



# Chameleon Digital Signage

## Product Synopsis

Chameleon is a combined solution for digital signage, utilizing a flexible player device with a software administration and content management system. It is intended to provide superior features at a market pricing model that is aggressively targeted at the broader market. The player device is sold as a standalone product with the option of utilizing other devices for the player capabilities. The software is sold on a monthly subscription basis determined by the feature set desired.

Chameleon is unexpectedly simple to use, with an unimposing user interface, which delivers the features normally reserved for expensive systems.



## Key Features

- Plug and play hardware installation with nearly no configuration required.
- Dual Screen Capability-Mirrored or Synchronized
- HD1080P High Definition or UHD 4K support
- Ultra simple Device and Content Management Interface
- Pre-installed on Android platforms
- Remote management and monitoring
- Supports all major image and video formats
- Supports audio playback with built in Shoutcast support for over 20,000 stations
- Web Capture at 1080p for content deployment
- Unlimited number of ad campaigns
- Full detailed reporting and proof of play
- Supports Kiosk and Interactive Digital Signage applications
- Geofenced Anti-Theft alarm and disabler

## Software Component

The Content Management System is a web based solution with emphasis on a simplified approach. Many of the features are handled in the background, eliminating clutter. Yet the reporting is still comprehensive, making it advantageous for larger, multi-client advertising networks. The system is capable of handling large deployments of screens without onerous software learning requirements.

**CHAMELEON FOR DIGITAL SIGNAGE**

Search...

Device Ad Manager Administration Report Sign Out

iSIGN Media Corp Refresh Add

ID	Name	Campaign	Campaign Update	Last Check-In	Software Version
ACDBDA36B9E1	iSIGN Test 1800e Device	Video Test Campaign	2014-12-04 18:43:11 GMT	2014-12-05 15:27:52 GMT	1.00.010

## Player Component

### iSIGN Smart Player

The iSIGN Smart Player is the companion device to the Chameleon software. It has been designed as a commercial quality, all-weather, all-purpose digital signage and proximity marketing engine.

The Smart Player contains both the Chameleon video player and the Smart Antenna Bluetooth and WiFi Proximity Marketing transmitter. As the ideal component for drive-through kiosks, the Smart Player delivers dual screen output to video displays, while sending coordinated offers and coupons to the customer's smartphone. The Smart Player is PoE powered, and is equipped with RS-232 data interfaces to connect to Point of Sale terminals, thereby clearly correlating the ad delivered with a purchase made and validating the effectiveness of the ad.



### 1800e Player

The Chameleon 1800e player is a single output digital signage player in a conventional countertop enclosure. It is simple to hook up and deploy without installation. It uses a conventional consumer style HDMI connector, with an additional Composite video output with analog stereo jacks. For digital audio, the HDMI cable or the TOSLINK Optical connector can be utilized.

The network connection for administration can use either the Ethernet jack or built in WiFi. The 1800e is perfectly positioned as the cost effective indoor solution for visual marketing due to its lack of a built in Smart Antenna. When paired with a Smart Antenna solution, the player is able to display basic signage player capabilities along with some of the Smart Player's basic functions.



***For additional information or free consultation please contact  
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