

SONY®

Sony's SimpleSign Total Solution Kit.



The out-of-the-box, ready-to-go, digital signage solution.

Sony's SimpleSign™ kit is an all-in-one solution that provides everything needed for start-up digital signage. For companies currently using DVD or videotapes to playback corporate marketing or advertising messages, digital signage is the ideal way to upgrade their communications method. Businesses such as car dealerships, retail stores, doctor's offices and other small enterprises that need an uncomplicated, yet powerful way to promote their products or services will benefit greatly from the ultra simplicity of Sony's SimpleSign solution.

Discover how Sony can simplify digital signage for your company.

The SimpleSign kit includes a choice of 26" * or 32" * display, a BKM-FW50 digital signage card, Vegas® 8 content creation software, a CompactFlash® card, CompactFlash card reader and a Quick Start Guide – everything needed to get started right out of the box. The fully functional SimpleSign solution is pre-configured to operate with no setup. Just save content to the supplied CompactFlash card, insert the card in the SimpleSign slot, and the content will playback automatically.

Sony's SimpleSign Kit includes:

- Pre-configured display with all accessories
- Vegas 8 Content Creation Software
- 1GB CompactFlash Card
- USB CompactFlash Card Reader/Writer
- 26" * or 32" * LCD Display
- BKM-FW50 Simple Signage Card
- Quick Start Guide
- CAT5 Crossover Cable

Creative Content for SimpleSigns

Sony Vegas® 8 content creation software provides effects and editing tools for creating professional looking digital signage. As an option for customers who need design assistance, Sony offers an affordable, creative content creation service. To learn more, contact: sonydigitalsignage@am.sony.com

Technical Service and Support

With every Sony solution comes Sony's legendary technical service and support team. Our exceptional network of telephone consultants, support engineers and service centers are ready to respond when needed.

Features and Benefits:

KLH-W26 and KLH-W32 Displays



- Integrated speakers and table stand
- 1366x768 High Definition LCD Display
- Consumes 30% less power than equivalently sized plasma displays
- Resists Image burn-in
- Less heat emission than plasma displays
- Built-in speakers produce great sound quality

BKM-FW50



- Provides simple content playback via insertion of CompactFlash card
- Capable of streaming playback
- Capable of "store and forward" playback
- Provides schedule and display control
- Presentation mode allows playback of a remote computer's activity

Vegas 8 Content Creation Software



- Provides simple, digital signage creation and rotation
- Allows instant playback of various file types from the timeline: GIF, JPEG, BMP, MPEG2, MPEG4 in SD or HD video formats
- Provides unlimited video and audio tracks
- Includes library of special effects

 [click: sony.com/digitalsignage](http://sony.com/digitalsignage)