

Case Study



Case Study - A prestige fashion brand chose IBASE's SI-28 professional digital signage media player solution.

A prestige fashion brand decided to go digital marketing inside their entire retail shop chain worldwide. With a dedicated content development team, this company needs a world class and fully connected digital signage network to deploy their product and marketing audiovisual content in their own network all over the world. After a tight selection progress, they chose IBASE partner's software as the digital signage system backbone and IBASE's SI-28 professional media player as the front-end player.

IBASE's SI-28 was chosen because of its unique design, multi-HDMI port support and built-in GPU. Most importantly, SI-28 is an embedded player, meaning customer can purchase the same device for a period of 5 years which is extremely important for a worldwide deployment which usually takes over 2 years or more.



High performance and flexibility is paramount in this project. SI-28 offers up to 4 HDMI independent visual outputs providing extremely flexible digital marketing content deployment capability. It also has 2 independent audio outputs making full AV deployment possible. The extremely slim SI-28, only 35mm thick, can be mounted horizontally, vertically or even at the back of the LCD panel.



IBASE's SI-28 professional digital signage player series not only offers players but also a complete rack mount solution as well. SI-7U, a specially designed rack system, offers a high density, active cooling and cable management rack mount solution for SI-28. With retail environment concerns, this fashion brand installs all the SI-28s inside their machine room in their shops. These shops are all in golden shopping areas, meaning rent is rocket high and space is always limited. Our SI-7U rack mount solution offers just what they need in a professional way.

This network has already covered the whole Western Europe, North America and Asia, including China and is still expanding.



SI-28



SI-7U