渤鑫有限公司
Berkin Enterprise Limited

Berkin Introduction

Eileen Chiou
Managing Director

1. Digital Signage Product
    1. Media Player
    2. AIO Signboard
2. Meeting Room Booking System
3. DeskTop Booking System
4. CMS Solution
5. Way Finder Solution
6. Videowall– AnyTiles Solution

enables robust **digital signage** infrastructure
to enhance **productivity** and everyday **experiences**



Data collection



AI insights



Smarter, informed decisions
enabled by **digital signage**

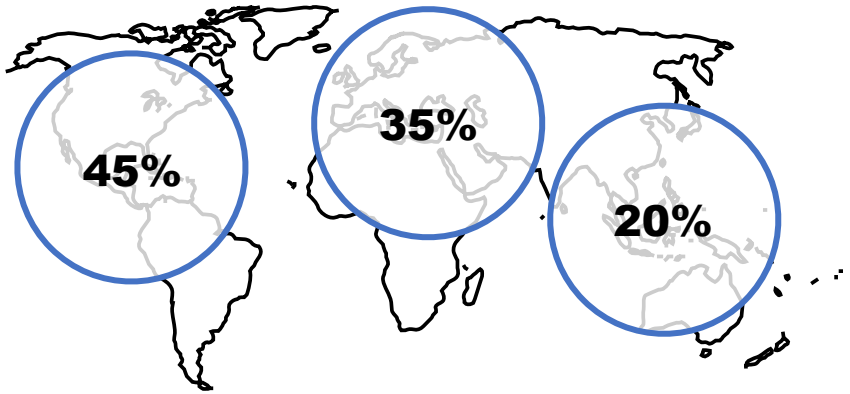
The Trusted Digital Signage Platform

250,000+
Devices

18+
Years

50+
Countries

10,000+
Size of largest network



Offices in Taipei and Los Angeles



















Representative Customers and Partners

End Users































Brand Customers

























Addressing Global Needs



10,000+ Screens at Lottery Kiosks

- IAdea 10-inch signboards
- Semi-outdoor, window-front
- Output to 2nd display via HDMI





GameStop



- Full-HD + 4K players
- Glass-free 3D with StreamTV
- Exceeding 3,000+ locations in 6 countries

BEST of SHOW '17
PRESENTED AT ISE 2017
Installation

Dermalogica

- Interactive lift-n-learn
- Mixing different devices, managed as one system



Lift-n-Learn



DDJ Media



- Petrol stations in Benelux and France
- Hundreds of locations
- A better player for **Samsung** displays



QSR

- KFC & Carl's Jr in New Zealand
- In store digital menu
- Drive-through digital menu





Product Campaign

BARNES&NOBLE

- 300+ Stores across US for Nook Launch





Shopping Malls

- Taipei 101 (tallest building in Taiwan)
- In Warner Village, Shinkung Mitsukoshi, Miramar, etc, over 800 displays throughout Taiwan







Monash University



- Monash University, Australia
- Flexible room scheduling
- 300+ screens in one building



Global Workplace/Higher-Ed Customers















Smart Workplace Applications



Corporate workplace



Learning space



Room management



Wayfinding



Navigation

Smart Transportation

Birmingham Airport

1x20 Video Wall by AnyTiles™



Smart Transportation



Over 1,000 IAdea players installed on the Jakarta Commuter Line serving over 1,000,000 daily travelers

Las Vegas Monorail

- Thousands of visitors from worldwide daily
- Anti-vibration
- Functions in wide range of temperatures





Outdoor Smart Bus Station

- Smart bus stops throughout Taipei and Kaohsiung in Taiwan
- Dynamic arrival information
- High temperature, outdoor conditions





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Go Anywhere!


AUO
DIGI
AWARDS
2017
Digital Signage
AnyTiles™
INFINITE VIDEO WALLS
Infinite video wall technology for XMP-7300

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Products

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Berkin Mainstream Products









Model	MBR-1100	XMP-6250	XMP-6400	XMP-7300	10-inch XDS-1078	22-inch XDS-2288
Application	Air-conditioned indoor	General purpose	Sports bar, waiting area	Large displays, video walls	Smart workplace, retail	Smart workplace, retail
Highlight	Low cost	Solid state	HDMI-in HDCP 1.4 RS-232	True 4K high performance	Light bars, PoE	Touch screen
Display	HDMI, 1080p	HDMI, 1080p	HDMI, 1080p VGA	HDMI 2.0 4K@60Hz	10.1-inch touch, wide view angle	21.5-inch touch, wide view angle
Media playback	H.264 HTML5	H.264 HTML5	H.264 HTML5 Live video-in	H.264 HTML5 HEVC/H.265	H.264 HTML5	H.264 HTML5 HEVC/H.265
Networking	Wi-Fi Ethernet	Wi-Fi Ethernet	Wi-Fi Ethernet	Wi-Fi Ethernet	Wi-Fi Ethernet	Wi-Fi Ethernet
Touch / interactivity	External	External	External	External	Yes	Yes
Operating temperature	32~104˚F 0~40˚C	-4~122˚F -20~50˚C	-4~122˚F -20~50˚C	-4~122˚F -20~50˚C	32~104˚F 0~40˚C	32~104˚F 0~40˚C

Berkin All-in-One Smart Signboards









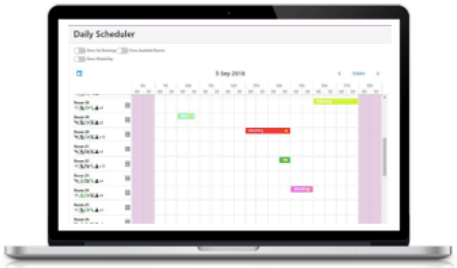

	XDS-1078	XDS-1088	XDS-1588	XDS-2288	XWS-2885	XWS-3785
Size (inches)	10.1	10.1	15.6	21.5	28	37
Aspect ratio	16:10	16:10	16:9	16:9	16:3	32:9
Resolution	1280x800	1280x800	1920x1080	1920x1080	1920x360	1920x540
Touch	Yes	Yes	Yes	Yes	-	-
Brightness (nits)	300	400	300	250	700	700
CPU	ARM A9x4	ARM A17x4	ARM A17x4	ARM A17x4	ARM A17x4	ARM A17x4
RFID/NFC	-	Yes	-	-	-	-
LED lightbar	Yes	Yes	Yes	-	-	-
PoE	Yes	Yes	PoE+	-	-	-
Zero-gap mount	Yes	Yes	Yes	-	-	-
Camera	Yes	Yes	Yes	Yes	-	-
Microphone	-	Yes	Yes	Yes	-	-

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Meeting Room Booking System

Meeting Room Booking Solution : Booking Portal

Room Overview
- Individual Room
- Daily Scheduler
- Amenities Overview
- Availability Filters



User Friendly Interface
- Agenda Summary
- Two-Clicks Creation
- Drag-and-Drop
- Real-time Update

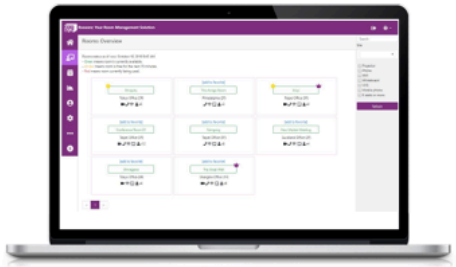
Calendar Synchronization
- Office 365*
- Exchange on-prem*
- G-Suite*
- iCalendar export

Office 365 Exchange G Suite

Booking Options
- All Day Booking
- Private Booking
- Recurring Booking**

Meeting Room Booking Solution: Features at a glance

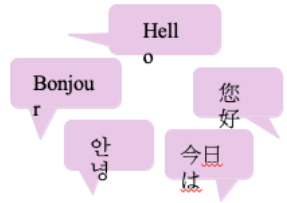
Your Meeting Room Management Solution



Standard
- Self-Booking Portal
- Role Based Login
- Amenities Mgmt
- Statistics Module

Professional
All in Basic PLUS
- Multi-sites Mgmt
- Recurring Bookings
- iCal Export
- LDAP Integration

Enterprise
All in Professional PLUS
- Calendar Sync
- NFC/RFID Booking
- Single Sign-On
- Corporate Branding



Multilingual

Meeting Room Booking Solution : Navigator



Meeting Room Booking Solution : Statistics Module

Booking Statistics
- Type of Booking
- Average Duration
- Average Overtime
- Occupancy Ratio



User Statistics
- No. of Booking
- Type of Booking
- Punctuality Rate

Amenities Statistics
- Amenities Issues
- Type of Issues
- Resolution Time

Advanced Statistics*
- Dates Breakdown
- Site Breakdown
- Room Breakdown
- User Breakdown
- Data Export

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Way Finder System-
For department store/ Map



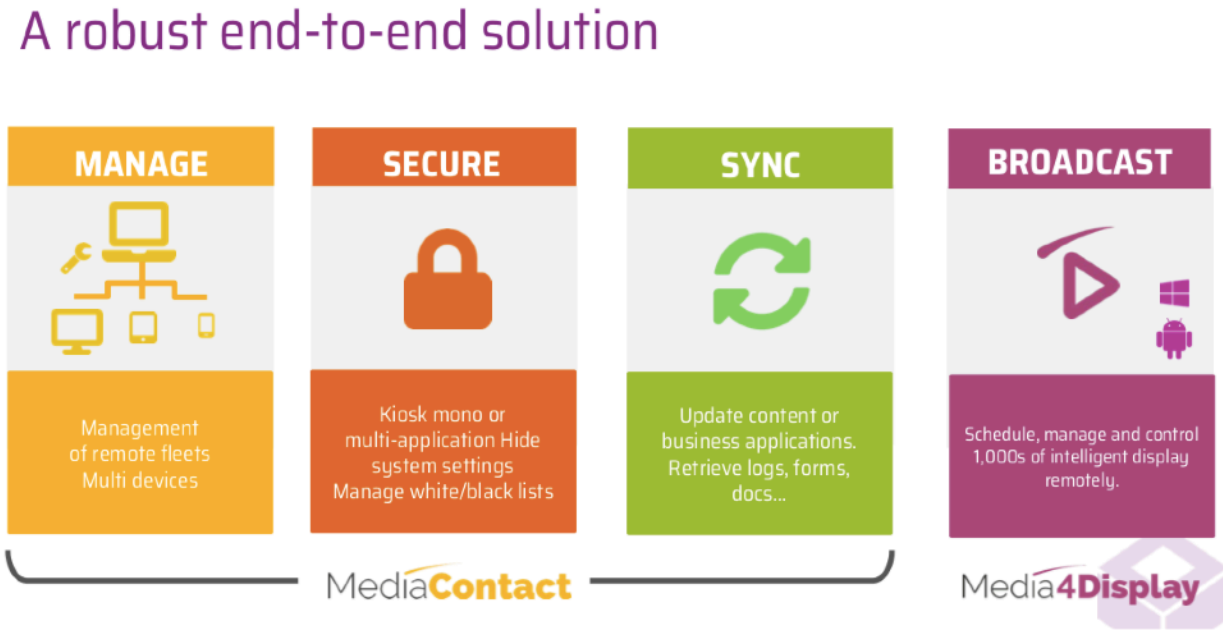


Main Features

- **Seamless Integration between Indoor and Outdoor Maps.**
- **Search Engine** to locate resources and **Direction Engine** to compute the fastest route.
- **Live Data display** from any kind of source: sensors, meeting room schedule, etc.
- **Online service with Offline capabilities** to display maps under any circumstances.

CMS System-
Powerful content management system

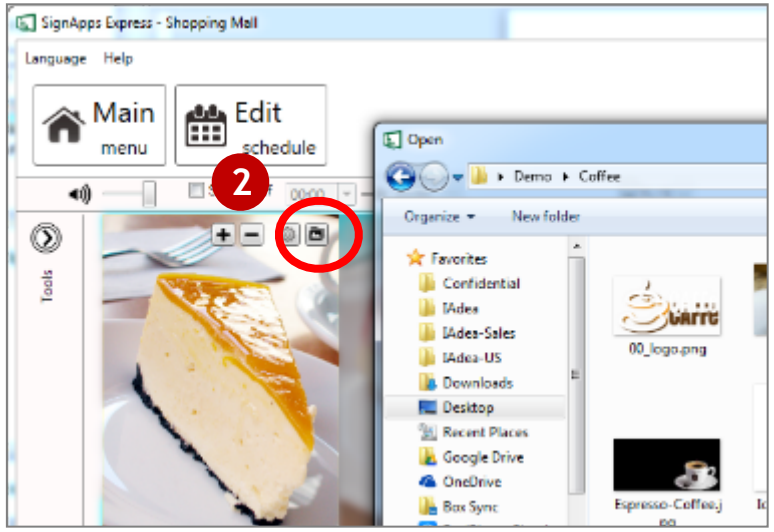


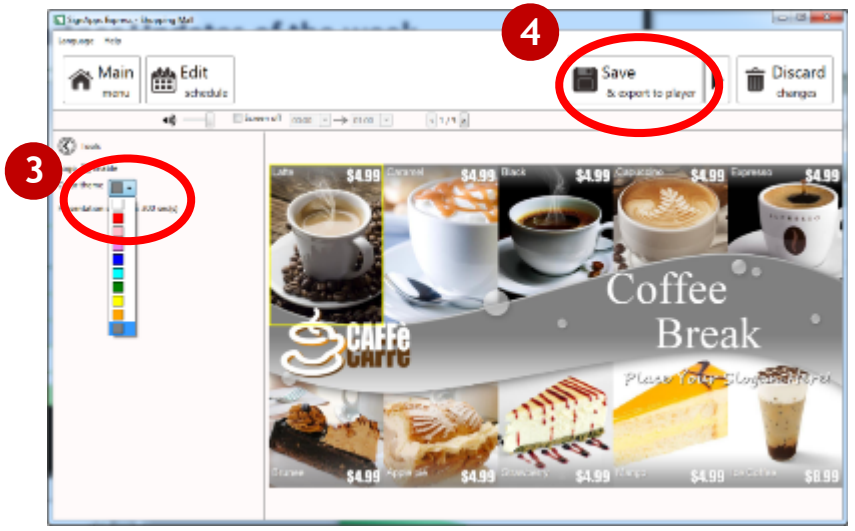


SignApps Express- Free bundled
– Bundled Get-Started, Proof-of-Concept Utility



1. Select template
2. Change to your content
3. Select color theme from tools menu
4. Done! Export





Great for

- Proof-of-concept pilot projects
- Single location (LAN + USB updates)
- Demonstrating or testing full IAdea hardware features
  - GPIO
  - HDMI-in
  - Light bars
  - …

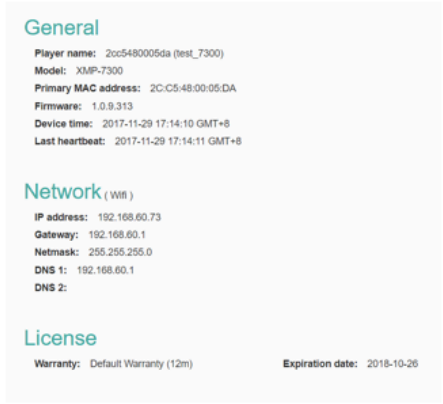
Remote Control System
IAdea Care

IAdeaCare – Remote Screenshot

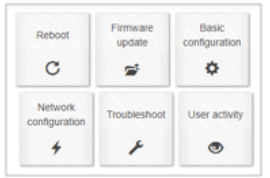


- Watch what's playing on the player
- See the problem without physically visiting deployment site

IAdeaCare - Access Device Remotely



- Get detailed player configuration
- Modify player settings without visiting the site
- Remote control the devices to simplify maintenance



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Competitive Advantages

Advantage of Signboard over iPads & Tablets

	IAdea (Enterprise grade)	Tablet (Consumer grade)
Safe from 24x7 usage (no battery charging issues)	Yes	No
Integrated zero-gap wall/glass mounts	Yes	No
Built-in reliable wired networking	Yes	No
IEEE 802.1x on all network ports	Yes	No
LED light bars for status indication	Yes	No
Built-in PoE	Yes	No
Remote device management	Included in warranty	3rd party paid service

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Advantage over PCs

	IAdea (Purpose-built)	PC (Generic)
Locked down device	Yes	No
Solid state	Yes	Expensive
Fanless	Yes	Expensive
Wide operating temperature	Yes	Expensive
Power consumption	< 10W	50-500W
Size (fits on shelves, inside partitions)	Palm size	Bulky