

SDA-720 Media Player

The SDA-720 is designed for visual communications deployments that require ultra-high powered players for rendering complex shows.

The SDA-720 is a high-value, purpose-built media player designed with two independent HD video outputs to cost effectively deliver dynamic digital signage and all types of visual content (e.g. many screen areas, detailed graphics, high resolution videos, cinematic transitions, 3D animations, etc.) on two separate screens with each screen showing content independent of the other. The SDA720 is perfect for implementations where the richest visual communication experience is desired.

- Two independent video outputs – lower cost of ownership, 1st year maintenance included
- Browser-based Administration
- Cinematic and Standard Transitions
- Crawling + scrolling Ticker
- Real-Time Data Display
- Data Triggers - Switching of Layouts Based on Data Threshold Events
- Event Logging and Proof of Play Reporting
- Snapshot View of Remote Broadcasts
- Wireless Networking (Optional)
- ATI x1300 Graphics Card for HD Output resolution support
- Auto Reboot Recovery and Automatic Disk Defragmentation

The SDA-720 is beneficial to any organization that requires the flexibility to remotely publish centralized content to two independent networked LCDs. Symon's media players can be attached to virtually any on-premise digital signage display at any location—including branch-office banks, retail stores, school campuses, hospitality and gaming, health care, manufacturing, employee communications like break rooms or lobbies and the entire enterprise—helping organizations reach their key audiences anywhere, anytime.



Lower Cost and High Reliability

The SDA-720 has purpose-built, Microsoft® Windows® XPE operating software, Intel 2.13 GHz Core 2 Duo processor for maximum performance offering extreme reliability, hours of content storage, and supports a variety of video, graphical and audio formats and attractive pricing including first year maintenance.

Simple Installation Choices

Designed for rack mounting, in-ceiling or behind LCD or plasma installation, the SDA-720 is easy to install and configure using Web-based configuration tools and turnkey installation.

Verifiable Playback of Content

Along with an event logging feature, Symon's Proof of Play reporting utilizes Microsoft's SQL Server to store play reporting. This includes full-detail reporting as well as reports summarized by day, hour, half-hour and quarter-hour.

Supports Networked Content Delivery via IP Broadband and Satellite

The SDA-720 takes all types of digital signage implementations to the next level with increased processing power, resolution and throughput for delivering rich media (with optional wireless networking).

Multi-zone or Layout Partitioning

Layouts control the appearance of different content in distinct areas of monitors to display specific types of broadcast content. Layouts define the dimensions of these distinct areas. For example, in a larger area of a layout you might want to display a video. In a smaller area you might want to display stock quotes in a ticker-tape fashion. Completely customizable, Symon also provides 18, SDA-720 layout templates that you can use to arrange your broadcast content.

Supports Popular Video and Graphical Formats.

The product supports a variety of video, graphical and audio formats, including WMV, MOV, MPEG 1, 2 - 4, PNG, JPG, GIF, and SWF.



Technical Specifications

Video

- Playback of HD Digital Video Files (720p HD or 1080p HD)
- Streaming Media input (MMS & RTSP protocols)
- Live TV (NTSC or PAL)
- MPEG Video Decoding (1, 2, 4), VC1 & H.264

Output resolutions supported:

- 4:3 Aspect: 640x480, 800x600, 1024x768
- 4:3 Aspect: 1280x960, 1280x1024 (4.3:2 Aspect)
- 16:9 Aspect: 1280x720 (720p HD)
- 16:9 Aspect: 1366x768
- 16:9 Aspect: 1920x1080 (1080p HD)
- 16:10 Aspect: 1920x1200 (1080p HD)

Audio

- Mono, Stereo, MPEG 1 Level 1, 2, 3 (MP3 Audio)

Features

- Browser-based Administration
- Cinematic and Standard Transitions
- Remotely Upgradeable Firmware
- Crawling + Scrolling Text
- Snapshot View of Remote Broadcasts
- Real-Time Data Display
- Data Triggers – Switching of Layouts Based on Data Threshold Events
- Auto Reboot Recovery
- SNMP Notification and Proof of Play Reporting
- Event Logging
- Portrait and Landscape Display Mode

Architecture

- Wireless Networking (optional)
- IP Addressable, Ethernet Port 10/100M bit
- IP Addressable, Ethernet Port 10/100/1000M bit
- Operating System: Microsoft Windows® XPE
- Dimensions: 2.60" (H) x 17.40" (W) x 13.10" (D)
- CPU: 3.0 GHz Intel Core 2 Duo
- Hard Disk: 7200RPM 160GB
- Automatic Disk Defragmentation
- Memory: (RAM) 1GB
- Graphics: 2x ATI
- Two Independent Video Outputs: DVI, VGA, CS, SV

