

NEW PRODUCT

Press Release

SEDAO LAUNCHES SWEP HD+, FANLESS, COMPACT, POWERFUL PLAYER FOR ALL DIGITAL SIGNAGE APPLICATIONS



Fanless means free from noise, maintenance and vibration. Sedao's new SWEP HD+ is the first fanless, miniature signage player to feature dual screen FULL HD display for resolutions of 1920 x 1080 and beyond, with a powerful Atom processor, gigabit Ethernet and WiFi capability in a small robust unit, providing industrial reliability and ease of mounting.

The small size, high-quality build and high specification of the SWEP HD+ box, combined with flexible options, such as live TV input and video capture make it the ideal digital signage player for all high performance digital signage tasks.

It's not just quieter; with fewer moving parts reliability is enhanced and the SWEP HD+ player can be located more easily in those awkward, out-of-the-way places commonly used to house digital signage equipment.

SWEP HD+ is fully factory-configured and comes pre-installed with Image Flyer, Sedao's renowned digital signage software, so users do not have to worry about installing and setting up the system before running their own applications. Fully compatible with Sedao's simple-to-use SWEP (Sedao Web Enabled Player) administration software, creation, management and editing of every factor of displayed messages can be performed over secure web links. The included 'Getting Started' installation of QuickChange with a wide selection of pre-prepared templates means that users can create professional-quality graphics tailored to their own brand or style within just a few minutes and add RSS feeds, web pages and a wealth of other content formats including Flash® and PowerPoint® for the ultimate in personalisation.

Gives your screens real impact

sedao
www.sedao.co.uk

David Oades, Sedao's Managing Director explains the concept: "Our systems are used widely in education, retail and commercial applications. The emphasis is on reliability and robustness for 24/7 unattended operation with automatic startup, wake-on LAN and remote user access; enabling effective communication through digital signs with equipment often located in the most inaccessible and inhospitable places. With its low cost the SWEP HD+ delivers an affordable alternative to the use of standard PCs that is built-for-purpose and much better suited to the job in hand. It is an ideal solution in a compact but highly configurable and powerful controller for all digital signage applications."

About Sedao

Formed from the professional broadcast industry, Sedao have been innovators in the in Digital Signage Industry since 2004.

Pioneers in the creation of professional quality screen communications that are genuinely easy to create and modify, Sedao content drives thousands of screens around the world.

Whilst Sedao users include many of the world's top brands, such as Rolls Royce, Microsoft, HBOS and Pfizer, as well as many of the world's major universities and governments, the volume of Sedao's business is based on its ease of use.

Sedao enable primary schools, small businesses, independent retailers and many others, to create digital signage screens that look **better** than those of the major retail focused digital signage systems.

With its 2009 launch of the Sedao Global Partner program Sedao looks forward to opening up the benefits of digital signage to millions of end customers irrespective of their technical ability or budget limitations.

Further information

Further information can be found at www.sedao.co.uk or by contacting Sedao or New Media Image.

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Screen shots, product information and references are available.