

signage solutions



simulated image

Simple signage does not have to be a big production.

Sony presents Simple Signage Solutions – easy-to-use digital signage packages that allow small businesses – whether houses of worship, doctors' and lawyers' offices, mom-and-pop restaurants, or retail stores – to utilize effective signage simply and easily. There is a choice of seven high-performance displays of various sizes, plus a Hyper Media Player (HMP) containing user-friendly templates and management software, and the required connecting cable. No fuss, no bother, no need for extensive IT configuration.

Available Bundles

- ▶ FWD-S55H2/DS
- ▶ FWD-S46H2/DS
- ▶ FWD-S42H2/DS
- ▶ FWD-55B2/DS
- ▶ FWD-46B2/DS
- ▶ FWD-42B2/DS
- ▶ FWD-32B1/DS

This affordable, flexible digital signage solution means that small businesses can get a big bump in visibility from one reliable package. It's just a few simple steps to getting information and graphics up and running on one of Sony's accurate, clear displays. Simple, economical, dependable: you might call it a bundle of joy.



Simple Signage Bundles – digital signage to help build business.

This simple solution makes it easy to add sophisticated digital signage to an establishment. Screens can have multiple zones, each containing a variety of content, such as a clock, real-time weather, traffic, or other news feed via RSS, pictures and/or video from files or streaming video content, freeform text, or bulleted lists. The built-in drag-and-drop interface makes it simple to create pages and programs quickly and easily. Because it runs in a browser, signs can even be updated from a wireless tablet or smartphone, or from a remote location.

Because the displays use LED backlighting and the player uses only 3-6 watts of power, this signage solution is eco-friendly so signs can keep selling – even when you aren't there!

digital signage made easy

Here's what you get with our
Simple Signage Bundle:

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1. Your choice of seven high-performance display panels.

These flat-panel displays feature stunning picture display, high contrast, and portrait or landscape orientation.

► FWD-32B1, FWD-42B2, FWD-46B2, FWD-55B2

- Full HD 1920x1080 panel
- Landscape or Portrait orientation
- Professional grade for 24/7 operation
- LED backlight (CCFL on the FWD-32B1)
- Full complement of video interfaces
- Both RS-232 and RJ45 control interfaces
- Thin bezel
- Burn-in resistant LCD technology
- VESA-compliant mounting points

► FWD-S42H2, FWD-S46H2, FWD-S55H2

Includes all of the above, plus:

- High brightness
(1,000 cd/m² for 55H2; 700 for 46H2 & 42H2)
- Option slot for HDS/SDI input card
- DICOM simulation gamma setting
- Picture-in-Picture



2. HMP200 player: The HMP200 is small and robust, doesn't require a server, and has no moving parts. Each player comes pre-installed with Fusion™ software for simple template-based content creation – right out of the box. It's easy to use and requires virtually no training. With a simple drag-and-drop interface, this player makes it easy to create professional-looking content in no time.

► Software features and applications:

- Template-based content creation
- Drag and drop interface
- Browser-based for anytime, anywhere access
- RSS integration
- Full template library

► HMP Features:

- 1080p Full HD
- Internal solid state 8G hard drive with external flash drive and hard drive via USB
- No PC so it's secure from virus and Windows® issues
- Simple zero config network integration
- Dynamic content: RSS feeds, widgets (weather, clocks, effects), animations, instant messaging, queue management
- Dynamic zones to position multiple Full HD videos and other media wherever you want
- Comprehensive scheduling options

3. Connecting cable:

Short HDMI® cable connects the player to the display.

Browser-based interface can be accessed via tablet or smartphone (not included).

For more information on this simple solution to your digital signage needs, go to **sony.com/digitalsignage**.

