



SCALA



# STUNNING SIMPLICITY, SEAMLESS SOLUTIONS

Beautifully engineered digital signage  
solutions from HP, Scala® and Intel



## HP + Scala® + Intel: Get noticed now

HP SignagePlayer mp8200s powered by Scala software and 2nd Generation Intel® Core™ processors<sup>1</sup> are a unique and comprehensive solution that meets the requirements for digital signage networks of any size, from small and simple deployments to large enterprise networks with thousands of screens. You can use this robust digital signage solution to boost sales, lower costs and better inform customers or visitors with an easy-to-use, easy-to-deploy system.

HP's total solution offering includes commercial grade displays, players, services, plus software and technology partnerships, giving you the ability to show off your most high-quality video, stunning images and relevant information.



## Smart, smooth, stunning

Digital signage is popping up everywhere—airports, waiting rooms, trade shows, hotels, stores, malls and more. From gripping news stories, departure times and weather reports to product promotions and menus, digital signage brings your content to life in an incredibly dynamic and versatile way.

But driving this engaging and changing content requires a back-end system that must be easy-to-use and robust. Together, HP, Scala and Intel deliver power and performance to help you create a rich experience and keep your customers engaged and motivated. And, with form, function and flexibility from industry leaders, you can expect HP Digital Signage Solutions to be nothing less than brilliant.

## The brains behind the brilliance

At the center of the ideal setup for digital signage users is the HP SignagePlayer mp8200s. Built on 2nd Generation Intel® Core™ processors,<sup>1</sup> the HP SignagePlayer mp8200s has all the power you need to run compelling content from a small unit that can be mounted behind a display.

The HP SignagePlayer mp8200s is specifically designed and certified by Scala and HP for smooth and reliable playback. Providing high performance in a small, mountable chassis, the units are backed by a 3-year on-site warranty provided by HP's global service organization.

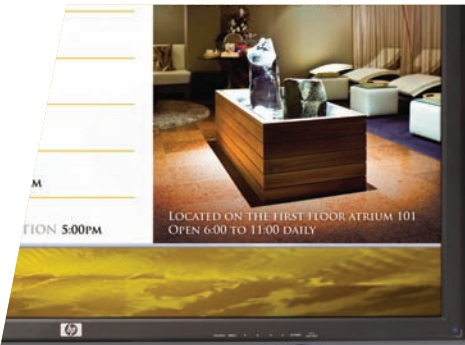
- The HP SignagePlayer mp8200s features pre-installed Scala Player software to support Scala deployments of any size.

### SCALA PLAYER SOFTWARE FEATURES

- **High-quality, reliable playback** delivers smooth motion without choppiness or stuttering.
  - **Store and forward technology** keeps all content on the local player. If the network goes down, it keeps playing.
  - **Efficient content downloading**—when your content changes, the player will only download those changes.
  - **Reporting and monitoring** communicates to a central server to track player health and log events.
  - **Interactive-capable**—plays interactive content with an HP touchscreen.
  - **Connects to data sources** to provide automatic updating of data-driven content
- Automatically connects to Scala QuickStart<sup>2</sup> to allow access to an easy-to-use, easy-to-deploy solution for small digital signage networks.
  - Specifically streamlined and optimized for excellent digital signage performance with a custom-built Windows Embedded Operating System without the overhead of a general purpose desktop OS.
  - Includes Intel® vPro™ Technology.<sup>3</sup> Digital signage networks are vast, geographically dispersed systems requiring remote management to stay up-and-running. Intel's vPro technology gives you the ability to maintain and repair systems remotely without expensive on-site service calls. Our strategic relationship with Intel helps give your digital signage the competitive edge while lowering system downtime and total cost of ownership at the same time. (Available on Core i5 configurations).

# Scala QuickStart:

Easy to use solution for small deployments



Scala QuickStart provides an easy-use, easy-to-deploy solution for small digital signage networks of 1 to 10 screens. But just because your network is small, your content doesn't have to be! Unlike simple video loopers and playlist editors, Scala QuickStart handles sophisticated layouts and a myriad of media types.

HP SignagePlayer mp8200s connects to Scala QuickStart with an easy setup wizard. You'll be up and running in minutes using this easy software/hardware solution:

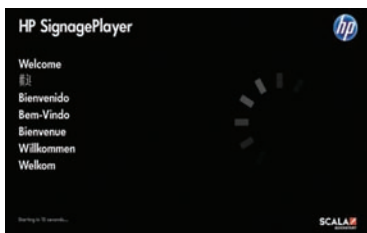
- **A player device with built-in software:** The HP mp8200s player device contains Scala Player software needed to play digital signage content.<sup>2</sup>
- **An intuitive visual interface:** Scala QuickStart content management software<sup>2</sup> features a simple, visual interface for creating, managing and scheduling media—and it can be accessed from virtually anywhere using a web browser.
- **Advanced features:** Powerful features that allow you to create exciting layouts and manage multiple players and users. Control images, text, movies, Adobe® Flash®, RSS feeds and more in landscape or portrait from multiple locations. Built-in, professionally designed templates help you create attractive, animated layouts—with no design experience required!
- **Low-cost solution:** One low monthly fee gives you access to content management, player management, scheduling and unlimited user accounts with no costly "per seat" licensing.



## Step by step wizard, no IT help required

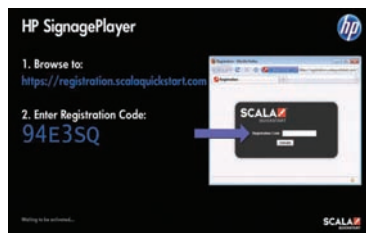
Setup for the Scala QuickStart couldn't be easier:

### 1. TURN IT ON



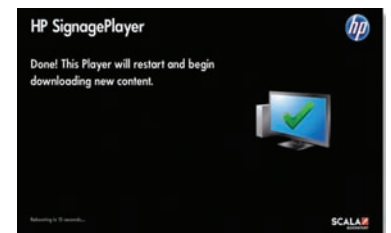
THE WELCOME SCREEN APPEARS AFTER POWER-UP

### 2. ENTER ON-SCREEN CODE



SET UP YOUR ACCOUNT USING THE REGISTRATION CODE

### 3. DISPLAY YOUR CONTENT



CONFIGURATION IS COMPLETE!



## *Total solution, trusted technology*

The HP mp8200s pre-installed with Scala software combined with HP Digital Signage displays and accessories like wall mounts and speakers provide a total solution. Plus, when you work with HP, not only do you get expert planning and design advice to help you build your ideal system, you also get outstanding service and support.

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Learn more at [hp.com/go/digitalsignage](http://hp.com/go/digitalsignage)

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2. Scala Content management software required and sold separately. Scala Quickstart available via subscription. Credit card required. Subscription may be activated at <https://registration.scalaquickstart.com>. Other Scala Products are available from Scala Certified Partners. Contact a Scala Certified Partner for pricing.
3. Some functionality of this technology, such as Intel® Active management technology and Intel Virtualization technology, requires additional 3rd party software in order to run. Availability of future "virtual appliances" applications for Intel vPro technology is dependent on 3rd party software providers. Microsoft Windows required.

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