

SHAPE Fitness

View Class

Yoga Class

Trainer : Karl Slater



Growing up on an organic farm in NSW, KS has been involved in meditative practice and spirituality since childhood.

Monday 2.00pm
Tuesday & Friday 5.00pm

Fees for
\$12 per session
\$80 for 7 sessions
\$1 for 1 session

Group Fitness Timetable May 2008

Time	Mon	Tues	Wed	Thurs	Fri	Sat
7.00am	Seniors	Yoga	Seniors	Yoga	Seniors	
8.30am		Pilates			Yoga	Yoga
10.00am	Body Step			Body Pump		Kickboxing
11.30am		Kickboxing		Pilates	Body Pump	
2.00pm	Yoga	Body Step				
	Pilates		Pilates	Kick		
		Aerobic				

Weight
The weig

DYNAMIC DIGITAL SIGNAGE
New media creating opportunities of communications with target audience

- promote
- inform
- educate
- entertain

Digital Signage: New Media for Ubiquitous Communication

Digital technology not only brings people a more convenient, colorful life, but also dynamically changes the way people inform, educate, promote, and entertain.

John, like you and me, is an ordinary person who works as a manager in a chain bookstore, and commutes by subway everyday. His life is about to be influenced by the new media...

8⁰⁰_{am}

At subway station, a Digital Signage shows the timetable. John gets information about his train, which will be on time this morning. Today he has a good start!

Subway Station
TO INFORM

8³⁰_{am}

He arrives at the bookstore on time. The Digital Signage starts to playback a new training video. John and his colleagues efficiently learn about the latest publications and promotions.

Bookstore
TO EDUCATE

12³⁰_{pm}

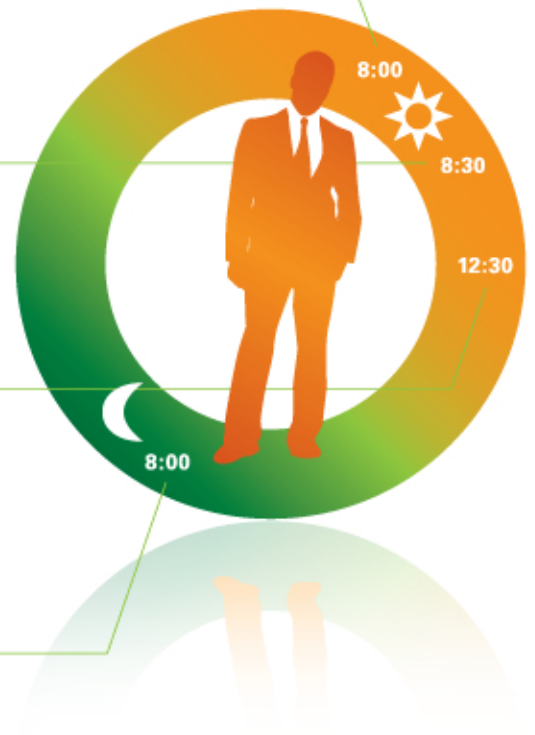
While lunching at a retail outlet's food court, John watches live TV news on the Digital Signage. Suddenly, a special promotion on the banner catches his eye and motivates him to check out a coat for Christmas.

Department Store
TO PROMOTE

8⁰⁰_{pm}

John orders his favorite beer at a bar, approaches to the Digital Signage, and touches the screen. The drink ad shrinks to the left corner, and the famous lottery comes up. Can John hit the numbers and win the prize tonight?

Bar
TO ENTERTAIN



WHAT IS DYNAMIC DIGITAL SIGNAGE?

Digital signage, also known as narrowcasting, is a multimedia platform which distributes rich information in abundant formats (HTML, Flash, videos, texts, and pictures) over IP network to digital displays or projectors. Replacing or enhancing traditional signs, digital signage offers a flexible and an interactive communication platform to promote, inform, educate, and entertain specific audiences at specific time in a variety of out-of-home occasions.



Catch Your Eyeballs Everywhere!

Convention Center

- Save time and expendable costs by publishing and changing information centrally and remotely. There is no need to change or reprint the announcement board again
- Vividly convey timetables and other useful information about exhibitions, conferences, and events at every corner to all participants
- Increase the number of viewers by transmitting live streaming video from an auditorium to other conference rooms

Corporate

- Disseminate brand image and corporate values to visitors
- Enhance internal communication between employers and employees
- Provide training programs to employees

Education

- Convey up-to-date school information to students, teachers, staff, and visitors as a campus e-bulletin system
- Display research achievements, teaching materials, academic seminars, or other educational videos for improving academic approaches
- Broadcast live seminars, sports games, and school ceremonies to all displays within campuses

Hospitality

- Bring a modern and advanced corporate image to hotels
- Update announcements centrally and immediately
- Provide a communication platform for customers to access all kinds of up-to-date information and entertaining programs easily
- Increase customers' satisfactions and, further bring in higher hotel frequentation and sales revenue

Museum

- Introduce both daily and up-coming exhibits in a dynamic way
- Display general museum information, e.g. greetings and messages for visitors, opening and closing hours, ticket prices, etc.
- Broadcast artists' live performances to all displays within the museum to benefit more art lovers

Retail

- Increase sales revenue by attracting more shoppers' attention with dynamic promotional ads
- Deliver precise, updated information to target customers immediately
- Provide information and shopping guide by incorporating interactive devices, e.g. touch screen
- Provide playback and system records for advertising billing

Transportation

- Inform commuters or travelers about the schedules and routes of buses, trains, or airplanes
- Provide TV programs to entertain people in the waiting areas
- Display instant or alert messages to passengers in the whole station

Bars and Night Clubs

- Display live sports games and promote special happy hours
- Display opening hours and emergency messages
- Promote soft and hard drinks
- Interact with guests by interactive games and information

Versatile Digital Signage Solution



SIGNAGE MEDIA PLAYERS



SIGNAGE MEDIA PLAYER SMP-PRO SERIES

This series is designed for applications which require displaying videos, graphics, and scrolling texts.

By using Cayin Skin Editor, an intuitive, simple drag-and-drop tool, users can easily define the size and location of each area.



SIGNAGE MEDIA PLAYER SMP-WEB SERIES

This series is especially designed for applications which require presenting advanced multimedia content or interactive applications by HTML, JPEG, JavaScript, Macromedia Flash, etc. It can also integrate existing web servers and databases.

SMP-WEBPLUS can furthermore support HD video, portrait display, and 2 video playback areas.



CONTENT MANAGEMENT SERVERS

CONTENT MANAGEMENT SERVER CMS SERIES

CMS is a powerful and reliable digital signage server with efficient media player management, content update, central scheduling, streaming video broadcast, and access control.

Along with CMS, SuperMonitor and SuperReporter can enhance larger-scale management and billing reports.

Simple and Efficient Operation



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