

## Optoma Enters Digital Signage Market

Written by Bob Snyder  
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**Optoma enters the digital signage market with the launch of its SignShow D5000 HD media player and the SignShow 7POP (a 7" POP LCD display panel).**

***The products, according to the company, are the first of many planned for the Optoma SignShow range.***



The Optoma SignShow D5000 is an advanced HD media player that provides the ideal hub for powering any stand alone or networked digital signage installation. The player can output a combination of up to seven zones to the same display panel with output resolutions from VGA up to 1080P, plus deliver content to all networked screens. With SignShow InfoSAP Creator and InfoSAP Admin Software for Windows included as part of the complete offering, users can design, preview, publish and manage the schedule signage content and messaging. Full LAN network capability also means the media player can be controlled, configured and managed remotely.

Ideal for many applications, the Optoma SignShow 7POP is a versatile, 7 inch display panel with built-in speakers, offering a cost effective way to promote the latest products, games, movies and gadgets at the point of purchase. The 7POP comes bundled with the SignShow General Layout Editor (GLE) software, which runs on Windows, allowing anyone to create professional digital signage content in a matter of minutes. Content can also be uploaded remotely across a LAN network or local by USB to the 7POP.

"The OOH media market is expected to quadruple from 160 million Euro in 2007 to over 626 million by 2012, driven by retailers, brands and advertisers who want to better target consumers away from home\*," says Bob Johnson, Product Manager of Optoma Digital Signage Division. "Optoma has recognised the potential of this market and through the development of our range of high specification, yet cost-effective digital signage solutions we can enable installers to take full advantage of this growing demand."

Go [SignShow D5000 and SignShow 7POP](#)

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