



To touch is to experience. To lift is to learn.

IAdea is the leading innovator in commercial-use digital signage infrastructure, focused on providing reliable, cutting-edge, and accessible visual communications since 2001.

Our reliability means transparency for your brand and message to shine through. Working closely with end-users and system integrators allows us to identify and adapt state-of-the-art technology to meet the needs of retail, hospitality, restaurant, transportation, and more.

But what excites us more is the relationship of working with leading software partners and content creators to realize the full potential of digital signage for every user at every stage.

Our early focus on purpose-built hardware, open standards, and in-house firmware development yielded a diverse range of form-factors and use-cases across the landscape.



Drugstore

Be good to your body. You'll need it every day for the rest of your life. How does one drugstore offer better shopping experience than others? IAdea Lift n' Learn helps store managers set the standard in the nutritional supplement industry by openly sharing truth in labeling, ingredient safety and product potency. Lift up any bottle of supplements, study the information shown on the display, and learn what's the most needed for your health.



The Mobile Shop

You know what they all say about mobile devices – “Life is what happens when you’re looking at your smartphones.” The ecosystem of connectivity drives today’s economy. IAdea Lift n’ Learn technology makes it much easier for smartphone users to compare an abundance of choices. From chipset platform to operating system, screen size to camera resolution, just lift up a device, check out the specifications on the display and there you go.



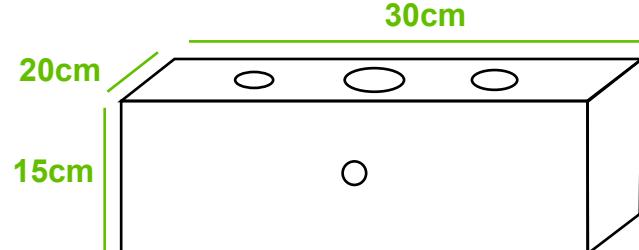
SkinCare

XMP-6400 media player brings live video to hospital information displays. Running this powerful yet easy-to-use network of ambient programming allows hospitals to reduce perceived wait times and remove uncertainty from patients’ visits, overcoming the realities of logistics and confined spaces.



Wine Shop

You can't buy happiness, but you can buy wine, and that's kind of the same thing. Besides, life is too short to drink bad wine. How does a wine lover avoid bad wine? IAdea Lift n’ Learn makes it easy for shoppers to make the right decisions. From price to region, varietal to style, just lift up a bottle, check out the information on the display, and have a glass!



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A new way to lift-n-learn the product using IAdea PIO-101 GPIO extender



Introduction

Have you ever seen in retail store where you can lift a product and watch its introductory video on the screen beside the product? To setup this type of learning station can't be easier with IAdea GPIO extender. This document will firstly brief the GPIO applications can be deployed in the field. With the basic understanding user can start to plan and set up the project by referencing the easy understanding instructions.

What is GPIO Extender?

Digital Input allow you to connect the IAdea players to external devices such as motion sensors, sound sensors, door detectors, buttons , alarm systems. With appropriate software setup, IAdea signage players can react to different inputs based on customer configurations. Digital Output allow you to connect IAdea players to external devices such as LED light, door control, speaker, or even another IAdea player to create fully interactive Digital Signage experience.

Digital Input and Output Applications

Kiosk is the most conventional usage for input applications. By connecting buttons or other trigger source, the signage system can star to display the requested information.

Education By connecting the alarm system, the signage system in campus can be used as emergency alert device to protect the children safety.

Hospitality By connecting the interactive buttons, the signage system in the hotel lobby will turn into a fully interactive navigator. User can check the floor plan, conference room information, store map and cuisine information on DEMAND.

Retail By connecting the motion sensor, the signage system can display different content based on the distance between customer and signage board. In the close spot, a point of purchase commercial can be displayed to attract user to grab something near to them.

In the far spot, the general store discount information can be displayed. Imagine looking for a PLUG in the home depot, the category sign hang up in the air looks all similar and confusing. By connecting the button as input device and LED light as output device, customer can quickly find the correct category of what they need and be indicated by flashing LED light.

Power Saving By connecting the motion sensor, the signage system can turn on the monitor display once when user approaches. This robust the power efficiency in all kind of deployments.

Wiring Instructions

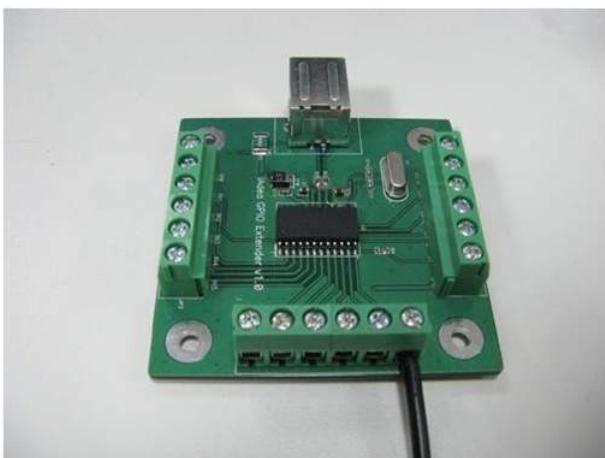
Wiring is easy and simple for IAdea GPIO extender.

Wiring Input/Output cable :

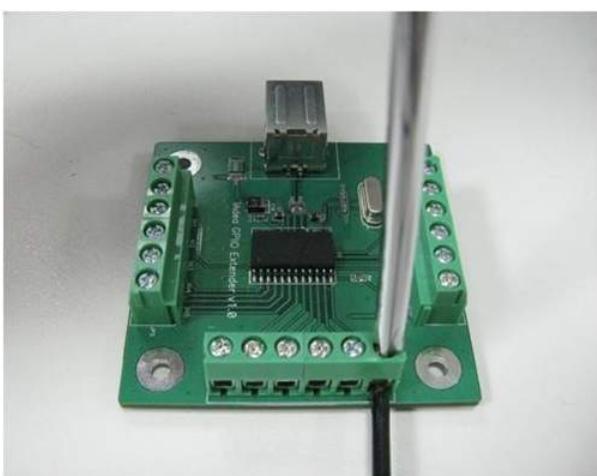
1. Lose the terminal block with screw driver:



2. Attach the cable:



3. Fasten the terminal block with screw driver:



Wiring Ground Cable:

Wiring ground cable to GPIO extender works exactly as wiring signal cable.

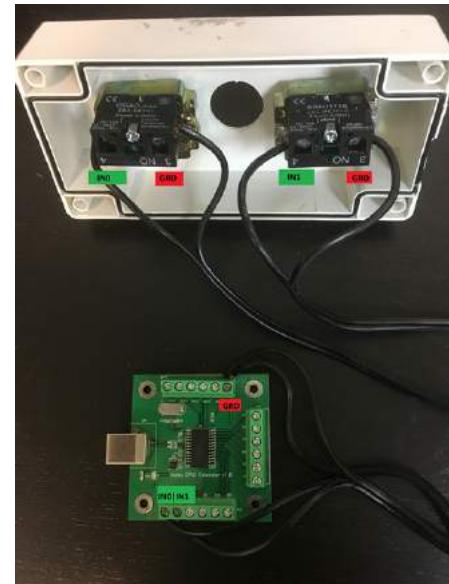
Please note IAdea GPIO extender is a common ground point design.

Setup Example – Button Trigger Application

This section exhibits to users a setup example for a 2 button trigger application.

Wiring

(1)Attach (-) from button to IN0 & IN1 respectively.



(2)Connect GPIO extender to IAdea player USB port before power on player.



Software Instructions

You will be able to program content and playlists using SMIL, HTML5, Android or through software that supports GPIO interactive scheduling.

For Application Example

Please visit our main website at :
<http://www.iadea.com/solution/application/liftand-learn>