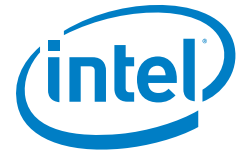


# Product Brief

Evaluation Kit

Digital Signage



## Digital Signage Evaluation Kit (DSEK-10)

Thank you for your interest in obtaining the Digital Signage Evaluation Kit. The kit contains the building blocks and documentation material needed to begin developing a fully functional digital signage solution.

### Digital Signage Evaluation Kit Overview

The Digital Signage Evaluation Kit (DSEK-10) offers device manufacturers and software developers an open media player platform that is optimized for digital signage applications. This reference platform is comprised of commercially available components, including the Intel® Core™ i5 processor running the Microsoft Windows Embedded Standard 7 operating system (OS).

With this platform, developers can create an immersive, interactive digital signage experience for customers wherever digital signs are installed. Solution providers can shorten their time to market by leveraging this reliable and standards-based development platform.

### Evaluation Platform

This DSEK-10 enables solution providers to concentrate on designing digital signage applications rather than investing in platform development. This design is the basis for digital signage products capable of servicing a large portion of the digital signage market.

The DSEK-10 uses the Intel® Core™ i5 processor to provide the computing horsepower needed for compute-intensive functions, like anonymous video analytics and multiple zone displays. It implements Intel® Active Management Technology (Intel® AMT) to further lower the total cost of ownership (TCO) for businesses.

Windows Embedded Standard 7 is a componentized version of Microsoft Windows 7, which allows developers to build run-time OS images that are optimized for digital signage applications. Developers can take advantage of the Image Configuration Editor, Image Build Wizard and other embedded-enabling tools to speed up prototyping and image development. The robust networking capabilities and interoperability of Windows Embedded Standard 7 make it easy to connect to other devices, servers and services.



### Highlights:

- Intel® Core™ i5 Processor (520-M) with Intel® Active Management Technology
  - 3MB Cache, 2.40 GHz
  - 2 processor cores, 4 software threads
  - Integrated Graphics Engine
  - Hardware Accelerated HD Video Decoder
  - Mobile Intel® QM57 Express Chipset
- Pre-installed with Windows Embedded Standard 7 with Digital Signage Functionality
  - Microsoft .NET 3.5/ Windows Presentation Framework
  - Internet Explorer 8, Windows Media Player 12 (plus MPEG and H.264 codecs)
  - Windows Touch Support (Multitouch)
  - Embedded-enabling features such as Dialog Box Filter and Application Locker
- 2GB SODIMM DDR3 1333MT/s memory x2 (total of 4GB)
- SATA 2.5" Hard Disk
- IEEE802.11 a/b/g/n Intel Wireless PCI Express\* Half Mini Card (6200)
- Small form factor (185mm x 125mm x 55mm) with an aluminum chassis and an EPIC based mainboard
- Gigabit Ethernet interface (Intel® 82577 Gigabit Ethernet PHY)
- Microsoft Windows Embedded Standard 7 120-day evaluation toolkit used for building embedded operating systems. The latest fully functional evaluation software is available from the Windows Embedded Download Center at [www.windowsembedded.com/downloads](http://www.windowsembedded.com/downloads).
- User's guide

## Platform Benefits

This platform provides the digital signage industry with a feature-rich, reliable and standards-based development platform. It supports many connectivity options via PCI Express\* and USB, and interfaces to a large variety of peripherals such as WiFi/WiMAX and Bluetooth wireless adapters, and TV tuner modules.

Intel® Core processor technology makes it possible to integrate two complete execution cores, the memory controller and the graphics engine, in one physical package. The integrated graphics capability saves cost over integrating a separate graphics card and delivers exceptional graphics, high-definition video playback and 3D rendering.

Windows Embedded products are covered by an industry-leading 10-year support program plus a product availability of 15 years. An active community of industry-leading partners is available to support OEMs and ISVs through development.

## Manufacturing Options

Solution providers can choose to either manufacture a product based on the design available from Intel or purchase systems directly from suppliers. Intel and Microsoft are not manufacturing or selling systems based on the DSEK-10.

To learn more about solutions for digital signage solutions from Intel, please visit [www.intel.com/go/digitalsignage](http://www.intel.com/go/digitalsignage).

To learn more about Windows Embedded Standard 7, please visit [www.windowseembedded.com/standard](http://www.windowseembedded.com/standard).

### Features and Benefits of the Digital Signage Evaluation Kit Media Player.

Features	Benefits
Scalability	Solution providers can develop a wide range of signage designs, from entry-level to high-end, using Intel and Microsoft technology.
Interoperability	Businesses can be confident media players based on Intel® architecture and the Windows platform will connect and integrate seamlessly with existing enterprise infrastructure.
Manageability	Intel® AMT enables technicians to remotely manage, diagnose and repair systems even when they are powered down.
Energy Efficiency	Windows Embedded Standard 7 delivers smart power management APIs that aid developers building energy saving applications.
Graphics processing	Improved graphics performance using Windows 7 and Intel® processors with integrated graphics support multiple displays, rich media blending, multiple zones and large LCD displays.
Rich Media	Customers can deploy interactive solutions with panning and zoom, touch and gesture input to dramatically improve digital signage interaction.

<sup>1</sup> Intel® Active Management Technology (Intel® AMT) requires the computer system to have an Intel AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications of implementation of new business processes. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information,

see [www.intel.com/technology/platform-technology/intel-amt/](http://www.intel.com/technology/platform-technology/intel-amt/).

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