

The Smart Insert

Written by Bob Snyder
21 March 2010



MMD, the company behind Philips-branded LCD monitors and public signage solutions, joined with AOpen to show the digital signage solution "Smart Insert" at ISE 2010.

Owners of digital signage gear can now easily adopt entry level media players to minimize starting costs and later upgrade to high performance media players in a swap when HD content playback is needed.

Smart Insert can also reduce maintenance fees and time: when one media player goes wrong, just replace the media player to continue broadcasting. Or change the media player hardware and software system in the shortest time.

AOpen's proposes the DE2700 is an option to start digital signage at economic cost. The DE45-PRO and DE7000 series give high performance systems with 1080P video playback capability. AOpen also supplies fanless Digital Engine models for certain applications to prevent dust and maintenance problems.

With Mobile on Desktop technology and support from Intel, AOpen Digital Engine is compact (200mm x 200mm x 60mm or less) and built with Intel Core 2 Due CPU, DDRIII memory and nVIDIA ION chipset that gives performance options for all kinds of fancy content.

For durable and stable operation, each AOpen Digital Engine has 40,000 MTBF hours under its belt and has passed 8G operation shock and 0.5Grms operation vibration tests.

Philips Smart Insert is currently available on the following models: BDL4251V, BDL5231V. From March 2010 it will be available on the BDL4230E and on the BDL6551V from April 2010.

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