

HIKVISION®

Digital Display Solution

Diversified Advertisement Media Player



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Product Showcase





Overview



WHAT IS DIGITAL SIGNAGE?

HIKVISION[®]



01

A Digital Display

Publishing ads, news, notifications, and lots of multi-media content.



02

An Intelligent System

Making and editing programs online, setting schedules, and intelligently controlling terminal devices.

NEW ADVERTISING TRENDS

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Conventional Advertising

- Traditional posters, display panels, roll-ups, light boxes
- Boring content: mainly text and pictures
- One-time use: not updated in real time
- High costs of production, installation and replacement
- Difficult management

New Advertising - Digital Display

- Supports various media formats, rich and colourful
- Online program production, timely updates
- Intelligent software management
- Unified and orderly terminal management
- Safe and efficient program release

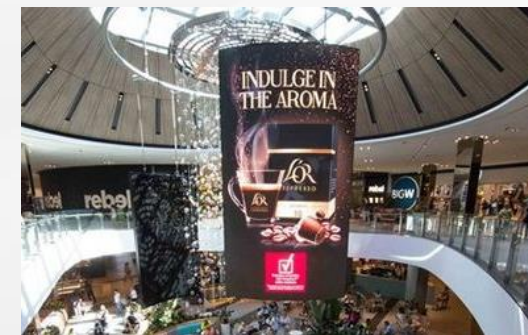
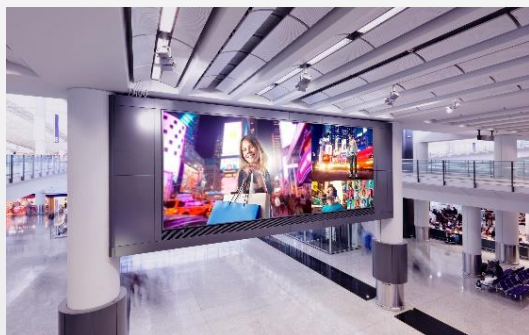
NEW DISPLAY EVOLUTION

HIKVISION



Internet

No longer subject to distance constraints



Digital Signage Box can bring existing offline monitors online to enable unified management, increasing the efficiency of display resources.



Solution Introduction



HIKVISION DIGITAL DISPLAY SOLUTION

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New Advertising Trends

The Hikvision Digital Display Solution, with multiple product types and a wide range of applications, provides a new opportunity: combined with thermal cameras it can offer highly efficient skin temperature screening, as well as displaying density control information and advertising in public areas in a multitude of scenarios.



Fast Deployment



All-in-One



Remote Management /
Control



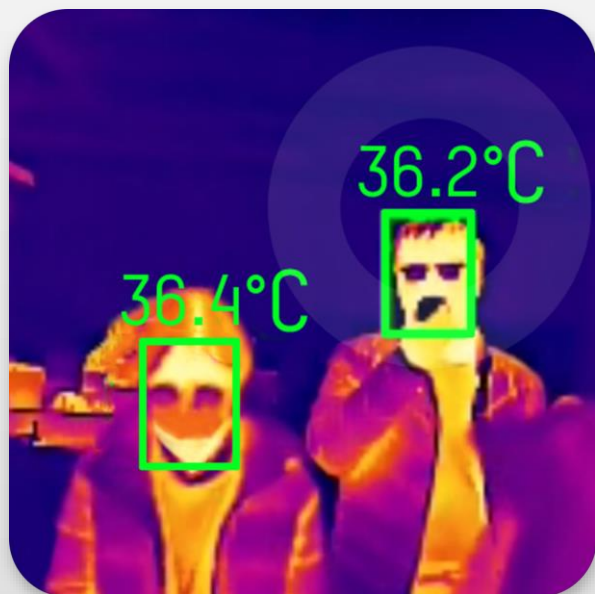
Powerful Information
Release Software



| SOLUTION INTRODUCTION

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Temperature Screening



Face Mask Detection



Density Control



Our Digital Display Solution works together with our multiple technologies and products to present real-time live information and alerts

TEMPERATURE SCREENING & MASK DETECTION SOLUTION

HIKVISION[®]



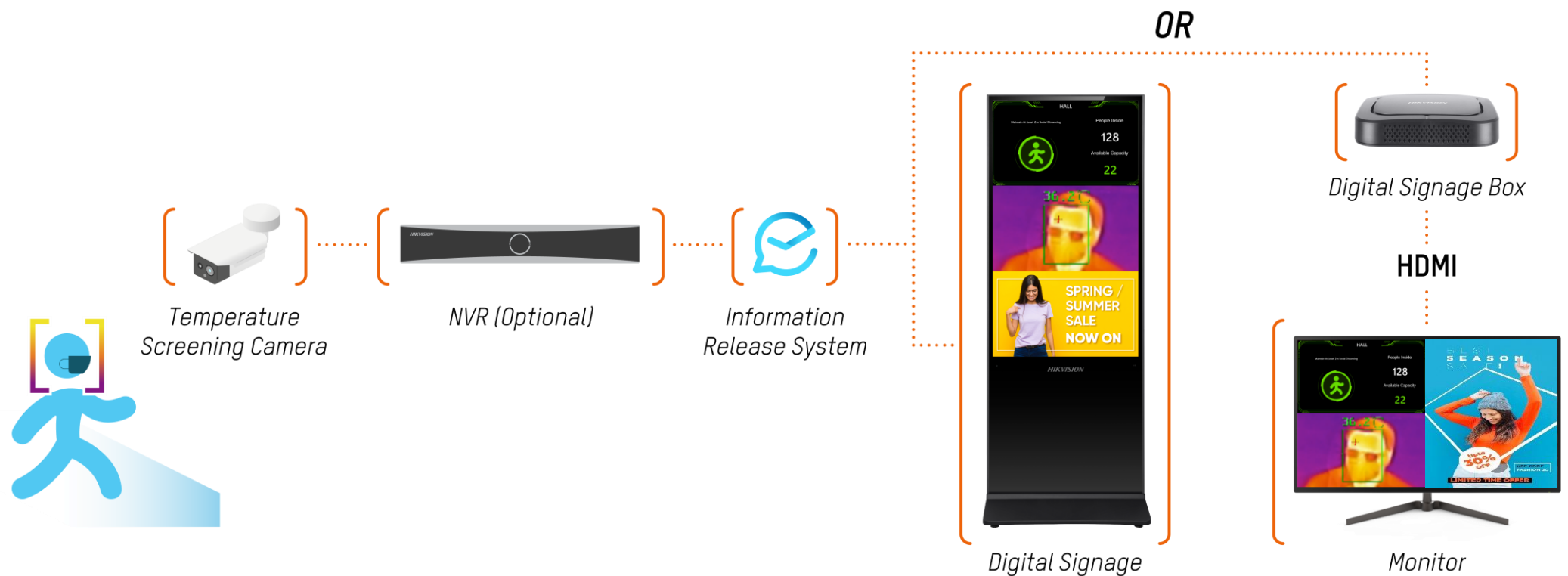
- **Temperature screening:** Displays the image of thermal camera and temperature detection results.
- **Mask Detection:** When a customer without a mask is detected, a customized text prompt pops up.
- **Multimedia Advertising:** Broadcast various advertising programs instantly or as scheduled.
- **Multiple Applications:** Ideal for a variety of entrance/exit scenarios e.g. office buildings, schools, retail stores and hospitals.

Advantages

- Fast Deployment
- Contactless Temperature Screening and Alarm
- Playing Advertisements

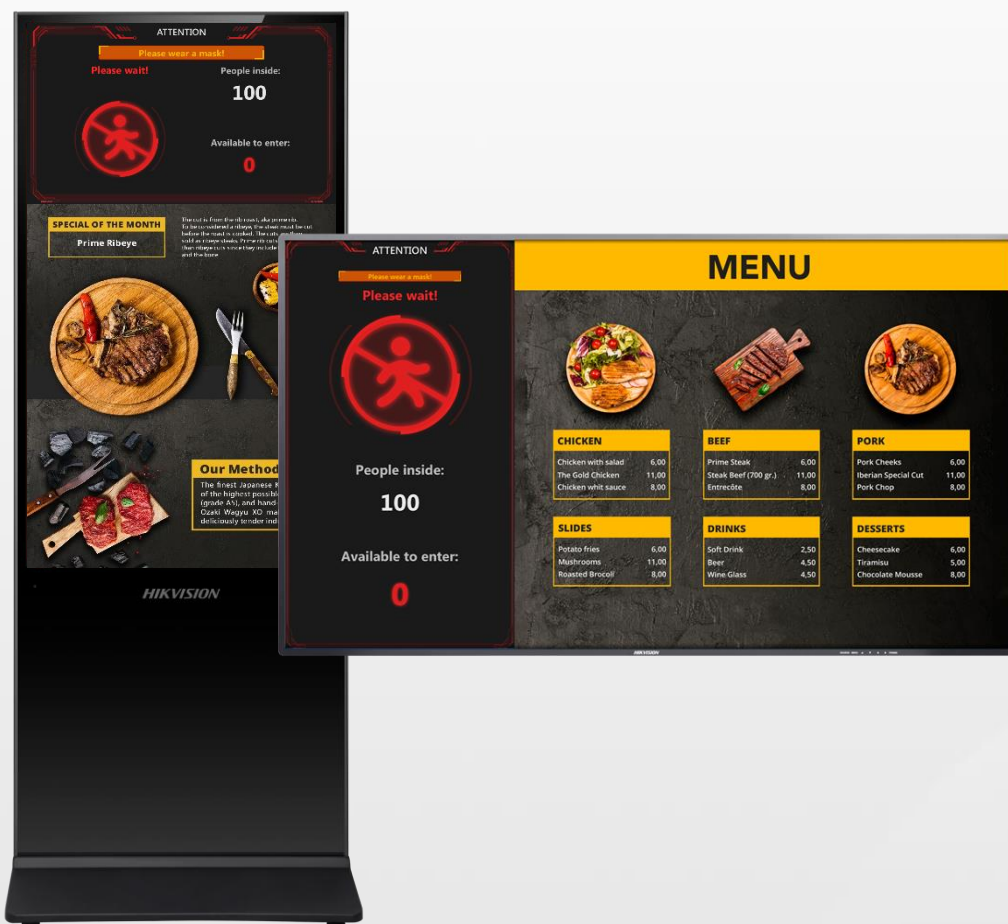
TEMPERATURE SCREENING & MASK DETECTION TOPOLOGY

HIKVISION[®]



DENSITY CONTROL SOLUTION

HIKVISION[®]



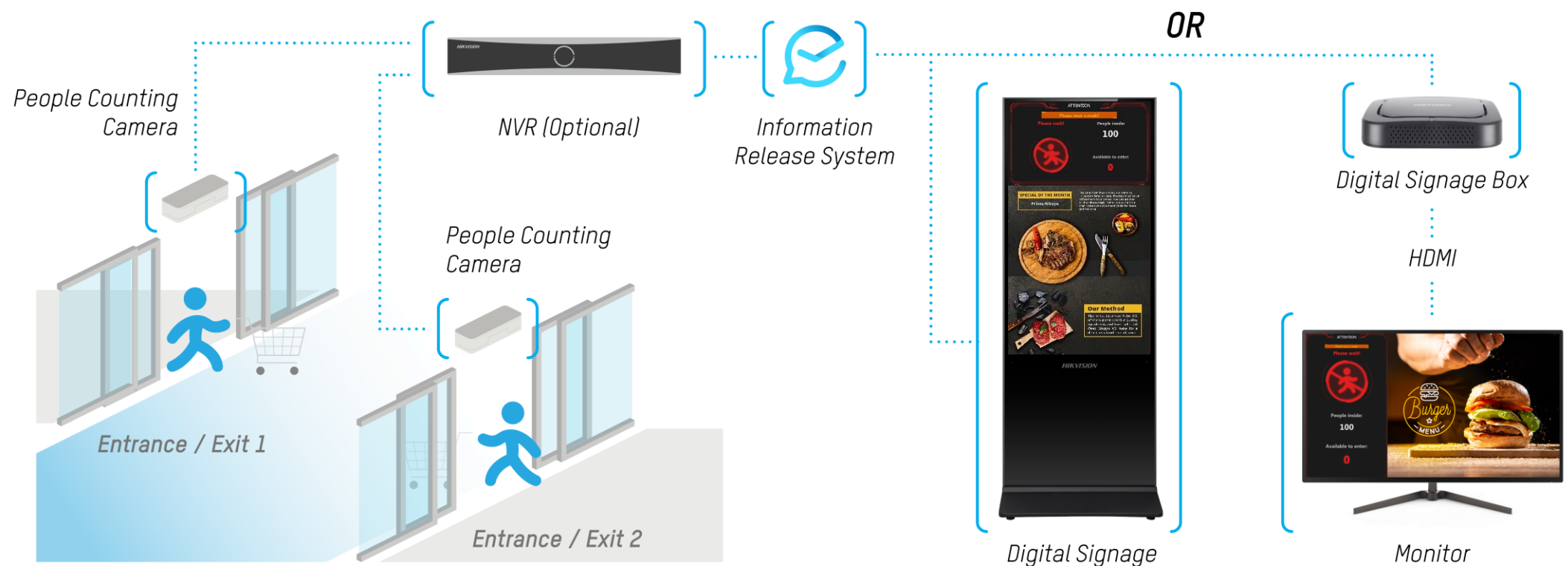
- **Density Control:** Displays the number of people who have entered the premises and the number of people who can still enter. Alerts if the configured maximum number is exceeded.
- **Easy installation:** Fast deployment and simple connection to the existing network, with no additional monitor required.
- **Multimedia Advertising:** Broadcast a variety of advertising programs instantly or as scheduled.
- **Multiple Applications:** Ideal for a variety of entrance/exit scenarios e.g. office buildings, schools, retail stores and hospitals.

Advantages

- Fast Deployment
- Density Control Alarm
- Plays Advertisements

DENSITY CONTROL TOPOLOGY

HIKVISION[®]



* Up to 256 x people counting cameras can be connected

RECOMMENDED SCENARIOS

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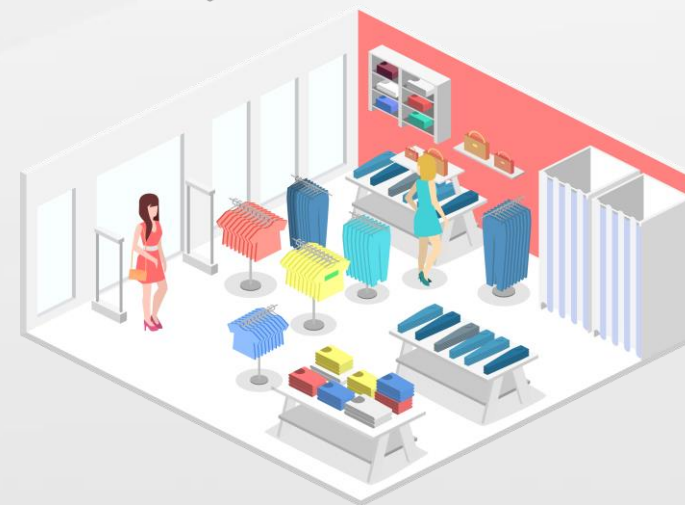
Office Building



Supermarket



Hospital



Retail



Product Showcase



DIGITAL SIGNAGE BOX

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Mainly used for publishing information on conventional display screens

DS-D60C-B



Cost effective

Only one camera,
one monitor and
one digital signage
box required.



Small size
Easy to use



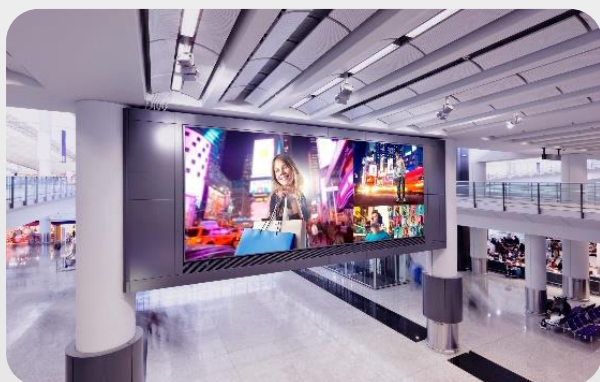
4K output
Ultra-clear



Remote control
Convenient operation



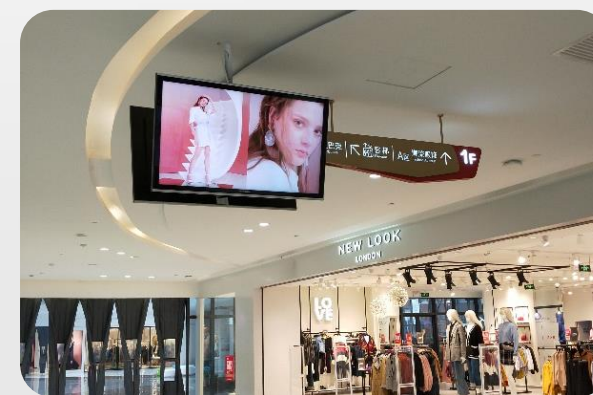
Monitoring display
Live broadcast



LED Display



LCD Display



Normal display

PRODUCT HIGHLIGHTS

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Full HD video
(Up to 4K)



Longer service life

Landscape and
Portrait Mode



24/7 operation

Built-in Wi-Fi



Build-in 32 GB
SD Card



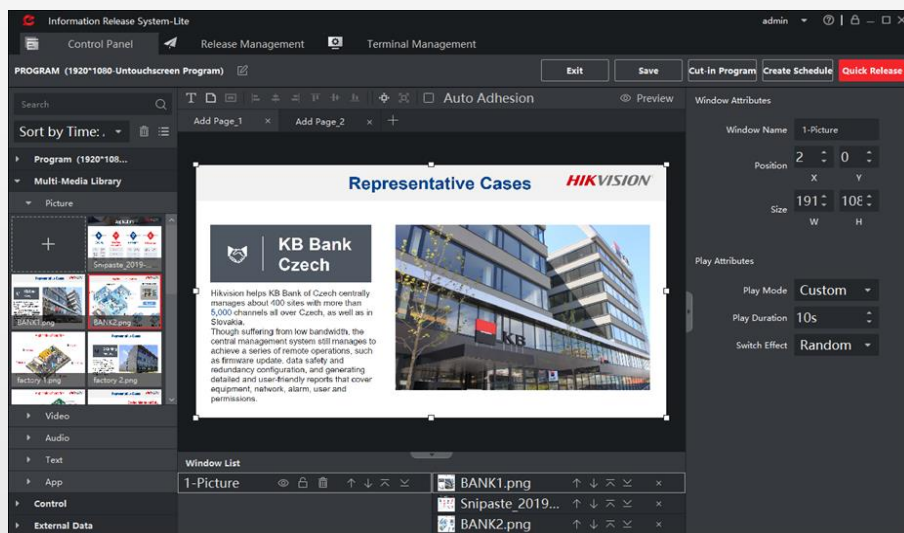
DS-D60C-B

INFORMATION RELEASE SYSTEM

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FocSign Lite Software



Control Panel
Manages the editing of program listings, supports online preview



Release Management
Check released programs and release status



Terminal Management
Quickly add devices in the same LAN



Set Schedule
Set schedule, support program drag adjustment



Insert Text Message
Adjust and preview text messages in real time



Make Programs
Online editing for quick information release

PRODUCT SHOWCASE

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Wall-Mounted



Touchscreen

22" DS-D6022TL/FL-B
32" DS-D6032TL/FL-B
43" DS-D6043TL-B
55" DS-D6055TL-B



Narrow Bezel

43" DS-D6043FN-B
55" DS-D6055FN-B



Narrow Bezel & 4K RGB

55" DS-D6055UN-B

Floor-Standing

43" DS-D6043FL-B/S
55" DS-D6055FL-B/S



Digital Display Box

DS-D60C-B



THANK YOU

