



**Optoma Showcases New Digital Signage Range  
at Digital Signage Show Europe 2009**

*Exclusive live demonstration of new Optoma SignShow products*

**Watford, 14th September 2009:** Projector specialist Optoma will be showcasing a live demonstration of its all-new digital signage range at this year's Digital Signage Show Europe. The Optoma SignShow range includes the D5000, a high definition (HD 1080p) media player and the 7POP, a 7 inch point of purchase LCD display panel.

The **Optoma SignShow D5000** is an advanced HD media player that provides the ideal hub for powering any stand alone or networked digital signage installation. The player offers installation partners a complete solution with no maintenance fees, free of charge software updates, no extra software license fees and an easy to use – drag and drop clicking function for content creation, scheduling and media delivery.

Ideal for many applications, the **Optoma SignShow 7POP** is a versatile, 7 inch display panel with built-in speakers, offering a cost effective way to promote the latest products, games, movies and gadgets at the point of purchase. The 7POP's can be integrated as either a stand-alone or networkable solution. It also comes bundled with all accessories as standard including user friendly software, allowing anyone to create professional digital signage content in a matter of minutes.

Daniel McKenzie, Sales Product Specialist explains the advantages of the new Optoma digital signage range "The D5000 and 7POP are the first of many product introductions to our new "SignShow" digital signage portfolio aimed to suit almost every application requirement. Each product is developed specifically to meet the associated challenges our industry face when recommending a solution that has the end-users best interest in mind at all times, not just their budget. Naturally we are very pleased with our initial success at being able to deliver flexible, high spec, cost effective (yet very profitable) 'all inclusive' solutions to our partners, but our motivation to continue with our investment is being fuelled by the positive reaction and feedback we are getting from sales consultants, installation engineers and the systems user alike."

Optoma will be showcasing the SignShow range at the **Digital Signage Show Europe, Olympia London, Stand 176 on 30th September until 1st October 2009**. For detailed specification sheets for the SignShow D5000 and SignShow 7POP, or for more information, visit the digital signage section on the [Optoma website](#).

### **SignShow D5000 Key Features**

- Up to 1080p
- Video, Image, Date/Time, weather, ticker and Audio support
- Flexible Scheduling capability
- Fanless design
- Multi-cast video streaming
- Auto Content Update
- Integrated multi-standard video decoder
- RSS feeds

### **SignShow 7POP Key Features**

- Active matrix TFT LCD technology
- 7" diagonal panel
- 800 x 480 addressable pixels
- LAN Support
- Integrated MPEG-4/MJPEG Decoder
- Support SD 1.0 Card
- Windows XP and Vista 32/64bit
- Drag and Drop - Video, Graphics, Sound files
- Ticker (Left to right, Right to Left, Top to Bottom)
- Design your own or chose from predefined templates

- END -

### **NOTES TO EDITORS**

For more information and product images, please contact:

Eithne Keenan

Email: [e.keenan@optoma.co.uk](mailto:e.keenan@optoma.co.uk)

Tel: +44 (0)1923 691802

For a full specification sheet or further information visit the Optoma website - <http://www.optoma.co.uk/>

### **ABOUT OPTOMA**

Optoma is a world leading designer and manufacturer of award-winning projectors for Business, Education, Professional Audio/Video and Home Entertainment, with comprehensive ranges to exceed the expectations of every user.

Optoma's innovative products are carefully crafted to deliver crystal clear images of unrivalled quality by incorporating the latest DLP® technology from Texas Instruments', together with advanced optical engineering expertise and dedication to superb product quality.

Optoma has a special approach to customer service. Full product and technical support are available through our extensive network of resellers and distributors. Where Optoma is different is that projector users can call us directly to discuss any concerns.

The Optoma Group has continental headquarters in Europe, the USA and Asia; whilst Optoma Europe Ltd, based in London, covers Europe, Middle East and Africa (EMEA), delivering local services from regional offices in Germany, France and Norway.