

# Digital Signage Rises High in High-Rises

## BRIEF PROFILE

Place: Kuwait

Industry: Corporate

Solution:

- SMP Player x 14
- CMS Server x 1

**Arraya Tower II, Kuwait**



Kuwait skyscraper chooses CAYIN's digital signage for wireless elevator solutions.

## Background:

A lot of work goes into making things look simple and smooth, and putting digital signage in the elevators of a 60-story skyscraper sure requires a huge effort. Partnering up with Strategic Solution, CAYIN deployed a customized digital signage solution to suit the corporate needs for Arraya Tower II, the 2nd highest office building in Kuwait, and the 4th-tallest building completed in 2009 world-wide.

## CAYIN's Digital Signage Solutions:

In order to provide tenants with the most updated information on the stock market through satellite TV, the project had a great challenge of setting up wireless connections to each of the 14 elevators. By pairing up SMP players with Wi-Fi receivers, Strategic Solution was able to transmit broadcasting signals from a CMS server to all the units. Wi-Fi transmitters are installed in the elevator pits then connected to the server through an internet hub.

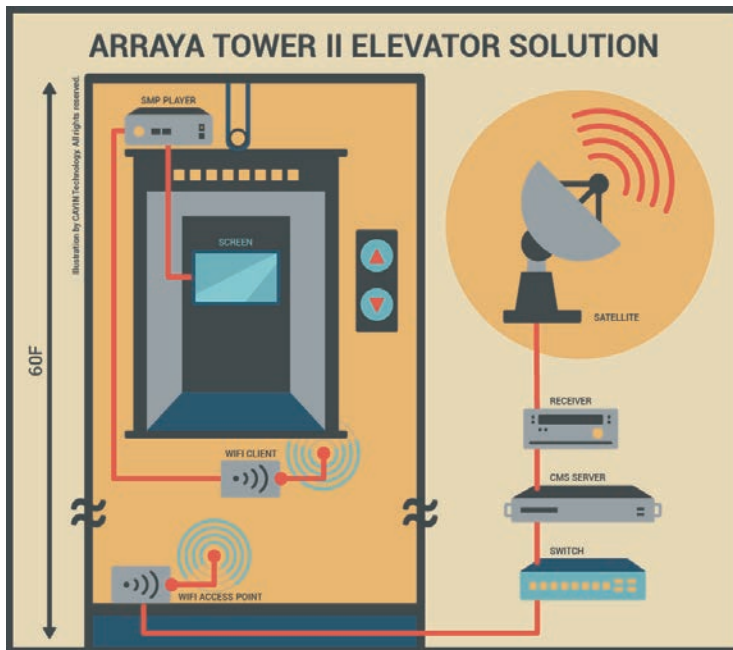


Illustration of the digital signage system structure of Arraya Tower's Elevator solution.



Satellite streaming through wireless digital signage solution in elevators.



Customized display matching with elevator design.

The video streaming comes from a satellite dish and is distributed to all the players via the AV-in enabled server. Ensuring a stable connection throughout the entire process was crucial, as it took around 8 stages for the signal to reach the full HD display customized to match the interior design of the elevator. The CMS server acts not only as a management center, but also as a stabilizer between the incoming signal from the satellite and the SMP players.

### Conclusion:

So far, management of the Arraya Tower II is pleased of the result as the solution steadily serves its occupants, which contains mainly investment and real estate companies, live information from the stock market and promotional materials. Further cooperation is in discussion for other properties.

### CAYIN Technology in Brief

CAYIN Technology is a professional digital signage solution and software developer from Taiwan since 2004. By offering a complete portfolio of appliance-based digital signage solutions, CAYIN dedicates itself to being a reliable partner to clients worldwide and has successfully set up various applications globally. In order to best facilitate the deployment of its products, the company also provides tailored services to satisfy the ever-growing market demand for almost limitless applications.

### Strategic Solution in Brief

Strategic Solution, known for its dependability, is a professional system integrator that offers expertise on digital signage, data networking, CCTV, IP services and more. By introducing leading technology at a competitive price, Strategic Solution provides a comprehensive range of applications, from entry-level to advanced, to the market.



### CAYIN Technology Co., Ltd.

8F-2, No. 577, Linsen N. Rd., Taipei City 104, Taiwan

TEL: +886-2-25951005 FAX: +886-2-25951050

sales@cayintech.com www.cayintech.com