



CAYIN Technology Co., Ltd.

Company Profile

An introduction to the DIGIATL SIGNAGE professionals

2013

Born of Passion, Driven to Create a Revolution - CAYIN Technology

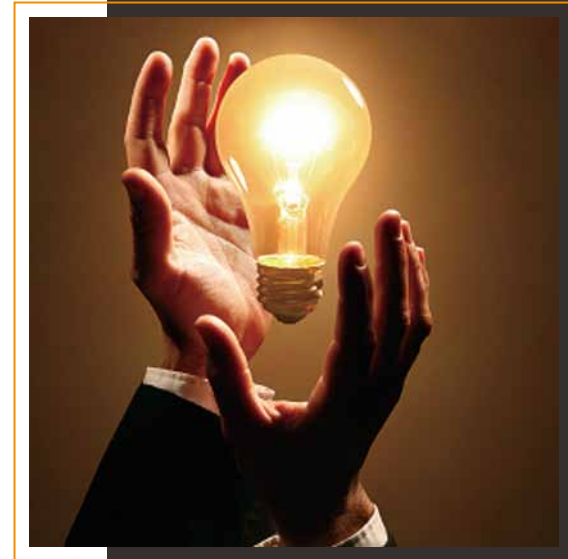
Computers, emails, cell phones – the whole world has gone digital. Why should business communication be any different? Famous French author Victor Hugo once remarked, “*All the forces in the world are not as powerful as an idea whose time has come.*” Digital signage is one such idea, and CAYIN Technology is the company that best brings that idea to life.

The world of communication has undergone a revolution over the last decade. With the synergies between multimedia and the Internet, a new mode of communication has emerged. And that technology gave birth to a remarkable company in 2004, bringing together a group of passionate engineers who combined “**belief**” and “**creativity**” to establish CAYIN.

CAYIN's first project was to build from scratch a video-on-demand platform (VoD) for Kuo-Kuang Motor Transportation Company. Emboldened by tremendous appreciation from the client and achieving success at its first attempt, CAYIN dived headlong into the world of precision-marketing and multimedia information announcement. Over the past few years, price cuts in digital flat panels have only increased demand for its products and services; now CAYIN has grown even beyond the dreams of those passionate few.

Today, CAYIN uses the latest in network and multimedia technologies to serve the digital signage needs of customers, both domestic and international. Today, CAYIN provides a gamut of products in this space, from simpler zone-type Digital Signage Players to enhanced Web-based Players, from Content Management Servers that control multiple screens to innovative management software to monitor (SuperMonitor), edit (xPost), and analyze (SuperReporter). Not only does CAYIN satisfy customers' expectations, it exceeds them by incorporating the latest technological advances like wireless transmission, remote monitoring, and GPS functionality in its products.

In one sentence, CAYIN is the solution to all your digital signage needs, even those that you haven't thought of yet. - That is why CAYIN's products inform people through 30,000 screens all across the world.



CAYIN's Product Portfolio – Every Digital Signage Product You Will Ever Need

Some people like to drive a stately Rolls Royce, while others prefer a more adventurous ride in a Ferrari. Similarly, not everyone's digital signage requirements are the same.

CAYIN understands, and that is why it provides a complete range of digital signage products, all of which can work seamlessly with one another. Whether you need a single screen to spread your message or multiple screens across multiple locations, all perfectly coordinated and completely customizable, CAYIN can help meet all your messaging, media playback, and overall management needs through the innovative use of its SMP players - communicating seamlessly with the CMS server in efficient client-server configuration.

CAYIN's attention to detail does not end with merely creating high-technology products – the company also provides you with the means to manage them. Thus equipped by CAYIN's powerful software packages to monitor (SuperMonitor), edit (xPost) and analyze (SuperReporter) your CAYIN hardware, you can create a digital signage system that is remarkably effective at getting your message across, yet amazingly cost-efficient.



Content Management Server (CMS)

CMS is the dedicated digital signage server for remote and central management over IP network.



SMP Digital Signage Player

SMP is responsible for managing, scheduling, and storing multimedia content.



Advanced Management Software

CAYIN provides professional management software for larger scale digital signage deployment.



Content-editing Application Software

CAYIN offers editing tools to create rich content for digital signage in different vertical markets.



School



Hotel



Convention Center



Movie Theater



Corporation

How Can CAYIN Help Your Business? Your Organization? Your Communication?

In order to answer this question, let's consider how you've been communicating with your audience now.

- 1. You are the manager of a mall who wants to guide customers to different locations. You use posters.
- 2. You are the director of a museum who wants to inform visitors about the latest additions to the collection. You use posters.

Now, can you see the obvious disadvantages of using posters?

- 1. Every time you want to say something new, you have to replace the existing posters.
- 2. There's only a limited amount of communication possible through static media like posters.
- 3. They consume a lot of resources in terms of space, materials and labor

With digital signage, you can overcome these disadvantages.

CAYIN digital signage solutions can:

- 1. Introduce products and services in an engaging and dynamic manner, enhancing brand value, and increasing customer connection.
- 2. Playback live speeches in full HD with perfectly clear sound at academic lectures
- 3. Get complete attention when you present important information to students in schools, customers in banks, fans in sports stadiums, etc.

If you have something to communicate, CAYIN digital signage solutions can do it better.

The possibilities are virtually limitless - video, audio, text, animation, information, changing layouts, colors that match the time of day, promotions that respond to stock levels... more audience connection, more effective communication.



Hospital



Taiwanese at Heart, Global in Reach

CAYIN is headquartered in Taiwan, but its products are present in 80 countries around the globe, communicating with people while transcending global, cultural and language barriers. Thus, even if its heart beats on Taiwan time, CAYIN is connected across all time zones, without delay. CAYIN is a true international company. Its presence on more than 30,000 screens across the world is testament to its commitment to customers and its ability to meet their communication needs.

AMERICA 16%

Argentina, Brazil, Canada, Costa Rica, Chile, Ecuador, Guatemala, Honduras, Martinique, Mexico, Netherland Antilles, Panama, Peru, USA, Venezuela, etc.

17% MIDDLE EAST

Algeria, Bahrain, Iran, Israel, Jordan, Kuwait, Lebanon, Oman, Qatar, Saudi Arabia, Dubai @ UAE, Abu Dhabi @ UAE, etc.

EUROPE 11%

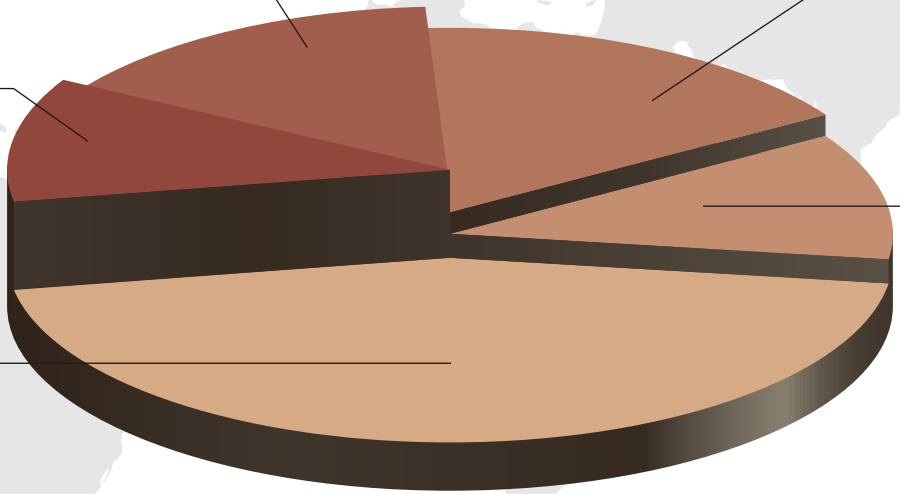
Austria, Belgium, Croatia, Cyprus, Czech, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Iceland, Ireland, Italy, Latvia, Lithuania, Luxembourg, Netherlands, New Zealand, Norway, Poland, Portugal, Slovakia, Slovenia, Spain, Sweden, Switzerland, Turkey, UK, etc.

11% OTHERS

Australia, Cote d'Ivoire, Egypt, Fiji, Kenya, Mauritania, Morocco, Nigeria, South Africa, etc.

ASIA 45%

Brunei, China, Hong Kong, India, Indonesia, Japan, Korea, Macau, Malaysia, Singapore, Philippines, Russia, Taiwan, Thailand, Sri Lanka, Vietnam, etc.



The Value of Partnership - How CAYIN Works with Partners to Create A Win-Win Situation

Executing a successful idea requires forging successful partnerships. CAYIN understands this and has developed trusting relationships with its distribution partners across the globe. Not only does this allow CAYIN to serve customers better, it also helps in spreading the message of CAYIN's expertise in digital signage. To this goal, CAYIN provides its global partners with the best service, the best advice on product education/staff training, the best promotional materials, and expert project technical support.

CAYIN's commitment to our distributors

- ★ Constant innovation to develop new features to meet all kinds of customer demands
- ★ Collaboration with top hardware manufacturers to provide the ideal combination of hardware and software to customers
- ★ Actively responding to customer feedback, incorporating these contributions into product development
- ★ Continuous improvement through software upgrades, hardware enhancements, and the creation of exciting new products

CAYIN will work hard for our partners ensuring:

- ★ Simple, tight, and effective integration of CAYIN's digital signage technology with other devices and equipment for easy system development. This includes connections to access control devices, bar code scanners, environmental monitoring systems, RFID scanners, attendance systems, alarms systems, automatic control equipment, and touch screens.
- ★ The best technical support across domains, individually customized as per the demands of each individual project, to maximize the competitiveness of every customer

We care about the success of our partners, working with you, working for you, committed to unwavering support.

If you want to become a CAYIN's distributor, please contact us.



From Birth to Maturity: The Evolution of CAYIN

2004



Founded in May 2004

- Worked on first project - development of in-transportation VoD software for Kuo-Kuang Motor Transportation Company



2005



- Developed the first multimedia player, LB-100 and CMS media server; exhibited at CEBIT, Germany



- Introduced digital signage system and VoD as products; officially launched digital signage player and server series

- Worked on first international projects – Novotel Hotel (France) and Kumu Art Museum (Estonia)

- Completed the first digital signage project in Taiwan for Chinese Culture University



- Promoted VoD on campuses as a digital education-aid system

2006

- Reestablished product strategy and positioning, focusing on digital signage and product development of related industries instead of VoD

- Officially divided sales channels into Greater China and International areas

- Having recognized the overlap of digital signage with the Audio Visual industry, participated in Integrated Systems Europe exhibition for the first time



- Released zone-type digital player SMP-PRO2, a marked improvement over existing technology in the market; SMP-PRO2 allows customers complete freedom to define the number and the locations of zones they want



- Introduced the first web-based digital signage player to support portrait mode HD video - SMP-WEBPLUS
- Worked with Pilot TV on FamiChannel project for FamilyMart convenience store; project involved 3000 players and 6 CMS-Performance servers across 1500 stores, and was Taiwan's largest digital signage deployment
- Had first exhibition in Saudi Arabia in an effort to enter the Middle East market

2007



- Released the first fanless, digital signage players with AV-IN function – SMP-PRO3 and SMP-WEB3



- Released the first Windows-based advanced management software for monitoring (SuperMonitor) and report generation (SuperReporter)

- Exhibited in three major markets – Infocomm (US), InfocommAsia (India) and Integrated Systems China (China)

2008



- Launched xPost content-editing system; a series of packages each designed to perfectly meet the unique needs of a specific application

- Became the digital signage sponsor of the world's second largest computer exhibition, Computex. Pioneering the use of networked digital signage to broadcast simultaneously at all three exhibition sites



- Exhibited for the first time in Russia, at Integrated Systems Russia

2009



- Released the first zone-type digital signage player that supports portrait displays, the SMP-PROPLUS

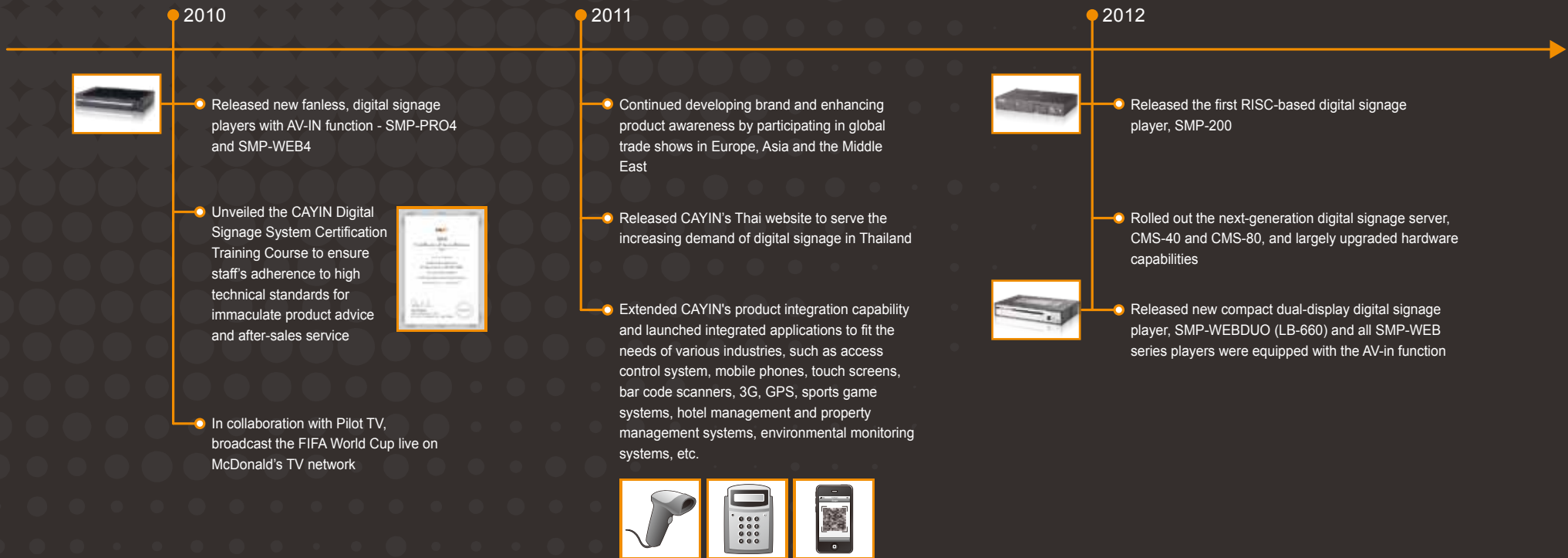


- Released the first dual video output support, Full HD web-based digital signage player, the SMP-WEBDUO

- Worked with Nova Media on Carrefour in-store TV project

- Worked with Pilot TV on McDonald's outdoor advertising project







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