

# Signarnics

**An New Era, a New Mindset.** 15 quotes by famous artists, scientists, politicians and others will guide you through new ways of thinking about **Media and Advertising**. Through their views, society emerges as an ecology, a natural environment which expands through creating new opportunities. In media ecology means imagination means technological breakthrough means timing means audience means revenue. Barco Media's **SIGN!CS Displays** – daylight displays that catch the eye with the image quality and (e-)motion of broadcasting - channel timeless creative energy into **New Ways of Communicating the Commercial Image**, whenever you want, wherever you want.

The future is not something we enter.  
The future is something we create.

Leonard I. Sweet



**Signam!cs**

The right message, at the right time, at the right place.

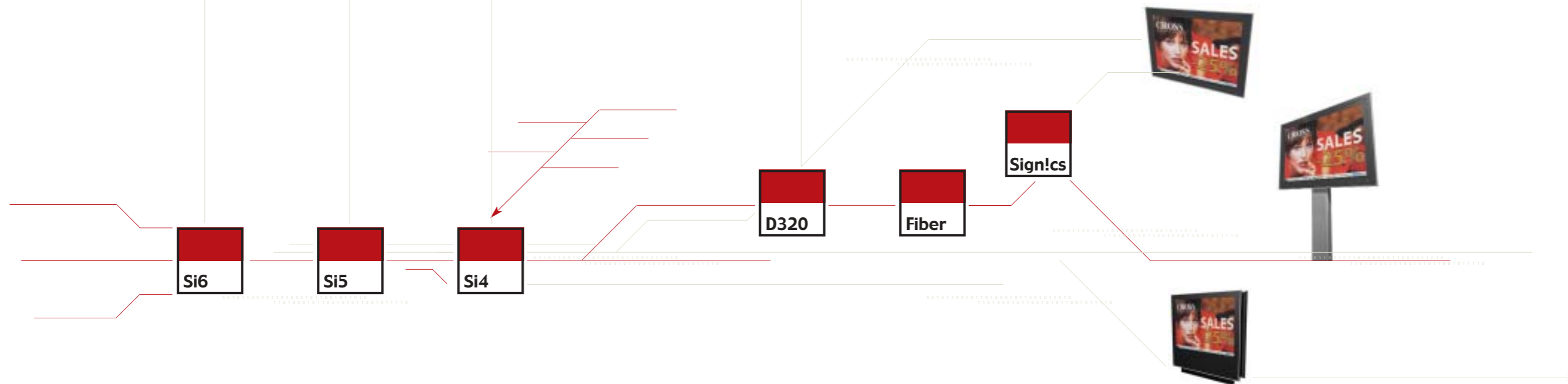
Signam!cs - breaking through the barriers of space and time

Barco proudly introduces Signam!cs - a complete networked solution which forms the enabling tool for digital signage as a new medium for the advertizing world.

Signam!cs enables you to show moving, broadcast quality visuals anywhere along the shopper's path - from its initial start to the close of the transaction at the point of purchase. It encompasses the following elements:

- THE SIGN!CS RANGE OF DAYLIGHT DISPLAYS > BROADCAST YOUR DIGITAL SIGNAGE CAMPAIGN
- THE D320 DIGITIZER > ALLOWS ADVANCED CONTROL OVER THE CONTENT YOU SHOW ON YOUR SIGN!CS DISPLAY
- THE Si4 SERVER > THE PLAY-OUT SERVER OR SOURCE OF THE CONTENT YOU WILL SHOW
- THE Si5 SERVER > ALLOWS YOU TO CONTROL AND SCHEDULE CONTENT
- THE Si6 SERVER > ENABLES YOU TO CREATE ANY TYPE OF CONTENT FOR YOUR DISPLAY

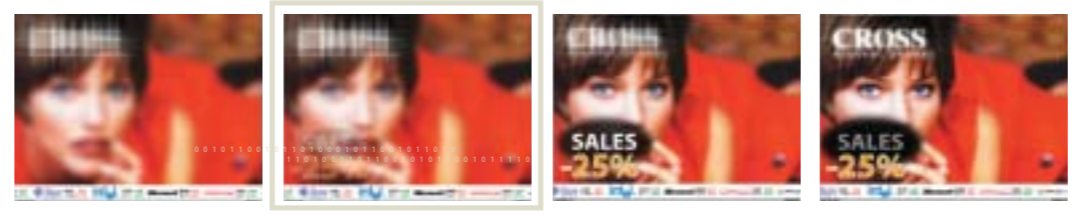
Barco's turn-key Signam!cs solution transforms every digital signage campaign into a living representation of your brand.



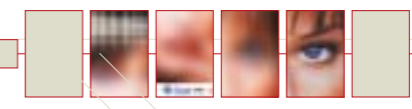
A Sign!cs of appropriate size for each and every location along the shopper's path.  
A world where perception is reality.  
Because your image is everything.



Your Sign!cs display brings your message to your customer with the added impact of moving, broadcast-quality images at the right time, at the right place.



The digital revolution



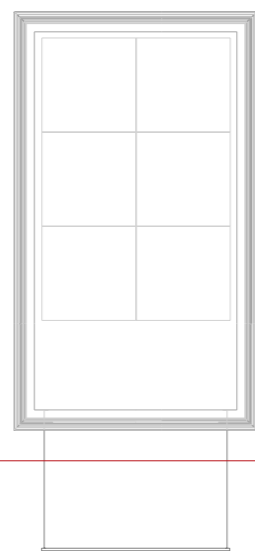
**Dynamic Content... Anywhere any time**

Whoever controls  
the media -  
- the image -  
controls the culture.

Alan Ginsberg



Digital signage brings the power of dynamic, moving pictures to your audience at the right time and at the right place.



**Sign!cs**

**16.23**  
18.23

	16.23	18.23
Technology	SMD	SMD
Resolution	144 x 216	112 x 168
Viewing Distance	3 M	8 M
Surface	1,2m <sup>2</sup>	1,2m <sup>2</sup>

Advertisizing can be described as the science of arresting the human intelligence long enough to get money from it.

Fran Lebowitz



Investments will only be compared to the revenue they generate



**Sign!cs**

**I6.34**  
**I8.34**  
**I10.34**



	<b>I6.34</b>	<b>I8.34</b>	<b>I10.34</b>
Technology	SMD	SMD	SMD
Resolution	216 x 288	168 x 224	132 x 176
Viewing Distance	3 M	8 M	12 M
Surface	2,4m <sup>2</sup>	2,4m <sup>2</sup>	2,4m <sup>2</sup>

I can resist anything but temptation

Oscar Wilde



True temptation culminates at the point of purchase



**Sign!cs**

**I6.43**  
**I8.43**  
**I10.43**



	I6.43	I8.43	I10.43
Technology	SMD	SMD	SMD
Resolution	288 x 216	224 x 168	176 x 132
Viewing Distance	3 M	8 M	12 M
Surface	2,4m <sup>2</sup>	2,4m <sup>2</sup>	2,4m <sup>2</sup>

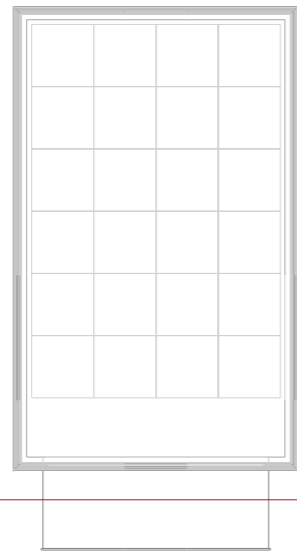
Half the money I spend on advertising is wasted; the problem is I don't know which half.

John Wannaker



Exact scheduling of advertising messages enables one to focus the message down to an individual level, maximizing its impact.

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**Sign!cs**

**18.46**  
**110.46**

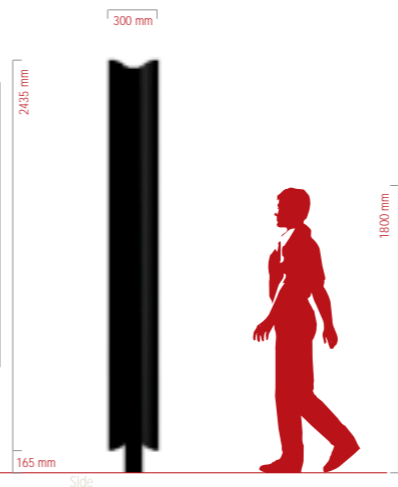
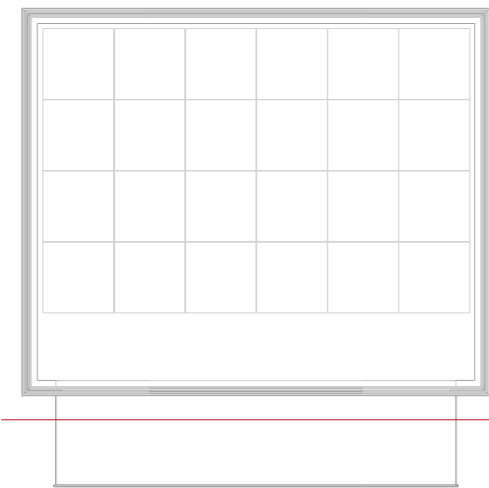
	18.46	110.46
Technology	SMD	SMD
Resolution	224 x 336	176 x 264
Viewing Distance	8 M	12 M
Surface	4,8m <sup>2</sup>	4,8m <sup>2</sup>

Sanely applied advertising  
could remake the world

Bill Cosby



Baroc's Sign!cs displays symbolise the revolution of digital signage, combining the power of television with the targeted reach of outdoor advertising



**Sign!cs**

**18.64**  
110.64



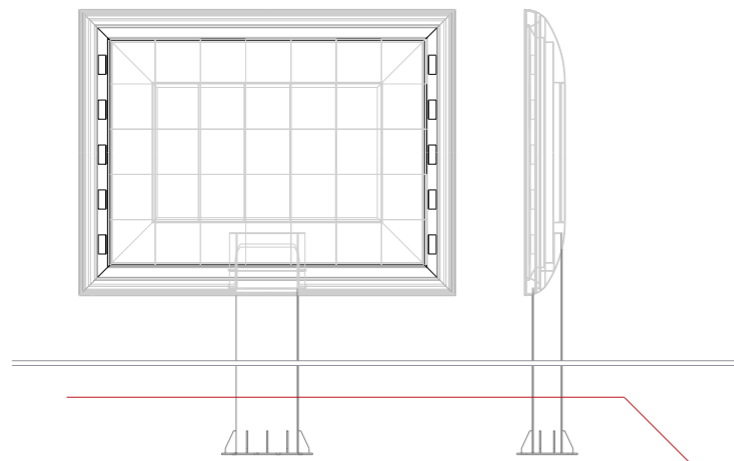
	18.64	110.64
Technology	SMD	SMD
Resolution	336 x 224	264 x 176
Viewing Distance	8 M	12 M
Surface	4,8m <sup>2</sup>	4,8m <sup>2</sup>

Now that we have all this information it would be nice to do something with it.

Winston Churchill



Digital signage will be the outside windows to the inside world



**Sign!cs**

**D7.75**  
D10.75

	D7.75	D10.75
Technology	LED	LED
Resolution	448 x 320	336 x 240
Viewing Distance	12 M	20 M
Surface	7m <sup>2</sup>	7m <sup>2</sup>



Run to meet the  
future or it's going to run you  
down.

Anthony D'Angelo

The future of digital signage has arrived. The Sign!cs day  
light display range is part of the future of outdoor advertising.



**I6.43**  
I8.43  
I10.43

**I8.64**  
I10.64

**D7.75**  
D10.75

# Sign!cs

	I6.43	I8.43	I10.43		I8.64	I10.64		D7.75	D10.75
Technology	SMD	SMD	SMD		SMD	SMD		LED	LED
Resolution	288 x 216	224 x 168	176 x 132		336 x 224	264 x 176		448 x 320	336 x 240
Viewing Distance	3 M	8 M	12 M		8 M	12 M		3 M	8 M
Surface	2,4m <sup>2</sup>	2,4m <sup>2</sup>	2,4m <sup>2</sup>		4,8m <sup>2</sup>	4,8m <sup>2</sup>		7m <sup>2</sup>	7m <sup>2</sup>

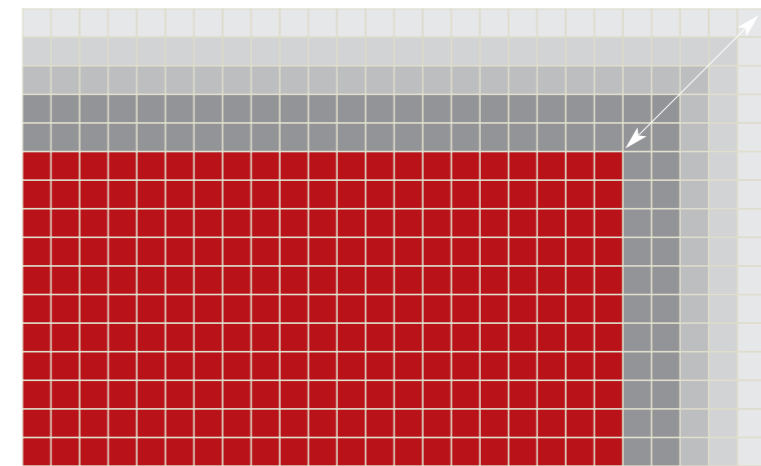
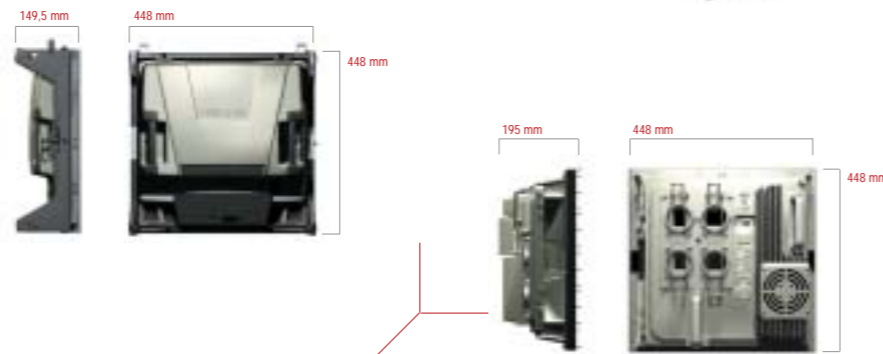
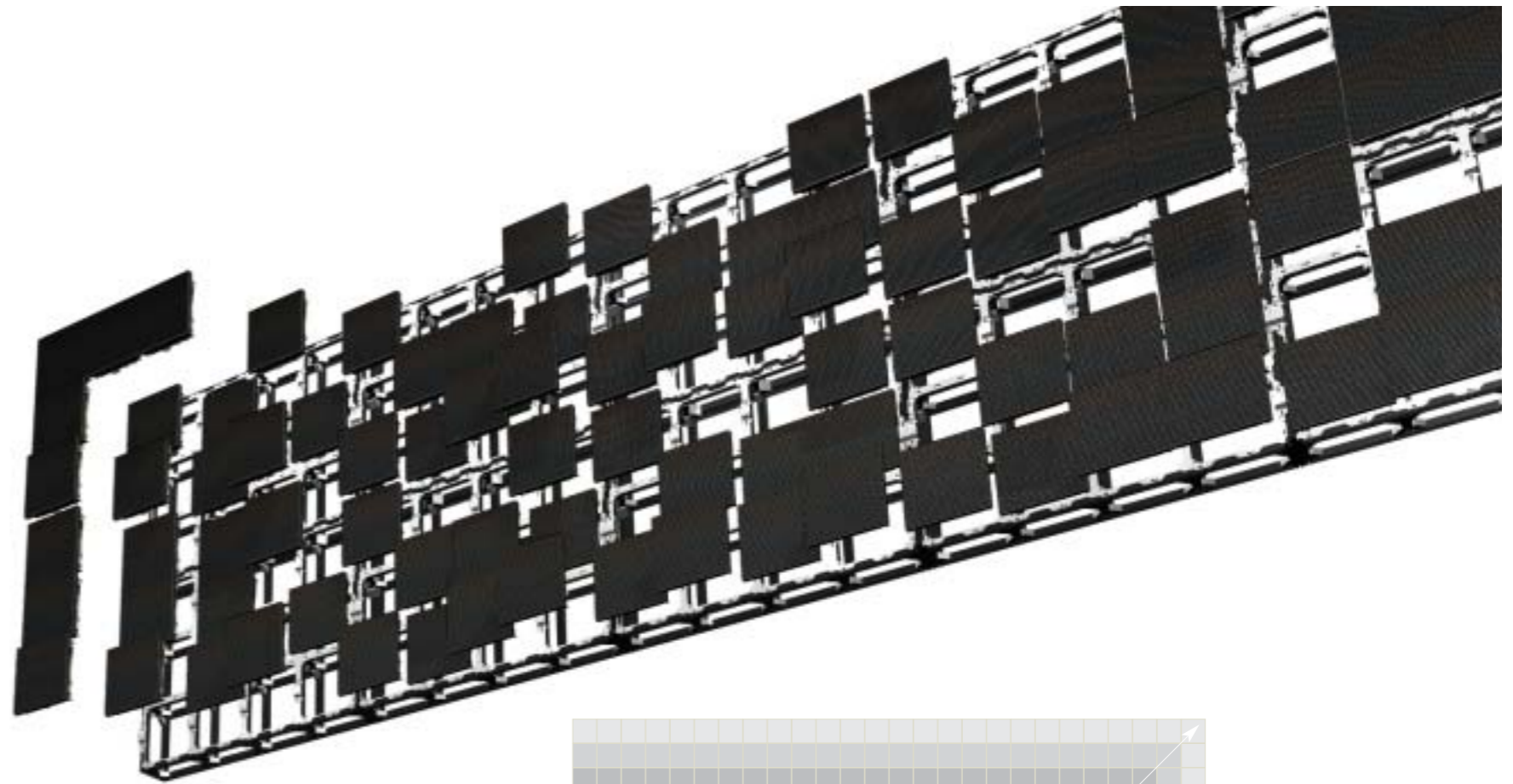
A vibrant red wall with a grid of black squares and a white corner piece. The grid is composed of black squares arranged in a roughly rectangular pattern, with a white corner piece at the top left. The wall is set against a white background, and the overall composition is simple and geometric.

Everything you can imagine is real.

Pablo Picasso

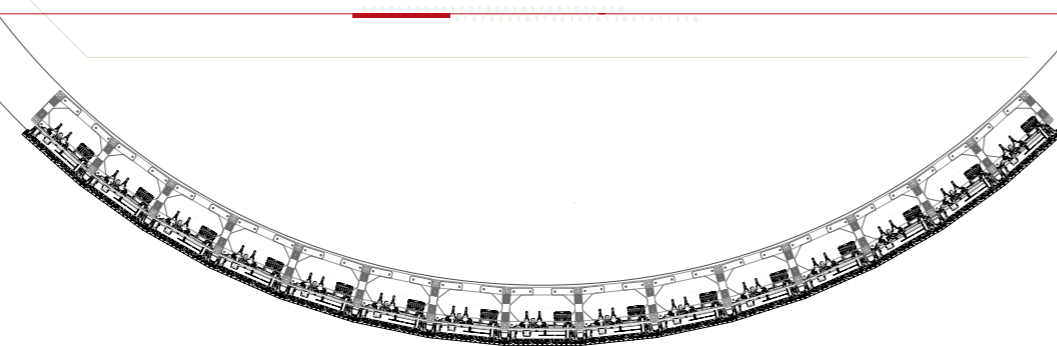
# Modularity

unlimited sizes



## Sign!cs

## Spectaculars



The Sign!cs range also makes provision for large format spectacular displays which via their modular structure, can be custom-built to any shape or size.

Larger than life on the facade of a skyscraper or looming above a sport field, these spectacular displays add the 'wow' effect to your message.



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Leonard I. Sweet



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**Sign!cs**



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BarcoProjection is an ISO 9001 registered company. The information and data given are typical for the equipment described. However any individual item is subject to change without notice.

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