ART Series

CDS
Crystal Display Systems Ltd

CRYSTAL *'ART'* INTERACTIVE ANDROID TABLET FOR RETAIL

Crystal Displays' ART Android based interactive touch tablets have been specifically designed and built for commercial and retail use. If you are looking for a reliable and professional interactive digital display that fits easily into any location, this is a perfect solution!

WHO?

For brands and retailers that require excellent promotion and video demonstrations of their products.

WHAT IS IT?

An Android based LCD player that allows retailers to stretch their creativity and utilise easy to use software applications available in the Android Marketplace. Customers can stream their website directly to the player without going through any huge complicated systems, making integration simple. Crystal-ART is able to bring customers closer to the brands / products or solutions that the brands are trying to convey. You have probably read numerous news items stating how critical content is in the process of In store digital signage display, and by ensuring your content is relevant, regular, dynamic, and engaging, the displays can transform the customer experience. The openness of the Android operating system with its wide tablet applications has opened a world of new and exciting opportunities for Marketing and promotions.

These applications keep customers entertained / engaged and can inform them about the products they are intending to purchase.

WHY?

Crystal-ART is an interactive digital display which is specifically built to create attention and help increase sales! It provides the openness of the Android System, an easy way to create content, rich communication and interaction with customers via the high quality touchscreen. You can directly link to your (or a chosen) website, plus you have the ability to utilize a wide variety of retail applications to promote products, run campaigns and entertain customers.

WHERE?

Crystal-ART is available in different sizes for many industries and places such as retail shops, brand , concessions, specialist shops, restaurants and bars, Public information, local councils, and hospitals...etc.

HOW DOES IT WORK?

Users can download applications from the Android Marketplace or develop their own applications to run on the Android OS. Application Software is included with the license fee to restrict user access such as lock the page and timer functions.

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Features:

We provide three choices of applications.

1. MOBILE APP LOCKDOWN

- Lockdown your Android Tablets into kiosk mode.
- Restrict users to allow specific applications only.
- Admin can securely unlock the device with a password.
- Completely hide or Disable bottom bar on Android O/S
- Display selected widgets on home screen.
- Reposition app icons simply via drag and drop.
- Create app shortcuts on home screen.
- Block user from changing System Settings
- Selectively allow or block individual child windows of any application.
- Password control for each application.
- Auto launch application(s) at startup.
- Custom title for allowed applications on home screen.
- Hide icons: Allow an application without showing it on the home screen.
- Import/Export settings to xml.
- Remotely deploy configuration (Supports http and local path specification).

2. HTML/WEBSITE LOCKDOWN

- Kiosk-mode browser for Android Smart phones and Tablets.
- Allow users to access authorised websites only and block the rest.
- Password protected access to browser settings.
- HTML5 and Flash support.
- Supports full-screen browsing for better user experience.
- Browse local web pages on the device.
- Customizable thumbnail icons (Choose among 'favicons', default or custom images for thumbnail icon).
- Show / Hide Title bar, websites address in the title bar and busy indicator while loading web pages.
- Prevent the device from auto suspend.
- Configurable context menu options.
- Lock Screen orientation to Landscape, Portrait or other modes.

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Services Available:

- Technical Support
- Installation and Setup
- Maintenance
- Application Support
- Hardware Support
- Guaranteed Warranty

- Customizable title for authorised websites on homepage.
- Launch Setting by tapping 5 times (configurable) on back button or anywhere in the empty area on the screen within 3 seconds.
- Easily configuration of the device via exported setting file (file can be located at the http server or locally on the device).
- Enable/Disable downloading/Uploading of files.
- Built in Fire Download Manager

And many more...

3. Signage App (CRM)

- Add slides to Signage playlist and configure slide duration.
- Display locally stored web pages, Live web pages, Online Videos, Stock ticker, New ticker etc.
- Use touch-screen Android devices to display interactive feeds. Getting feedback or taking an order from Customers was never so easy!
- Display rich HTML, Images and Text based content to users.

-HTML5 support. Its future ready

- Configurable exit options. Lockdown devices into kiosk mode.
- Password protected exit.
- Export/Import settings file. Configurable multiple devices is fun.
- OTA (Over The Air) update of Signage settings. Just update the import file remotely / application updates automatically.
- Plus much more.

General Advantages of Android Systems

- Easy to use and user friendly. Intuitive with touchscreen interface.
- Tend to require less power than a PC alternative.
- Many applications designed around the Android with touch user interface.
- Many development sources available.
- You no longer need the PC for the right applications ☺

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TECHNICAL SPECIFICATION	ART SERIES				
	ART-101	ART-150	ART-173	ART-185	AMP- 215
Screens					
Sizes	10.1"	15"	17.3"	18.5"	21.5"
Aspect Ratio	16:9	4:3	16:9	16:9	16:9
Resolution	1024 x 600	1024 x 768	1920 x 1080	1366 x 768	1920 x 1080
Brightness cd/m2	200	250	250	250	250
Hardware					
CPU	ARM Cortex A8 at 1.0 Ghz Processor with Mali 400 GPU processor				
RAM	2GB DDR				
USB	2	2	2	2	2
Mini USB	1	1	1	1	1
SD card	Y	Y	Y	Y	Y
Mini HDMI out	Y	Y	Y	Y	Y
Speaker	2wx2	2wx2	2wx2	2wx2	2wx2
Wifi (802.11b/g)	Y	Y	Y	Y	Y
RJ45	Y	Y	Y	Y	Y
Control Buttons	Y	Y	Y	Y	Y
Earphone	Y	Y	Y	Y	Y
Touchscreen					
Capacitive Touch	Standard	Standard	Optional	Optional	Optional
Infrared Touch	N/A	N/A	Standard	Standard	Standard
Resistive Touch	Optional	Optional	Optional	Optional	Optional
Optional (Additional Cost)					
3G	Y	Y	Y	Y	Y
Non-reflective glass	N	N	Y	Y	Y
Camera & Microphone	Y	Y	Y	Y	Y
Lithium Battery	Y	Y	N/A	N/A	N/A

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For more information:

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Software					
Operating System	Android 4.0 ICS				
Video Formats	AVI,WMV,MP4,MKV,RM,RMVB,FLV,MOV,3GP				
Music Formats	MP3,WMA,WAV,APE,FLAC,AAC,OGG				
Picture Formats	JPG/BMP/GIF				
Screen Calibration	Y	Y	Y	Y	Y
Application Software					
Mobile App Lockdown	Y	Y	Y	Y	Y
Html/Website Lockdown	Y	Y	Y	Y	Y
Signage App(CRM)	Y	Y	Y	Y	Y

"Studies have found that up to 76% of brand selections are made in-store! With our Android Tablets you can reach your customers and have them interact with your product / brand in a way that is proven to increase sales & brand awareness. Made of durable materials and built specifically for commercial and retail use, our Tablets have been developed to solve the problems found in commercial environments that consumer tablets are not designed for. Reliable, stylish and effective for your retail and commercial applications."

Linked **in**.

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