

Lanner Customer Success Story:

## StrandVision's Development of In-Vehicle Digital Signage



LEC-5510 Series

### Introduction

StrandVision is a digital signage software company with over 8 years of experience. Their speciality is providing signage solutions to a number of commercial enterprises for their business marketing or employee communication needs.

StrandVision software allows anyone with proper security credentials to update content from any internet enabled PC or smart phone. This content is delivered instantaneously.

While traditional StrandVision customers use their own equipment, newer customers were looking for a total digital signage solution- which led to the creation of the StrandVision pre-configured linux boxes that required less IT expertise so they were easier to deploy.

### The Challenge

As a leader in digital signage in the commercial arena, StrandVision noticed that customers were asking more and more about mobile digital signage. While StrandVision software would have no problem delivering the content and providing seamless playback, StrandVision hardware would need to be changed.

When StrandVision started looking for a hardware manufacturer to produce a mobile PC they faced three main challenges. First, they needed a PC that was capable of running 24 hours a day, 7 days a week. A rugged industrial PC that could withstand the shock and vibrations of vehicles, while being able to run StrandVision software. Second, they needed a processor with enough power to display flawless playback of flash video. Third, they wanted to keep the hardware expense down to a minimum, allowing many different companies to be able to afford a StrandVision digital signage.

## The Solution

Mike Strand, CEO of StrandVision, received a press release from Lanner Electronics in August. The press release described a platform similar to what Mike was looking for, but with some notable exceptions. While it was priced well, and rugged enough, Mike was concerned that the Intel Atom D510 lacked the processing power that was necessary to have flawless playback on flash video.

After Mike voiced his concerns, Lanner engineers requested a test version of StrandVision software and recorded the results to show Mike. The video showed the LEC-5510 had seamless playback and Mike decided to order a sample to begin development.

From there everything went as it should. StrandVision purchased a test unit and customized the hardware into a Linux appliance that worked with StrandVision software.

## The Result

StrandVision's mobile Linux appliance is a system that is designed to store all of the customer's signage information onboard. It contains a subset of the patented system that runs on StrandVision's production servers. This allows full functionality while the vehicle is in motion and gets automatic updates whenever a WiFi connection is available.

## Future Developments

StrandVision has planned for further developments- using the LEC-5510's additional functionality as a spring board. StrandVision is currently developing their software to include geotargetting. Geotargetting allows content to be updated when certain triggers are hit on the GPS system. Each trigger can be aligned with a certain display or message for a specified amount of time or distance. Ads can be displayed on cue when destinations such as airports or hotels are reached. In the scenario where the signage is located outside a vehicle, geotargetting can be used to convert animated signage to a static advertisement in compliance with local laws concerning distractions on a highway. The GPS can tell when the vehicle is moving over a certain speed limit and automatically shut off the content.

With the latest in low-cost, patented digital signage technology, StrandVision is the best solution for delivering your business marketing messages to your mobile and wall mounted screens. Whatever your vision, we can bring it to life and make the wait worthwhile.

For more information and to try digital signage for free, visit [www.StrandVision.com](http://www.StrandVision.com) or call +1 715-235-7446.

## LEC-5510 Overview

The LEC-5510 is a popular vehicle PC at Lanner Electronics. It features power ignition detection, GPS and 3G. Which is all in a fan-less and dust-proof chassis.

Engineers spent a long time developing this product to ensure its longevity. It has been extensively tested in terms of shock and vibration to be able to thrive in a mobile environment. The temperature range is between -20~55°C/-4~131° with industrial components and it has a wide voltage input range to be easily integrated with many types of vehicle battery.



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