



The **future** beyond the **poster**

E-Poster

Multimedia totem





Product

E-Poster is a step into the future of multimedia showcase medium. It signifies true innovation aimed at replacing traditional paper media, with multimedia totems equipped with LCD screens. These guarantee practical and efficient display of not only digital posters, but also images, film clips and presentations. The use of a computer platform permits an extremely fluid and simple management of the files in any situation requiring showcase characteristics.

Added to the advantages linked to a decidedly more modern and functional medium are those deriving from the numerous Internet applications pertaining to it. Thanks to the great simplicity of use which characterises E-Poster, its use is possible without the presence of a management technician.



Advantages

Use of the E-poster guarantees multiple advantages:

- » It is no longer necessary to print posters.
- » Congress participants do not need to carry or put up posters in paper format.
- » The posters are sent in electronic format (e-mail, ftp server, upload service).
- » All the presentation work remains in digital format.
- » Display is considerably simpler and faster (recall using keyboard, zoom and scroll).
- » Files can be archived both locally and on-line, ensuring, through the Internet, convenient and immediate use wherever.
- » The classic cumbersome stations for putting up posters are eliminated with a consequent reduction of 75% of the space required for the Poster Room.

E-Poster totems are specifically directed at congress and conference specialists and organisers who pay particular attention to technology and innovation. These characteristics reflect positively both on the image of the congress/showcase structure and on that of the speakers.

Applications

The service was mainly conceived as a support medium for doctors/orators during a showcase on their report and studies. Unlike traditional media (printed poster), E-Poster allows instantaneous management of the material (images, photos, film clips and diagrams) on the part of the exhibitor. Added to this is the possibility for the public to use it and consult it in real time, with an integrated PC which manages content and navigation. The E-Poster totem is placed in position quickly and does not require fixing mechanisms. The metal structure of the cabinet ensures solidity during transport and start-up.

Technical characteristics

E-Poster is equipped with LCD panels pertaining to the new generation created for Flds/Pids applications. These panels already comprise special display features conform to the aforesaid environments:

- » HD resolution panels (1366x768)
- » an angle of vision of more than 180° both vertically and horizontally
- » 1.200: 1 contrast ratio

E-poster uses vertical Portrait Mode format in order to optimise display space and its informative capability. The whole range includes an internal Digital Board which supports various types of video formats:

- » Codec Mpeg-1
- » Mpeg-2
- » Mpeg-3
- » Mpeg-4
- » DivX
- » Window Media
- » etc.

Moreover, it is compatible with the most commonly used Media Content, such as JPG, HD video, Flash PPT and HTML page formats. Furthermore, it can be configured and set-up via Internet, TCP/IP network and Web browser.

Contents can be loaded into the Totem E-Posters by means of simple tools:

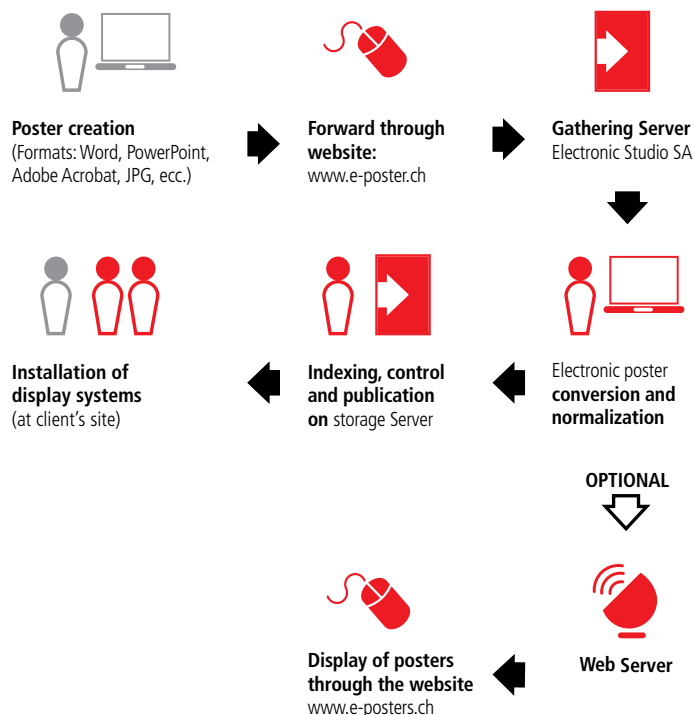
- » UMTS/GPRS connections
- » USB drive, DVDs, CDs
- » compact Memory cards (all types)
- » Wi-Fi/Blue Tooth connections
- » LAN connections, (TCP/IP)

E-poster is equipped with special ultra-flat 10 Watt speakers behind the front screen which guarantee exceptional sound quality, thus allowing multimedia posters with audio comment and film clips.

Optionals

E-poster can be supplied with customisation and promotion for industry, pharmaceuticals or other.

Procedure





the congressional technique | videoconference | sound | lighting

