



New Products Driving 4K Signage Demand

Organizations of virtually any size now have the ability to incorporate 4K signage into their communication efforts.

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The use of digital signage to deliver messaging in the marketplace continues to grow, with 4K displays helping to drive much of the demand. One report from research firm [DATAINTELO](#) estimates the global market for 4K digital signage will grow by a compound annual rate of 25.7% over the next five years, rising to \$12.2 billion in 2028 from \$3.9 billion today, driven in part by high-quality content and its ability to engage viewers.

Although 4K digital displays have typically been considered a feature of large-scale deployments, new products have made 4K displays accessible for smaller deployers such as restaurants, retail stores, educational institutions and other small organizations.

Defining the customer experience

Because of its higher pixel count, 4K digital signage offers significantly better image quality compared to lower-resolution displays. It provides more clarity, finer details and smoother images, making it ideal for showcasing high-quality content.

Using 4K digital signage can offer several advantages for small businesses. The higher resolution of 4K displays ensures content is easily visible, even from a distance or in well-lit environments. This makes it ideal for storefronts, trade shows, and other locations where visibility is crucial for attracting customers.

Promotional content will look sharper, more vibrant, and visually appealing. High-quality content can capture the attention of potential customers and leave a lasting impression. Clear, crisp visuals are more likely to engage and captivate viewers. Whether someone is displaying product images, videos or other types of content, 4K signage can help create a more immersive and compelling experience, increasing the chances of customers taking action.

And in a world where nearly everyone has incorporated digital displays into their operations, using 4K signage can set a business apart from competitors who may still be using lower-resolution displays. A visually stunning display can leave a stronger impression on potential customers and position a brand as forward-thinking and technologically advanced.

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New products open the door to more 4K

Technology providers of all types continue to introduce products that leverage 4K displays. And with display prices continuing to fall, deployers of all sizes can take advantage of the power 4K signage has to offer.

One product opening the door to 4K opportunities is the SI-111-N digital signage player from IBASE Technology.

The SI-111-N is a 4K digital signage player system based on the Intel® Atom® x6211E and Celeron® N6210 processors. Equipped with an HDMI 2.0b port that supports 3840 x 2160 @60Hz resolution, the industrial-grade system enables businesses to easily connect to a 4K display and create immersive visual experiences that attract attention and effectively promote their products or services.

Features of the SI-111-N include:

Palm-sized design

The palm-sized compact and slim design allows for installation in space-constrained space, such as the narrow space behind the 4k display. That makes it the perfect player for smaller deployers or those with limited space.



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“SI-111-N comes with Intel UHD graphics that can drive a maximum resolution of 4Kp60 video playback smoothly.”

Fanless operation

The SI-111-N’s fanless design provides silent better thermal management, energy efficiency, and is dust resistant, making it suitable for dusty or dirty environments. Additionally, its silent operation means it won’t be a distraction.

Wide temperature design

The SI-111-N11E can withstand a temperature range of between -20°C to 70°C (-5°F to 160°F), meaning it can be used in harsh environments.

Video playback ability.

SI-111-N comes with Intel UHD graphics that can drive a maximum resolution of 4Kp60 video playback smoothly.

And thanks to IBASE’s efforts to incorporate sustainable development and ESG practices into its products, the SI-111-N includes several energy-saving features, including the company’s proprietary iSMART green technology that enables power on/off scheduling with power resume capabilities as well as the Observer utility that remotely monitors system voltages and temperature to ensure the system is operating efficiently while minimizing energy consumption.

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The SI-111-N's extensive I/O connectivity offers an array of expansion options, reliable data handling, and wireless operation, which includes 1x 2.5GbE LAN, 1x COM (RS-232) port, 1x M.2 M-Key (2280) and 1x M.2 E-Key (2230) sockets.

The player measures 181 x 123 x 21.5mm and is available in two models, the SI-111-N and SI-111-N11E. Both models come with 8GB of DDR4-3200 SO-DIMM memory, 128GB M.2 storage, and a 60W power adapter. The SI-111-N operates from -10°C to 50°C, while the SI-111-N11E can withstand a wider temperature range of -20°C to 70°C for harsh environments. The systems are compatible with Win10 IoT Enterprise (64-bit) and Linux Ubuntu (64-bit) OS.

Tapping into the power

Overall, 4K digital signage is a powerful tool for businesses and organizations looking to create visually striking and impactful displays. It allows for the delivery of high-quality content, enhances customer engagement, and offers a wide range of features and capabilities to meet diverse communication and marketing needs.

The SI-111-N is an excellent solution for businesses that require a compact, energy-efficient, and powerful digital signage player that can operate seamlessly with 4K displays.

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Features of the SI-111-N Fanless Signage Player from IBASE

- Intel® Atom® X6000/ Pentium® / Celeron® Processors
 - iSMART intelligent energy-saving & Observer remote monitoring technologies
 - 2x DDR4-3200 SO-DIMM, Dual channel
 - 1x HDMI 2.0b
 - 3x USB 3.1
 - 1x 2.5GbE LAN port
 - 1x COM (RS-232)
 - 1x M.2 M-Key (2280) for storage
 - 1x M.2 E-Key (2230) for Wi-Fi, Bluetooth or capture card options
 - TPM 2.0 and watchdog timer
 - Industrial-grade robust, fanless and compact design
- Source: IBASE Technology



ABOUT THE SPONSOR:

IBASE Technology Inc. is a reputable manufacturer and supplier of industrial motherboards, embedded systems, panel PCs, digital signage players and network appliances in the Industrial PC and fast-growing AIoT markets. Since it was established in 2000, IBASE has been committed to the production of high-quality products, and to the rendering of excellent services. The company is publicly listed on the Taipei Exchange (TPEX: 8050) and is now a leading global provider of innovative industrial and embedded computing products. IBASE has a full range of digital signage system products catering across vertical markets including retail, fast food, hospitality, education and financial. Depending on their requirements, customers can choose the models based on performance, number of displays, resolution and ventilation designs. For more information, please visit www.ibase.com.tw.

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