



 **SPINETIX™**  
N°1 IN DIGITAL SIGNAGE SOLUTIONS

# Digital Signage Solutions.

# Innovate.

MadisonAV is an Australian owned and operated business that innovates, distributes and supports a range of high-quality AV product solutions from globally recognised brands.

We bring together detailed knowledge of AV industry best practice and innovative products from global technology partners.

Our experience supporting AV and broadcast solutions across key market sectors is underpinned by 30 years of insights and customer understanding.



# Support.

Our team is dedicated to finding the best possible solution for every project.

Our dedicated team provide a successful formula for delivering innovation, agility and practicality for any complex AV project challenges.

From specification assistance, design support, or post sale technical support, our team is right behind you.

# Distribute.

Connecting you to world-leading brands.

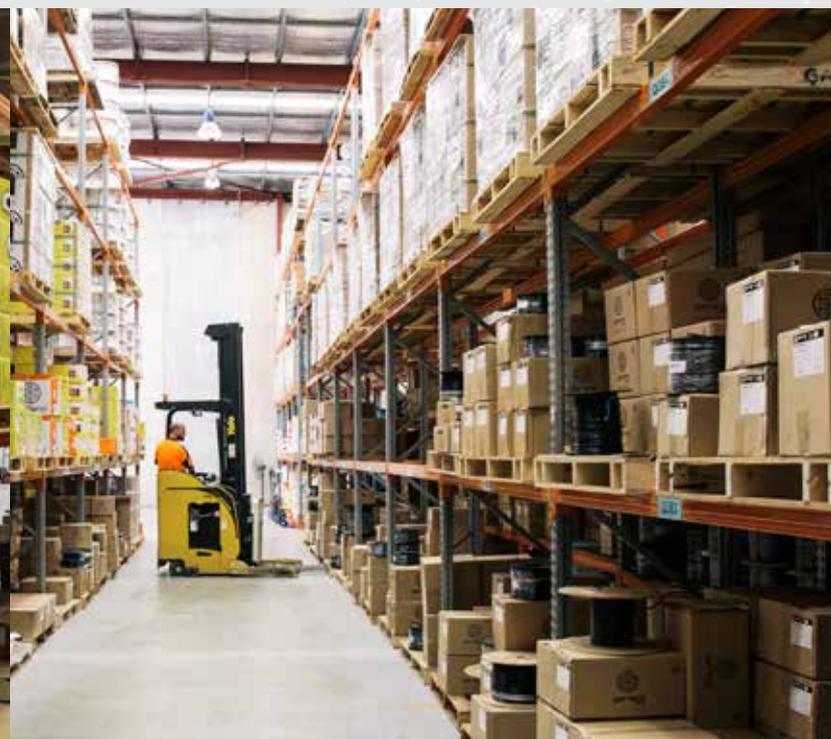
We efficiently connect customers with leading, state of the art solutions through our sales, warehouse and distribution networks across Australia and New Zealand.

Our heavy investment in stock ensures we have what you need, when you need it.



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## Contact Us.

For more information on the range of SpinetiX Digital Signage Solutions for your next project visit us at [www.madisonav.com.au](http://www.madisonav.com.au) or call on 1800 00 77 80.

# About SpinetiX.

## Leaders in Digital Signage Solutions

At SpinetiX, we bring your story to life with unique digital signage solutions. From big retail brands, large corporate customers, educational and public institutions, to small businesses, we help you accelerate your digital transformation and achieve your business goals with impactful visual experiences.



### 15-YEAR HERITAGE

Trusted and awarded  
by thousands of  
customers worldwide



### A COLLABORATIVE ECOSYSTEM

Both MadisonAV and SpinetiX  
are here to consult with you on  
a bespoke solution



### A COMPLETE SOLUTION

Limitless applications. From  
simple displays to interactive  
kiosks or video walls





## A Complete Digital Signage Solution



PLAYERS



CLOUD



SOFTWARE



WIDGETS



OPERATING SYSTEM



SERVICES

SpinetiX delivers the most flexible and end-to-end digital signage solution on the market: from our award-winning media players to Elementi software with its 250+ widgets, to SpinetiX ARYA™ cloud, to DSOST™ operating system, and to our services – we have you covered.

# ONE SOLUTION



Cloud-Based Scenario



On-Premise Scenario



Hybrid Scenario

# MULTIPLE SCENARIOS

## Player + SpinetiX ARYA Cloud



- Intuitive by design
- Visual & end-user centric
- Included with all players
- Online support chat included
- Multi-user, tagging, services

## Digital Signage Kit + Elementi Software



- On-site local network deployment
- No recurring fees
- Advanced content customisation
- 250+ widgets

## Player + SpinetiX ARYA Cloud + Elementi Software



- Powerful combination between cloud and on-premise scenarios.
- Intuitive cloud interface from SpinetiX ARYA
- Access to advanced features from Elementi software

# DIGITAL SIGNAGE PLAYERS



## HMP400/400W

At the core of our digital signage solution lies the HMP400 Hyper Media Player. Engineered in Switzerland and made in Germany, HMP400 comes with 3 years of warranty, extendable to 5 years. It is the powerful hardware you need capable of reliably delivering 4K at 60fps 24/7 for a decade.



### KEY FEATURES:

- 4K/60fps ready
- Comes with DSOS™ by SpinetiX – digital signage operating system
- WiFi version available
- Power over Ethernet (PoE+)
- Intel® Atom® processor
- Fanless, compact and flat-form factor design
- Dust-resistant, designed for extreme conditions
- Passive heat dissipation
- All connectors lockable
- Designed for long life cycle and availability
- Rated for 10-year continuous operation with less than 1% failure

# DSOS™ BY SPINETIX



## AN OPERATING SYSTEM DEDICATED TO DIGITAL SIGNAGE



**When failure is  
not an option**

Digital signage systems are often expected to run **24 hours a day, 365 days a year, without failure**



**Security  
at the core**

DSOS and Intel® technology together provide a one-stop, low-risk, secure platform for digital signage deployments of any size, and any high-availability scenarios



**Lean and easy to  
maintain**

Designed to turn any qualified device into a dedicated signage appliance, DSOS is leaner and easier to maintain than general-purpose operating systems

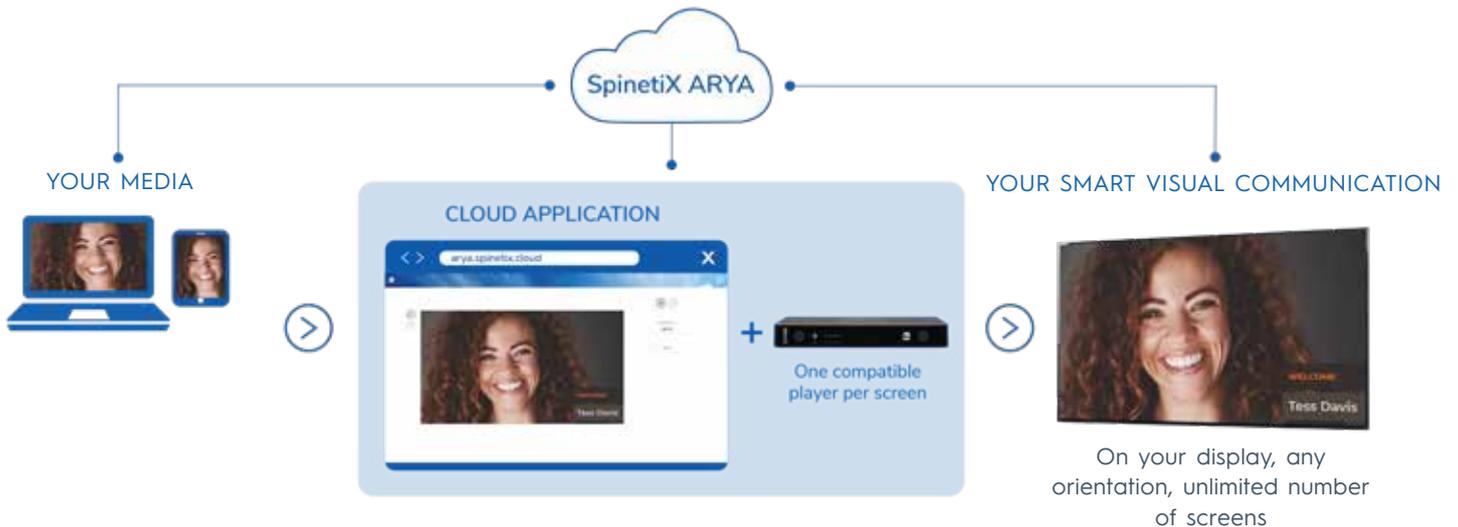
# SPINETIX ARYA CLOUD

## DESIGNED FOR YOU AND YOUR BUSINESS

SpinetiX ARYA is designed to get you noticed, bring passers-by to your business and turn them into your best customers. Set spectacularly visual messages on your display in minutes from just about anywhere.



## EVERYTHING YOU NEED TO GET STARTED



## CHOOSE THE RIGHT PLAN FOR YOU

**SpinetiX ARYA  
DISCOVERY PLAN**

- 100% Free
- 1 User
- 1GB Storage
- Unlimited displays
- 9 templates
- Live chat support

**SpinetiX ARYA  
ENTERPRISE PLAN**

- Unlimited Users
- On-demand storage
- Unlimited displays
- 12 templates
- Custom templates
- Tagging
- Alerts
- Live chat support

★★★★★  
Added Value Services

SPECIFICATIONS	DISCOVERY	ENTERPRISE
Number of Users	1	Unlimited
Number of Players	Unlimited	Unlimited
Cloud Storage	1GB	10+GB (for every purchased player)
4K Image and Video Transcoding	✓	✓
<b>CONTENT</b>		
Logo Template	✓	✓
Opening Hours Template	✓	✓
RSS News Template	✓	✓
Menu Template	✓	✓
QR Code Template	✓	✓
Info Template	✓	✓
Person Template	✓	✓
Weather Forecast Template	✓	✓
Clock Template	✓	✓
Wayfinding Template	-	✓
Countdown Template	-	✓
Overlay Template: Add 1 or more layers of content that remain always on/visible for as long as you need throughout your entire template - useful when adding your company logo.	-	✓
Audio	-	✓
Audio Playlists	-	✓
Priority Schedule: Set 1 or more multiple priority screens that appear on top of already existing content when needed - useful for temporary promotions, etc.	-	✓
Alerts: Display ready-made alert templates (fire, severe weather, flood), modify and copy them, or create your own custom alerts.	-	✓
Tags: Tag players and screen content to easily publish content on display and to organise, find and filter anything.	-	✓
Smart Sync: Smart Sync uses tags to link your content with your players, automating content scheduling and publishing.	-	✓
Overlay: Add 1 or more layers of content that remain always on/visible for as long as you need throughout your composition - useful when adding your company logo.	-	✓
Customisation: Resize and reposition any element in a template.	-	✓
Elementi Import: Import, schedule and publish projects created with Elementi digital signage software.	-	✓
<b>ADMINISTRATION &amp; CONTROL</b>		
Setup: Use the quick 4-step secure wizard to add and set up players to your account.	✓	✓
User Roles: Assign specific user roles and delegate rights to registered users - user roles include modify content, create content, schedule content, setup/monitor players, access alerts, manage billing, and admin.	-	✓
Monitoring: Real-time preview of content loaded to players, player status, player location, and other technical details for players connected to your account.	-	✓
Reporting: Check historical uptime and status of players connected to your account.	-	✓
User Tags: Tag users to easily assign roles, delegate, or restrict user rights.	-	✓

# ELEMENTI SOFTWARE



Compose, Schedule & Publish

## SIMPLE YET POWERFUL DIGITAL SIGNAGE SOFTWARE

Deliver visually rich experiences to any combination of screens across all your networks. With Elementi, you can create high impact projects including video walls, interactive kiosks and live streaming video. You are always a click away from previewing your digital signage project in full screen and from publishing it on display.

### 3 LICENSES FOR ALL YOUR NEEDS

Elementi S	Elementi M	Elementi X
10 players 250+ Widgets	Unlimited players 250+ Widgets	Unlimited players 250+ Widgets Developer tools



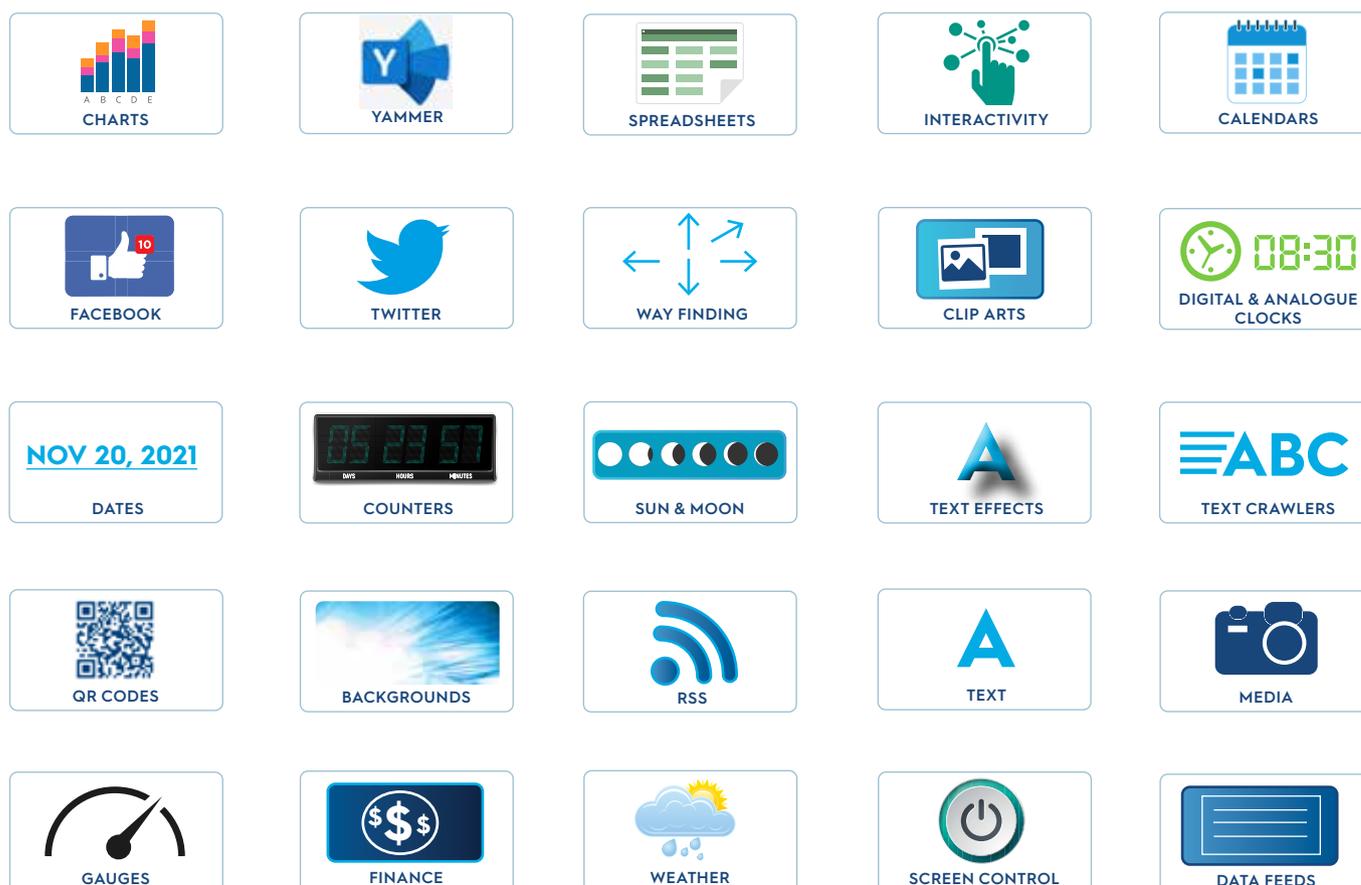
Download Elementi 30-Day Trial  
[spinetix.com/download](http://spinetix.com/download)

# 250+ ELEMENTI WIDGETS

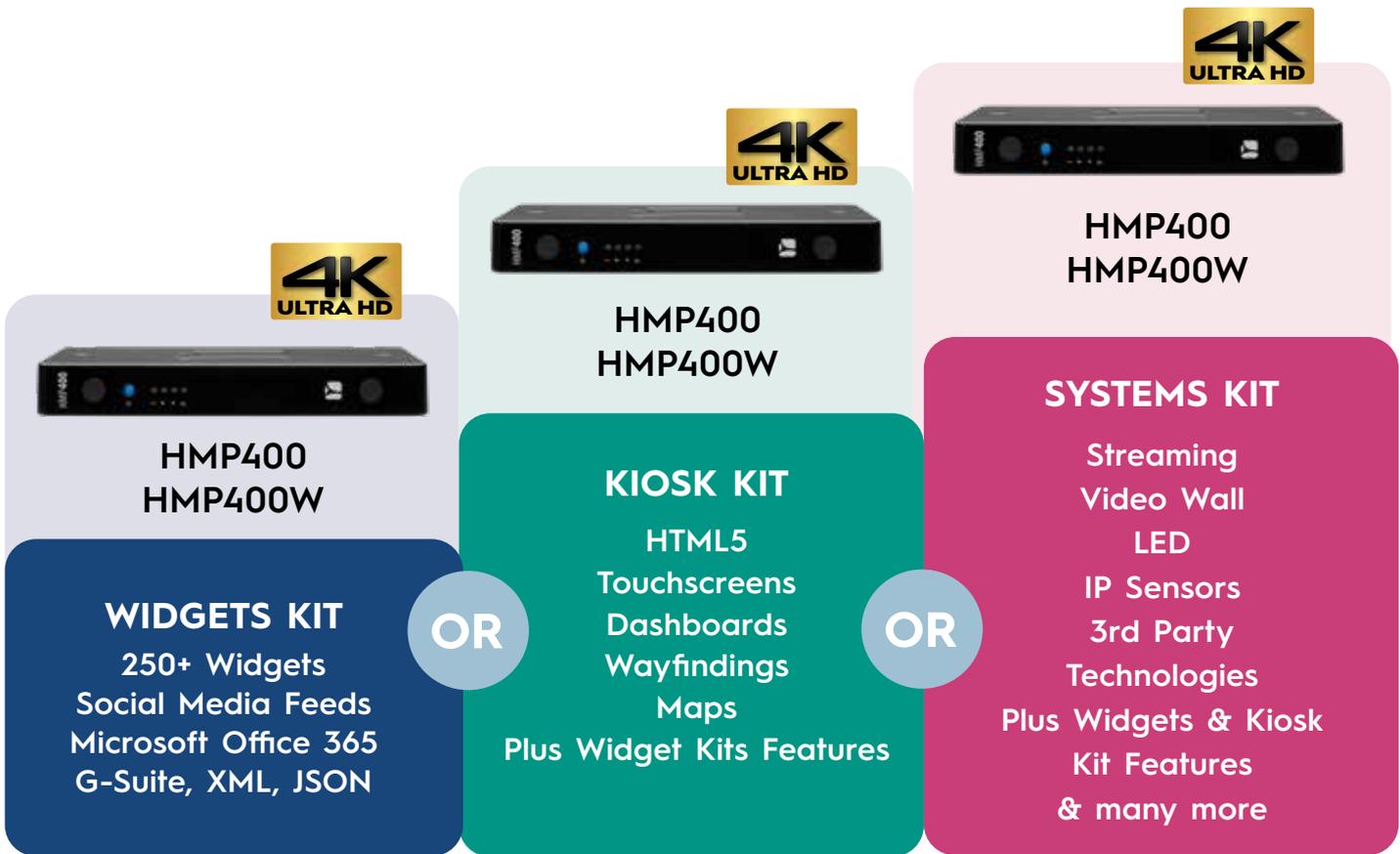
## MORE THAN 250 REASONS TO LET YOUR DATA BE SEEN

The future of digital signage is all about data-driven high-impact content delivered in an automated way to any combination of screens. We believe that creating such content should be a one-stop process. Our widgets are your fast track to bringing data from your everyday tools beautifully to the right audience at the right time.

With 250+ subscription-free Widgets, integrated in our software, your data goes where your audiences go. Widgets are digital signage components designed to display live data that auto-updates. They are easily customisable, simple, and beautifully powerful when delivering information from the data source of your choice.



# DIGITAL SIGNAGE KITS & DSOS LICENSES



## CHOOSE YOUR FEATURE SET

MadisonAV keeps you covered with three digital signage kits. Each kit includes an HMP400 signage player and a DSOS license to unlock various feature sets called WIDGETS, KIOSK and SYSTEMS. Alternatively, purchase the license separately for an existing HMP400 signage player.

## CHARACTERISTICS

- Possibility to activate right after you buy or later
- Flexibility to migrate your DSOS license from player to player
- A project can have a mix of diverse DSOS licenses

SPECIFICATIONS DIGITAL SIGNAGE KITS		HMP400 WIDGETS KIT	HMP400 KIOSK KIT	HMP400 SYSTEMS KIT
		 	 	 
Signage Player Kit Code		SW-HW-HMP400-WKIT	SW-HW-HMP400-KKIT	SW-HW-HMP400-SKIT
Wi-Fi Signage Player Kit Code		SX-HW-HMP400-WKIT	SW-HW-HMP400-KKIT	SW-HW-HMP400-SKIT
Standalone License Code (excl Signage Player)		SX-SE-DSOS-WIDG	SX-SE-DSOS-KIOSK	SX-SE-DSOS-SYS
Connect with social media data 	Yammer, Twitter, etc	✓	✓	✓
Connect with enterprise cloud solutions 	Office 365™ Google Workspace™	✓	✓	✓
Other widgets designed for signage 	Weather, Financial data, graphs, etc	✓	✓	✓
Connect with other data sources 	XML, JSON feeds	✓	✓	✓
Native support for HTML5 	Display web pages		✓	✓
Touch-screen Kiosks 	Physical I/O multi-touch support		✓	✓
Dashboards 			✓	✓
Wayfinding maps 				✓
Streaming IPTV 	Content broadcast support			✓
LED 	Custom resolutions			✓
Video wall 	Frame syncho			✓
3rd Party IP Technology 	AMX™, Crestron™, Fire, Evacuation, ESII™, Q-Matic™ and more			✓

# DSOS WIDGETS LICENSE & KITS



## BRING YOUR STORY TO LIFE WITH YOUR DATA

In WIDGETS mode, you combine the power of HMP400 and the versatility of ELEMENT1 and its 250+ Widgets. Fill any display with content that auto-updates using data from everyday tools like social media, G-suite, or Microsoft Office 365. Widgets are easily customisable, simple and power to deliver information.

### KEY FEATURES

Product	Description	MadisonAV Order Code
DSOS Widgets License	Standalone Widgets License	SX-SE-DSOS-WIDG
HMP400 Widgets Kit	HMP400 Signage Player + Widgets License	SX-HW-HMP400-WKIT
HMP400W Widgets Kit	HMP400 WiFi Signage Player + Widgets License	SX-HW-HMP400W-WKIT



**Connect with social media data**  
Yammer, Twitter etc



**Connect with enterprise cloud solutions**  
Office 365™  
Google Workspace™

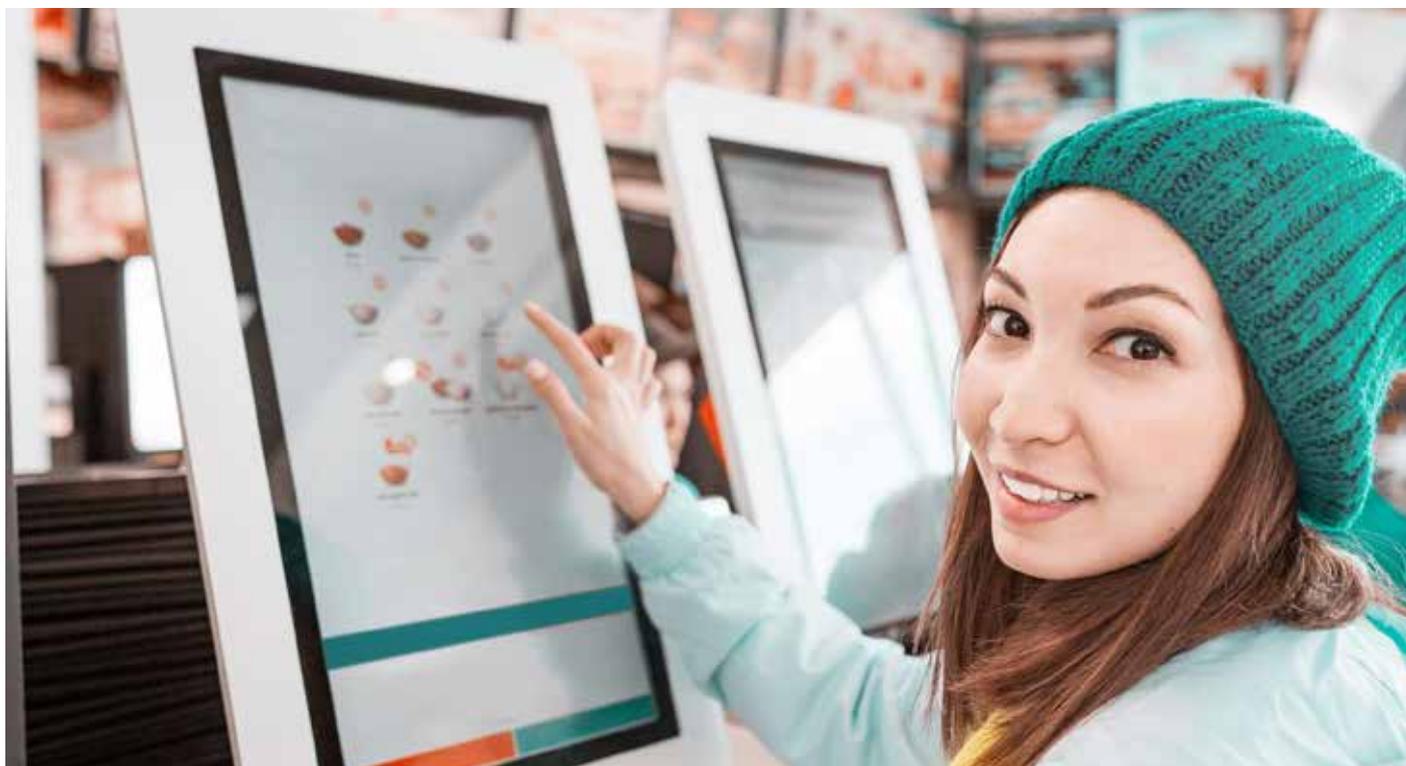


**Other Widgets designed for signage**  
Weather, Financial data,  
Graphs, etc



**Connect with other data sources**  
XML,  
JSON feeds

# DSOS KIOSK LICENSE & KITS



## CRAFT AMAZING INTERACTIVE EXPERIENCES WITH HTML5

The KIOSK mode builds on top of the WIDGETS mode and allows you to offer rich interactive content. Native support for HTML5 enables your team to craft captivating user experiences for any display.

### KEY FEATURES

Product	Description	MadisonAV Order Code
DSOS Kiosk License	Standalone Kiosk License	SX-SE-DSOS-KIOSK
HMP400 Kiosk Kit	HMP400 Signage Player + Kiosk License	SX-HW-HMP400-KKIT
HMP400W Kiosk Kit	HMP400 WiFi Signage Player + Kiosk License	SX-HW-HMP400W-KKIT



**Native support  
for HTML5**

Display web  
pages



**Touch-screen  
kiosks**

Physical I/O, multi-touch support



**Dashboards**



**Wayfinding  
Maps**

# DSOS SYSTEMS LICENSE & KITS



## HARNESS THE POWER OF INTEGRATED TECHNOLOGY

SYSTEMS mode allows you to immerse audiences with your story through IoT solutions and third-party technologies. With sensors, cameras, smart-building, queue management systems and more, you have the full integration capacity of HMP400 to deliver experiences with an unlimited degree of personalisation.

### KEY FEATURES

Product	Description	MadisonAV Order Code
DSOS Systems License	Standalone Systems License	SX-SE-DSOS-SYS
HMP400 Systems Kit	HMP400 Signage Player + Systems License	SX-HW-HMP400-SKIT
HMP400W Systems Kit	HMP400 WiFi Signage Player + Systems License	SX-HW-HMP400W-SKIT



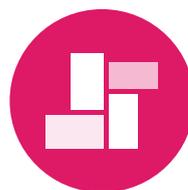
**Streaming  
IPTV**

Content  
broadcast support



**LED**

Custom  
resolutions



**Video-wall**

Frame  
synchronization



**3rd Party IP  
technology**

AMX™, Crestron™,  
Fire, Evacuation, ESII™,  
Q-Matic™ and more

# THE HYBRID SOLUTION

SpinetiX can cover highly customised or specialised digital signage requirements not readily accessible by other suppliers. This is because the SpinetiX's on-premise and cloud solution can connect together to bring you the best of both worlds.

MadisonAV and SpinetiX work directly with you or your client to assess and recommend the right customised hybrid solution for you. The possibilities are endless.

## HERE'S HOW IT WORKS

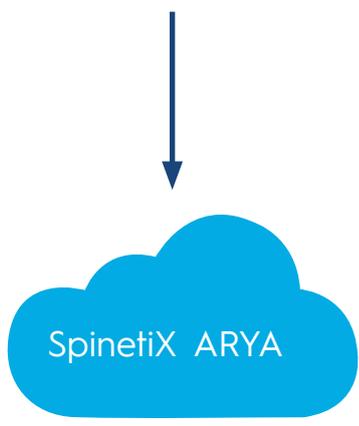
### POWERFUL CONTENT CREATION ELEMENTI SOFTWARE - ON PREMISE SOLUTION

Elementi is an extremely powerful digital signage tool for creating content. With features such as 250+ widgets, touchscreen support, custom resolutions, IPTV integrations and more, the options far exceed any cloud-based signage solution in the market. When your dynamic signage content is created through Elementi, it can be sent to SpinetiX ARYA Enterprise to distribute via the cloud.



### SIMPLE CONTENT DISTRIBUTION SPINETIX ARYA ENTERPRISE - CLOUD SOLUTION

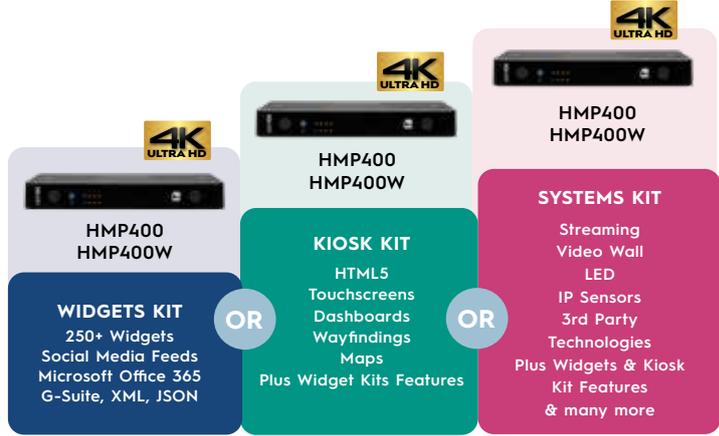
Spinetix ARYA Enterprise has a very easy to use interface and leverages the simplicity of content distribution over the cloud. It's even easier to manage multiple users and large-scale signage roll outs with the powerful tagging system to group users and signage players into categories or groups you want. Since content is drawn from SpinetiX Elementi software, the content is far more powerful than other cloud-based signage solutions. ARYA Enterprise then delivers the content to the SpinetiX signage players.



### ENTERPRISE LEVEL CONTENT DISPLAY HMP400/W SIGNAGE PLAYER KITS

SpinetiX signage players are the end-points that connect to your digital displays. They are industrial grade workhorses that can run 24/7 in tough conditions without failure. The different kits have different "DSOS" licenses for customised feature sets.

ARYA enterprise can distribute content to the signage players anywhere in the world. This makes SpinetiX the most flexible solution for domestic or international signage networks, small or large.



# DIGITAL SIGNAGE SECURITY



## SECURITY BY DESIGN

Security by design and not by afterthought is key to make sure our solution is offering a consistent level of security. For SpinetiX, an equally important principle is that security should not increase complexity. The level of protection offered must be state-of-the-art but implemented in a way that is the least intrusive for end-users.

### Hardware

Password protected player interface with user levels, no access to storage media (no removable SD card)

### DSOS

Regular free updates with security patches

### Software

Elementi software matches user desktop security

### Content

Support for authenticated data when connecting your everyday tools

### Network

Password protected content publishing

### Cloud

Relying on technology providers compliant with most rigorous standards like GDPR, C5, ISO 27001:2013

# DIGITAL SIGNAGE SUPPORT TEAM

We don't take a cookie cutter approach to digital signage. Different clients have different requirements, pain points and data to import into their digital signage content. MadisonAV will work with you and your client to recommend a bespoke solution that fits your complex requirements.

Think outside the box with what you would like to achieve with digital signage. Ask us how SpinetiX can achieve your digital signage goals and we'll support you with the right solution.

Some examples of complex digital signage requirements include:

- Complete automation of company/client data to be displayed on digital signage using existing tools such as Microsoft Office 365 suite or Google suite
- Automated booking times using calendars e.g. Outlook
- Ability for non-technical people to update content using existing tools that the organisation already uses
- Wayfinding
- Touchscreen controls and kiosk menus
- Scalable solution over time



# CASE STUDIES



Retail



Education



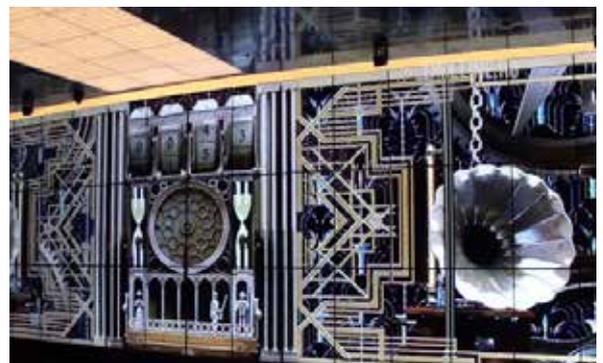
Hospitality



Sports Venues



Corporate



Event & Entertainment

## DISCOVER MORE CASE STUDIES



Transportation



Healthcare



Institutions and Government



Financial Services



Smart City



Production Sites



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