade aluminum enclosure supporting wall or panel mounting and operating temperatures from -40 to 85 deg Celsius (-40 to 185 deg Fahrenheit).
- **Easily Connected.** The Ethernet connection works with routers and other networking hardware with no IT assistance required. Select an available xPlayer Wi-Fi or cell data variant and get wireless networking support through an existing Wi-Fi access point or cell data network.
- **Managed through the Chameleon Dashboard.** Monitor xPlayer health and configure both screen and beacon-supported advertising through the reliable Chameleon Dashboard using a web browser with an internet connection.
- **Scheduling Support for Digital Signage and Mobile Interactions.** Advanced scheduling of screen content, beacon IDs and beacon URLs is supported. Schedule advertising based on the current time, day, week, season, etc.
- **Supports User Opt-in.** Initiate Smartphone prompts after users opt in to beaconing. Users can then select or ignore iOS and Android prompts to view coupons, offers or other retailer info.
- **Works with Apple Wallet and Google Chrome.** Engage consumers with no app installation required.
- **Installs Android Apps.** Signal an Android device to visit the Play Store to install a retailer app when not installed.
- **Starts Android Apps.** Launch an installed app and provide the location to the app for location-specific functionality.
- **Apple Wallet Pass Creation.** xPlayer operators can access our online coupon-style pass creator to develop coupons that can be used in Apple Wallet or 3rd party Android apps.
- **Fast and Simple Player Setup.** Plug the xPlayer into a screen, power and a network connection and you're good to go.

Install Requirements:

- Internet connection through Ethernet, Wi-Fi or LTE.
- Wall power supported worldwide through the included power supply (100 - 240 Vac, 50/60 Hz) or 12 VDC from an alternate source.
- HDMI or DVI Connectable Display.



www.deviceworx.com
Toll-Free: 1-888-409-2688
Email: sales@deviceworx.com

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