Digital Signage

Bridging the Divide, Pt.2

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Commercial Systems
Viewsonic Digital Signage

Viewsonic 42” ePoster

Viewsonic 22” ePoster
Commercial Systems: Pros / Cons

**Pros**
- Turnkey
- Features
- Quality
- Support

**Cons**
- Proprietary
- Limited options
- Expensive
## Things to Keep in Mind

### Core Essentials
- Content
- Delivery Method
- Display Method

### Ideal Qualities
- Easy to use & maintain
- Secure
- Reliable
- Inexpensive
- Looks good
- Upgradable
DIY Solutions
Options Galore

- Smart HDTV
- HDTV / monitor +
  - Desktop computer
  - SBC (Raspberry Pi, Android mini PC)
- Streaming device (Roku, Apple TV, Chromecast)
- All-in-one computer + monitor
- Tablets
My DIY Choice: Android
**Android OS**

- **Mobile OS** (light on resources)
- **Popular** (support, familiarity)
- **Management Tools** (online backups & device manager included)
- **Apps** (there's an app for that... many of which are inexpensive or free)
Android Devices

- Variety of form factors (tablet, all-in-one, mini PC)
- Good performance
- Readily available
- Inexpensive

Android Advantage:
All of which help mitigate concerns about support, reliability, upgradability
**AutoStart** (automatically starts app at boot)
- Guro Labs
- Android 2.1 and up
- Free

**SureLock Kiosk Lockdown** (secures system)
- 42Gears Mobility Systems
- Android 2.1 and up
- Free version available; Single license $49.99
Android Apps: File Sync

Dropsync (full autosync with Dropbox)
Ttxapps
Android 2.0 and up
Free; PRO Key $4.99
**Web Server Ultimate** (fully functional server)
Ice Cold Apps
Requires Android 2.1 and up
Free

**SureFox Kiosk Browser** (full kiosk mode browser)
42Gears Mobility Systems
Requires Android 2.1 and up
Free; Single license: Basic $34.99, Pro $49.99
Android Apps: PowerPoint, Slideshow

OfficeSuite 7 (PDF & HD) (loop PowerPoints)
Mobile Systems, Inc.
Android 2.2 and up
Free

Digital Photo Frame Slideshow (local & LAN)
Digital Photo Frame Web (local & Web)
Jeroen Wyseur
Requires Android 2.1 and up
Free
Increasing the Appeal of Digital Signage in Your Library
Why HTML5 Web App?

- Offline caching / updating (in HTML5 browser via cache manifest)
- Content cross platform, device independent
- Interaction/touch-capable
- Easily reuse content to on website
- Kiosk browser app has lots of features built-in
Caveat Emptor
YMMV

- Android mini PC shortcomings
  - WiFi signal strength
  - Some lack true of 1080p HD
  - General build quality
Design Challenges

- Mounting/housing biggest issue
  - Commercial options
  - Consumer options
  - IKEA Hacker ingenuity
Coming Soon...
Looky, no touchy

- Interaction without touch screens
- Swipe from a distance

Potential solutions:
- Kinect
- Leap Motion
- Webcams