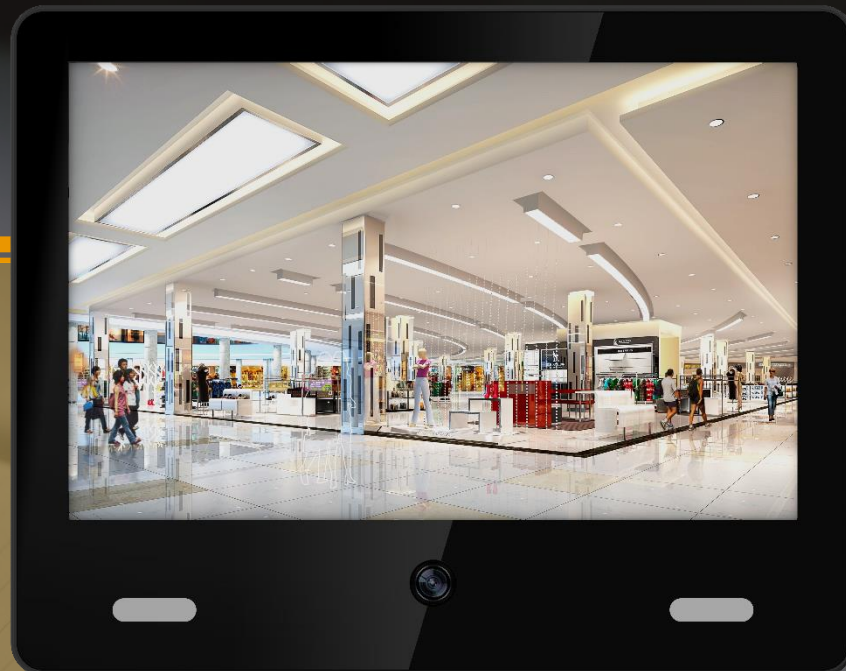


2024

**10.1 inch Digital Signage:
A New Product Introduction**





CONTENTS

01

Demand Analysis

02

Product Overview

03

Product Highlights

04

Application Scenarios

1. Understanding Customer Needs

01

Deterrence

Supermarket theft and goods being taken unscanned are not rarely seen. A screen equipped with a built-in camera serves as an effective deterrent against such actions.

02

Advertising

The addition of advertising capabilities to a cashier screen is highly sought after, which offers a favorable cost-performance balance.

03

Aesthetics

The conventional supermarket surveillance setup, consisting of IP cameras and NVR systems, often leads to complicated wiring and installations.

04

Optimal Size

The earlier models were too bulky, making them impractical for installation at checkout counters.

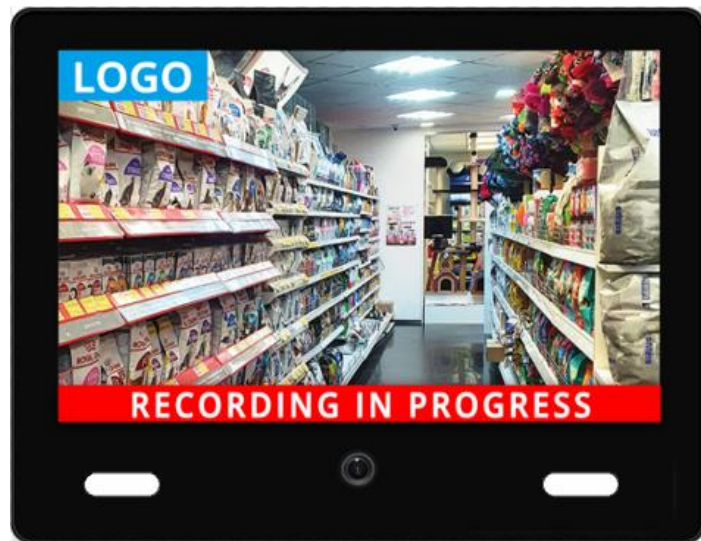
05

Reliability

The ideal screen should generate minimal heat, maintain consistent operation, and withstand extended use, specifically up to 18 hours a day, 7 days a week.



2. Introducing the Product



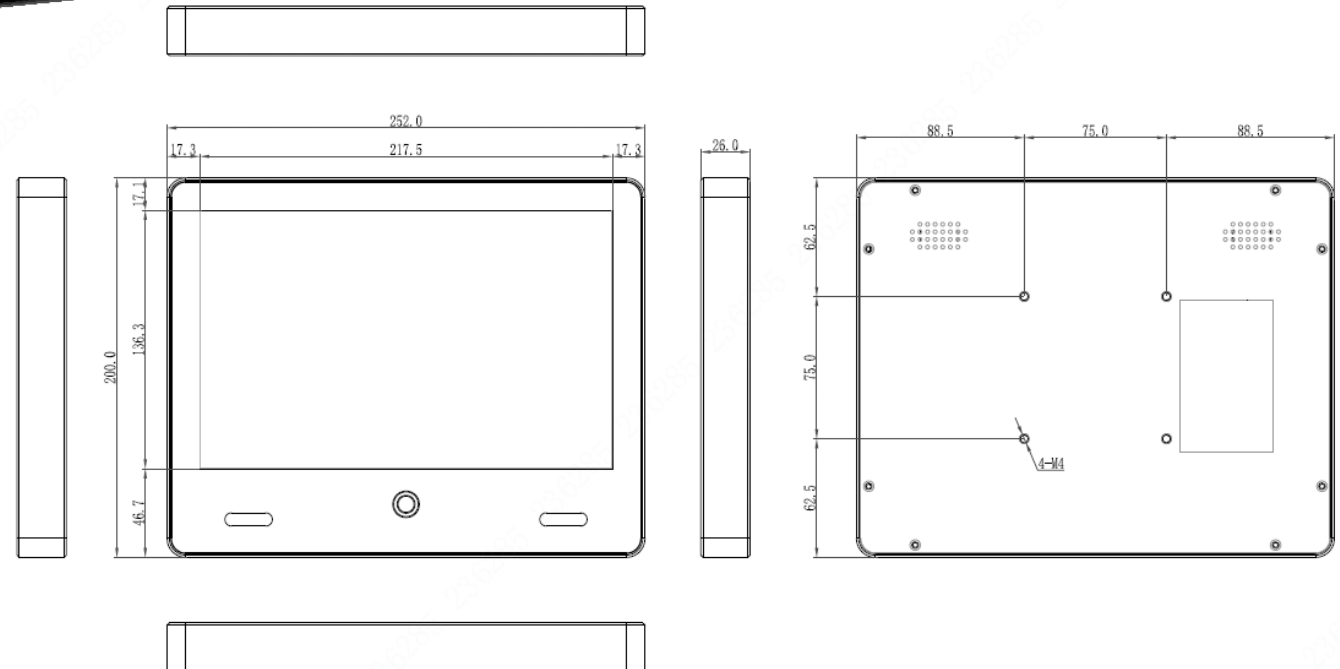
- This 10.1 inch digital signage comes with a built-in camera, boasting a sleek and contemporary design. It effectively reduces merchandise loss and safeguards retailer profits.
- In the absence of customer activity, it plays advertisements by default. Upon detecting a customer's approach, it instantly switches to a real-time camera feed, with recording capabilities.
- The screen can be POE powered, requiring merely a single Cat5e cable for both power and connectivity.
- Both DVR storage and local TF card storage (up to 1 TB) are available options.

2. Introducing the Product

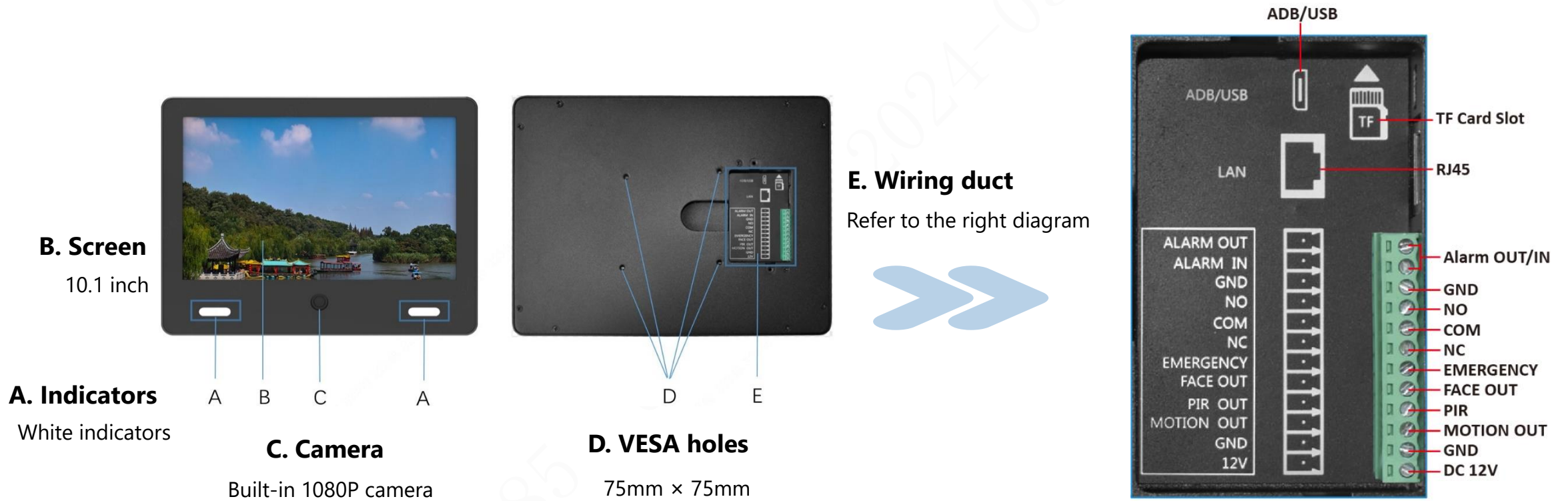
Technical Specifacaton

Display	
Panel Dimensions	10.1 inch
Resolution	1280 (H) x 800 (V)
Aspect Ratio	16:10
Brightness	250 cd/m ² (typ.)
Contrast	1000:1
Display Colors	16.7 Million colors
Viewing Angle	170° (H); 170° (V)

Build-in Camera	
Sensor	1/2.9" , 2MP CMOS
Encoding format	H.264 / H.265
Effective Pixels	1920×1080
Lens	3.3mm Fixed Lens
Field of View	H: 78°; V: 48°; D: 85°
Integration protocol	ONVIF
Recording Resolution	1920x1080@30FPS
Motion Detection	Support



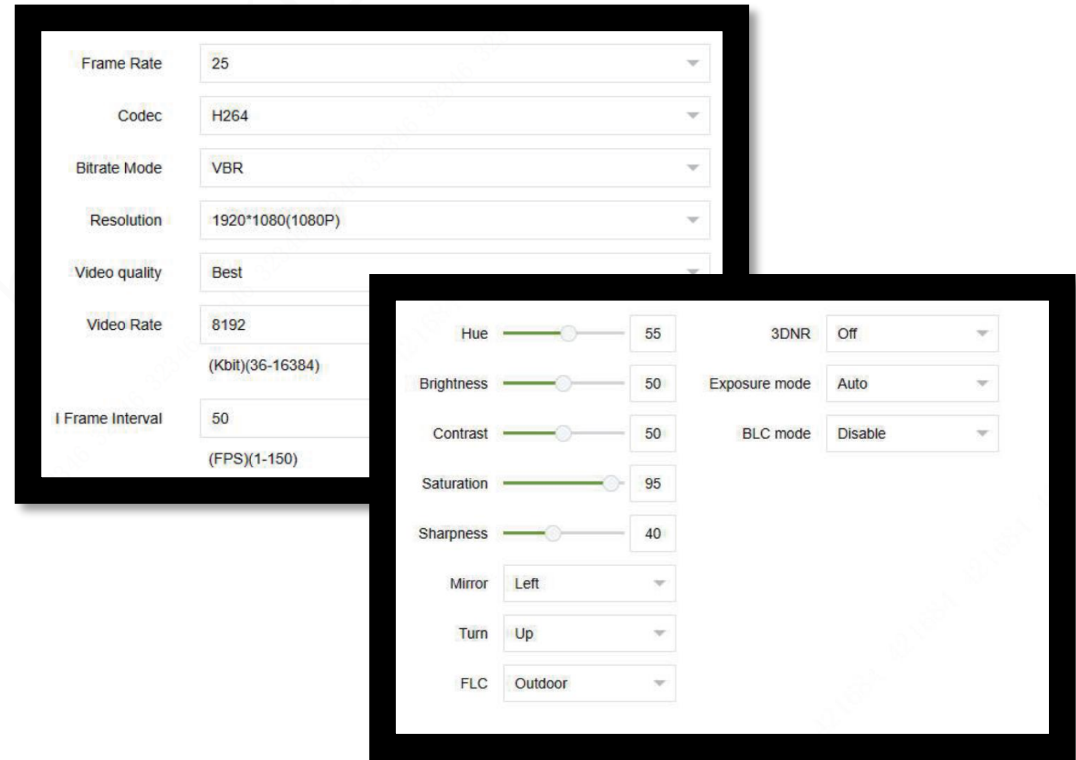
2. Introducing the Product



3. Product Highlight (1)

Deterrence: Equipped with a built-in camera, the screen supports real-time monitoring and playback to prevent theft in targeted scenarios.

- ✓ Features a 1080P front-facing camera, wide field of view, for crisp surveillance footage;
- ✓ Supports H.264 or H.265 video recording;
- ✓ Allows for image parameter customization;
- ✓ Supports motion detection with options for continuous or motion-triggered recording.



3. Product Highlight (2)

Advertising: Beyond its deterrence function, the screen doubles as a cost-effective advertising carrier.

- ✓ The 10.1 inch digital signage, suitable for both landscape and portrait orientations, seamlessly fits into checkout counters and shelves for both monitoring and advertisement purposes.
- ✓ It smartly switches between video surveillance and advertising content based on motion detection.
- ✓ An in-built system and speakers.
- ✓ Centralized content management.

The screenshot displays a control interface for a digital signage system. It includes the following elements:

- Enable:** A checkbox that is currently unchecked.
- Clear Advert:** A button labeled "Confirm".
- Screen:** A dropdown menu set to "Full Screen".
- Switch:** Radio buttons for "None", "Face" (checked), "Motion", and "PIR".
- Upload:** A text input field containing "A Simple, Easy Public View Monitor With a Built-In IP Camera Retailers" and a "Select File" button.
- Play List:** A table with columns for "No.", "Image/Video", and "Time".

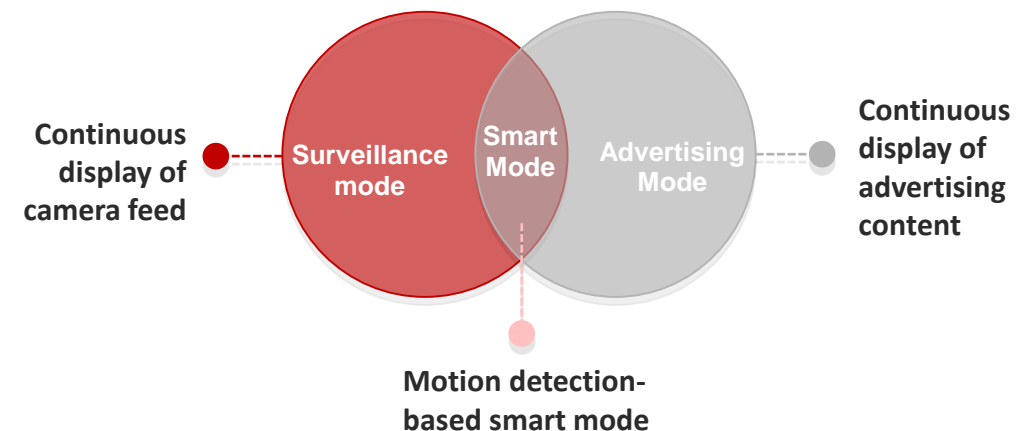
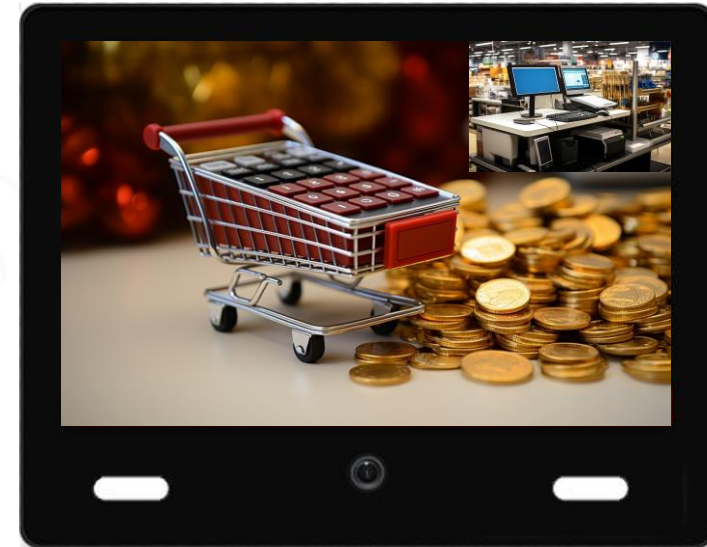
No.	Image/Video	Time
1	A guide to Public View Monitors (PVMs).mp4	
2	A Simple, Easy Public View Monitor With a Built-In IP Camera Retailers Need This Now!.mp4	

Below the table is an "Upload Ad" button.

3. Product Highlight (3)

Picture-in-Picture and Smart Mode

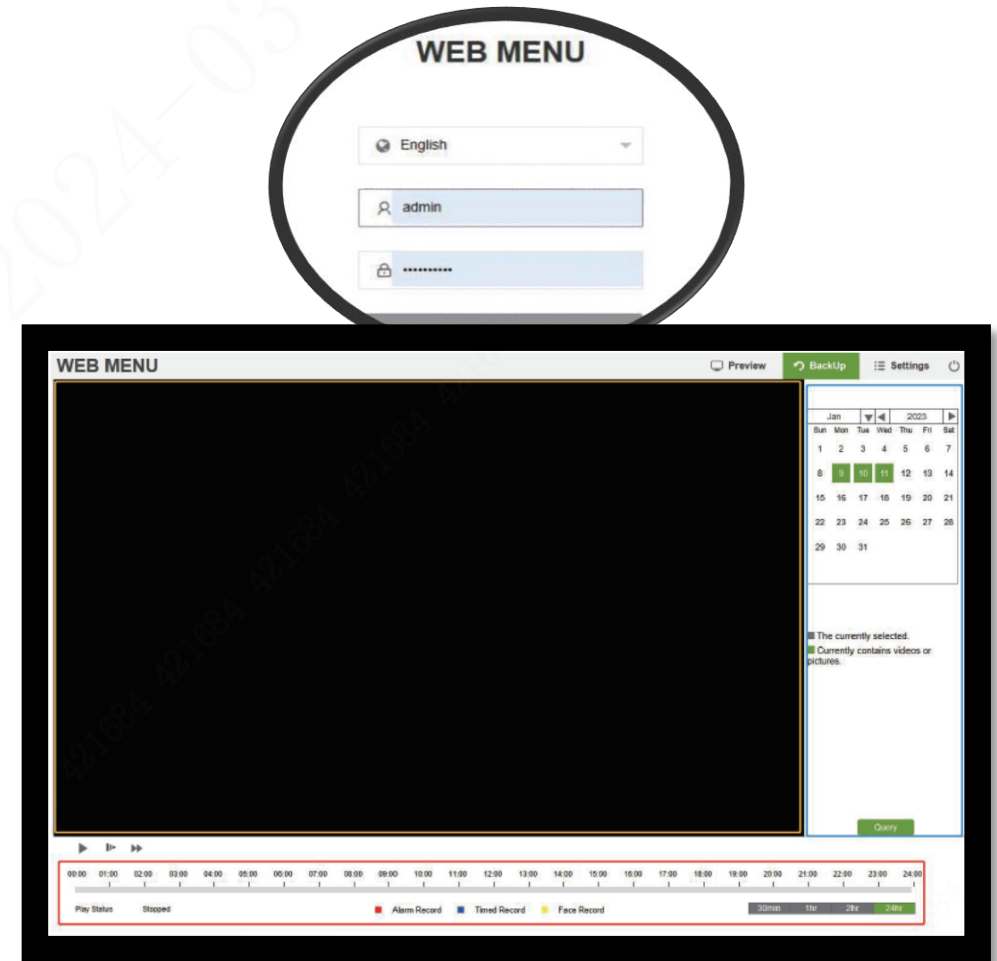
- ✓ Picture-in Picture: Allows for showing the third-party camera view in the top-right corner.
- ✓ Three Operational Modes: Offers video surveillance, information release, and smart mode.
- ✓ Smart Mode: Enables flexible switch between the video surveillance and information release functions based on the local camera's motion detection feature.
- ✓ Privacy Protection: Provides the privacy mask function to hide sensitive areas within the camera feed.



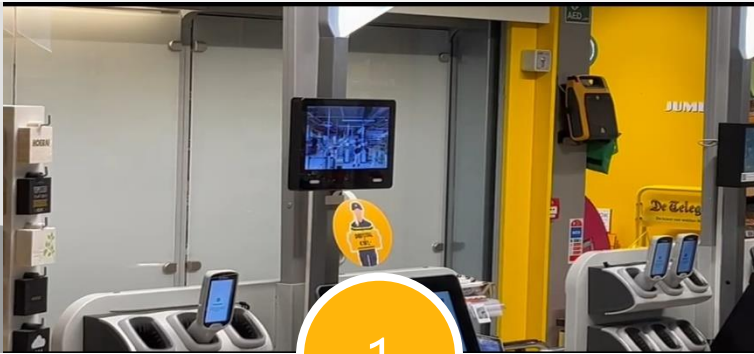
3. Product Highlight (4)

Ease of Setup and Management

- ✓ A single network cable can provide both power and internet access for the 10.1 inch screen that features the POE function, simplifying the setup.
- ✓ Devices can be searched and added to Dahua NVR devices via ONVIF/RTSP protocols. Apart from saving recordings to the NVRs, TF cards are also available options for video storage.
- ✓ The web access simplifies device configuration and centralized management.
- ✓ The web interface facilitates FTP server and storage schedule configurations. The captured images and recordings can be uploaded to a designated FTP server for future use.



4. Application Scenarios



Checkout Counters



Supermarket Shelves



Unmanned Retail

The rise of new retail formats is driving rapid technological advancements within the sector, necessitating a shift in traditional marketing strategies and increasing the demand for effective loss-prevention solutions. Positioned above shelves or by the cashier, the new 10.1 inch digital signage not only deters theft with real-time monitoring but also enriches advertising approaches. The dual advantages are believed to streamline operation costs and boost revenue in the retail industry.