

Overview

Delivering effective product information in a retail environment can mean the difference between getting the sale and losing it to a competitor. Traditional printed signage can limit the amount of product information that can be displayed to your customers while also making it inconvenient when information changes. Using digital signage in a retail environment can be a very



powerful way of displaying vast amounts of information in the same space that may have been used for traditional signage. More than one product can be displayed effortlessly on the same screen while also providing opportunities for interactive capabilities. Product information can be seamlessly updated to reflect sales promotions without the need to task an individual with retrieving outdated signage and posting of new material.

How do Cables To Go solutions fit into this type of application?

Retail signage solutions vary based on the intended purpose and placement of the display(s). Some applications may have a signage system that is distributed throughout the store, while others may only use signage in key areas with content that is tailored to a specific product or customer segment. Cables To Go offers many products which can support the digital signage needs for retail environments. Signage applications distributed throughout the store can benefit from our VGA with audio over Cat5 solution which can distribute up to 1,000 ft. from source to display. Each transmitter unit includes rack mounting hardware which is ideal for organizing related equipment together within a designated location. Multiple transmitters can be chained together to accommodate more than four displays.

Applications tailoring signage to key locations, which may have interactive touch screen content or require flexibility of placement, may use a dedicated media player with WiFi connected to the rear of the display. Our current lines of VGA, DVI and HDMI cabling in addition to USB or RS232 cabling for touch screens, are ideal for these type signage applications.

Whole Store Distribution Solution Example

The owners of a health food grocery store are interested in investing in a digital signage solution to help promote weekly sale items. They would like to divide the digital signage systems into two different areas - one at the fruits and vegetables department and the other at the deli counter. Because they run weekly promotions that are store wide, the owners have requested that the solution be able to easily switch to a third computer which can display the same presentation over both systems. Both departments will each have four displays with dedicated computers located in the owners' office. The length of each monitor varies from 100 ft. to 400 ft. from the office that will house the computers.

Recommended Solution

Description: TruLink® 4-Port VGA + 3.5mm Audio over Cat5 Extender – Base Unit

Application: Distributes content from each computer to the displays of each department

Part number: 39985

Quantity: 2

Description: TruLink® VGA + 3.5mm Audio over Cat5 Extender – Remote Unit

Application: Converts the signal sent over a cat5/6 cable back to a format that the display can interpret

Part number: 39986

Quantity: 8

Description: TruLink® 4x4 UXGA Video Matrix Switch with 3.5mm Audio

Application: Allows for switching and identical distribution of content from the third computer used for the weekly sales promotions

Part number: 39974

Quantity: 1

Description: 3 ft VGA270™ HD15 UXGA M/M Monitor Cable

Application: Connects each remote unit to the display (8)*. One for each computer used in the system to the matrix switch (3). One to connect each output from the matrix switch to the base units (2).

Part number: 52058

Quantity: 13

***Note:** Although each remote unit includes a 4ft VGA cable for convenience, the VGA270 is recommended for easy installation with flat panel displays.

Description: 3 ft 3.5mm M/M Stereo Audio Cable

Application: Connects each receiver unit to the displays for audio (8). One for each computer used in the system to the matrix switch (3). One to connect each output of the matrix switch to the transmitter units (2).

Part number: 40412

Quantity: 13

Description: 1,000 ft Cat5E UTP 350 MHz Solid PVC CMR-Rated Cable - Blue

Application: Connects each receiver back to the transmitter.

Part number: 27350

Quantity: Varies by distance of displays

Description: RJ45 Cat5E Modular Plug for Round Solid/Stranded Cable – 25 pack

Application: 16 needed for this example. One terminated to each end of raw Cat5e/6 cable.

Part number: 27573

Quantity: 1

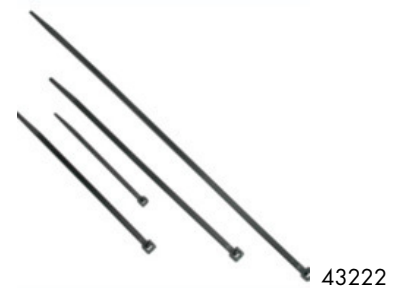
Recommended Solution

Description: 6in Releasable/Reusable Cable Ties – Black – 50 pack

Application: Excess cable should always be handled in an organized manner. Cable zip ties are a perfect cost effective way to manage excess amounts of cabling in the application.

Part number: 43221

Quantity: 1



Application Diagram

