

SONY

Digital Signage Board

BKM-FW50

The centre of attention

If you want to get your own message across, this powerful digital signage board is perfect for showing impactful still images or video clips. Not only is it easy to install and use, it's cost effective – saving you money and time. Bring your own message to the public!

This innovative technology is remarkably flexible. You can edit and save your content on an optional CompactFlash card and it will play on your digital signage instantly. In addition, you can stream still images and video clips from a web server or download them onto your storage media for play, without worrying about network traffic. Only a web browser is needed to operate this system, thanks to its HTML embedded design, helping you even further to communicate your messages at low cost.



Digital signage

- Retail store POS
- Bank queue promotional programmes
- Hotel displays
- Stadium advertising
- Museum exhibits
- Restaurant menu boards
- Cinema foyer for movie trailers and times



Corporate communications

- New product showcasing
- Workforce education
- Display of company image and mission to staff
- Boardroom and lobby welcome messaging



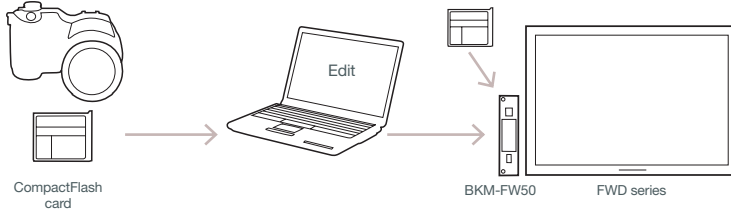
Education

- Lectures and classes
- Bulletin boards
- School news and announcements
- Upcoming events

Infinite possibilities with BKM-FW50

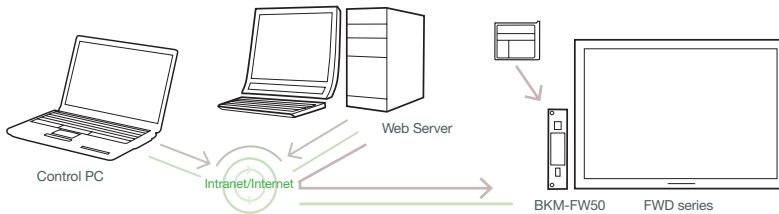
1 Store and play – locally

Edit contents on a PC and save onto CompactFlash media. Insert CompactFlash media into BKM-FW50 and play the content instantly.



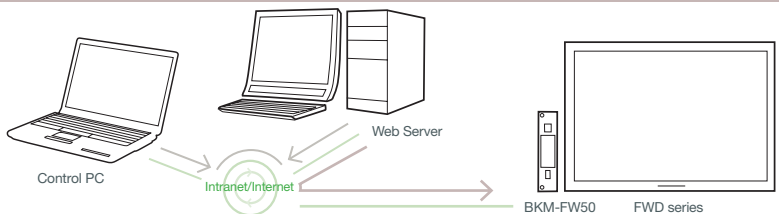
2 Store and play – remotely

Upload content from a web server, store it on the local CompactFlash of the BKM-FW50 and play. Reduced bandwidth usage.



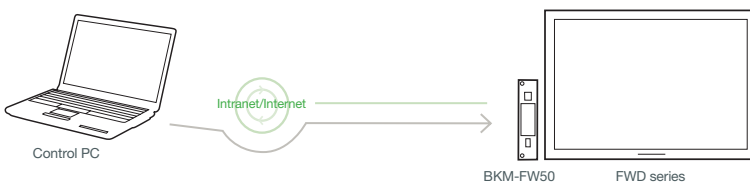
3 Stream and play – from web server

Upload the content from a web server and then play streaming content.



4 Education mode

With the help of VNC Freeware, display the desktop of a PC that's connected to the network.



5 Remote monitor control

Display settings, such as power on/off or brightness, can be adjusted from the control PC, via a network.



Function	Feature
Network management	
Supported Web/HTTP servers	IIS/Apache
Configuration	
TIME configuration	Scheduler built-in
SCREEN SAVER configuration	Picture inversion/picture orbit/all white/background colour
Control	
POWER	ON/OFF
INPUT selector	INPUT1/INPUT2/OPTION
Setup	
Owner information	Owner/display name
Time	Time setting
Network	IP/Ethernet configuration
Password	Administrator/User
Advertisement	Configurable
ID Talk	Configurable
SNMP	Configurable
Supported content formats	
Still Image support (640x480 to 2592x1944)	jpg, jpe, jpeg, gif, png, bmp
Video support (Up to 15mbps, 480p recommended, audio: PCM, MP2, MP3)	mpg, m2v, mpeg
Audio support	MP3
Optional storage media	
Supported media	Compact Flash Type II/Microdrive (other types via CF adaptor)
General	
Power consumption	10W
Network	10BASE-T/100BASE-TX
Dimensions (wxhxd)	135x32x95 mm
Weight	300g
Max. cable length (CAT5)	100m
Browser	IE 6.0 or >
Operating temperature	0° to 35°
Storage temperature	-10°C to 40°C
Web server	Apache Freeware and IIS Web server software supported



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