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Tech Bulletin

Intel, Microsoft Aim to Standardize Platforms for Digital Signage

Jan. 11, 2010 – Intel Corporation and Microsoft* today announced a strategic relationship to develop an open platform for digital signage applications, due in the second quarter of 2010, which fills the void in the digital signage industry for a reliable and standards-based development platform.

Powered by the Intel® Core™ i7 processor and validated with Microsoft's Windows Embedded Standard 2011 operating system based on Windows 7 technologies, the platform aims to better standardize the fragmented digital signage market, and provide a stable platform for industry growth. With this new platform, developers can create an immersive, interactive digital signage experience for customers wherever digital signs are installed, such as in retail stores, hotels, banks and hospitals.

Additional details about the platform, which was unveiled at the National Retail Federation Convention in New York today, are outlined below.

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Interoperability and Scalability

- With Intel® architecture, customers are able to connect digital signage devices to existing enterprise infrastructure, extending the longevity in the management and infrastructure of legacy digital signage technology.
- Customers will also be able to use Intel and Microsoft technology to develop a wide range of digital signage designs, from entry-level solutions to high-end applications such as digital signage display walls.
- The Windows Embedded Standard 2011 platform allows users to easily manage and control their digital signage devices through seamless and secure integration with existing enterprise networks.

Energy Efficiency and Cost Savings

- Intel® vPro™ Technology with Intel® Active Management Technology enables technicians to remotely manage, diagnose and repair systems even when the systems are powered down, and allows customers to turn off digital signs for increased energy and cost savings.
- Windows 7 technologies in Windows Embedded Standard 2011 deliver smart power management APIs and seamless remote management capabilities, which allow developers to build applications that save energy costs, and minimize on-site maintenance, updates and repairs driving clear value-add through lower total cost of ownership.

Rich Media and Graphics Processing

- The processing technology features Intel® Turbo Boost Technology and Intel® Hyper-Threading Technology, which provide enhanced power management and performance in applications such as digital signs that require high-end graphics and multiple displays.

- With Windows Embedded Standard 2011 customers can deploy rich and interactive digital signage solutions with panning and zoom, touch and gesture input to dramatically improve Web browsing and the overall user experience digital signage developers can deliver out-of-the-box.

Industry Support

- The joint platform by Intel and Microsoft enables customers to concentrate on designing digital signage applications rather than investing in platform development.
- "The Intel and Microsoft technology showcased in HP's digital signage solution proof-of-concept at NRF highlights the potential for businesses to simply and dynamically interact with their key audiences, delivering exceptional user experiences through content that is more compelling and relevant than ever before," said Roberto Moctezuma, vice president and general manager of Desktop Solutions at HP*.
- "With one of the largest in-production and installed digital signage customer bases in the industry, NCR Netkey is continuously advancing digital signage applications," said Dusty Lutz, general manager, NCR Netkey*. "High performance processing power is an important element of bringing many of these software innovations to market."

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The platform is demonstrated in the Intel® Intelligent Digital Signage Concept, as well as in other application demonstrations by AOpen*, C-nario*, DT Research*, HP, Micro Industries*, NCR Netkey and YCD Multimedia*, in the Intel booth (#1361) at NRF. The Intel concept will also be on display in the NRF Green Pavilion (#2367) and the Microsoft booth (#836). To learn more about the Intel concept, visit: www.intel.com/go/digitalsignage or www.intel.com/pressroom/kits/embedded.

More information on the Windows Embedded portfolio of platforms and technologies for retail, including Windows Embedded Standard 2011 and the optimized digital signage platform is available at www.windowsembedded.com/retail or by following http://twitter.com/MSFTWEB. Please also visit www.microsoft.com/Presspass/default.mspx.

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