

Android Signage Goes Ultra HD with Introduction of VIA ALTA DS 4K

Enables retailers and restaurant operators to enhance customer engagement through stunning multimedia content and new interactive services

NEW TAIPEI CITY, TAIPEI, TAIWAN, June 29, 2017 /EINPresswire.com/ -- Taipei, Taiwan, 29 June, 2017 - VIA Technologies, Inc. today launched the [VIA ALTA DS 4K](#) Android commercial media player for stores, restaurants, coffee shops, and other retail locations.



With rich Ultra HD video and 3D graphics capabilities, smooth HTML5 rendering, and touch screen support, the VIA ALTA DS 4K provides the most versatile and affordable Android system for a host of high-impact customer engagement applications, including digital signage, automated kiosks, check-out counters, and POS systems. For added flexibility, the system also features Dual Ethernet connectors that enable the installation of an IP camera that can be configured to blend locally-captured real-time video streams with cloud-delivered content.

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Richard Brown, VP of Global Marketing, VIA Technologies, Inc.

“With its ability to deliver dynamic location and time specific information in stunning multimedia formats, the VIA ALTA DS 4K is a powerful tool for capturing customer attention in any shopping and dining location,” commented Richard Brown, VP of Global Marketing, VIA Technologies, Inc. “Its scalable design provides the functionality and flexibility that retailers and restaurant operators need to develop innovative new services that boost customer convenience and increase

sales.”

Rich Graphics and HD Video Performance

Powered by a 1.4GHz Cortex-A17 quad-core SoC, the VIA ALTA DS 4K combines high-performance 2D/3D graphics with an advanced video engine that supports Open® GL ES 3.0 hardware acceleration and H.265, H.264, VC-1, and MPEG-2 video decoding up to 3840 x 2160p @ 30fps. With dual hardware decoding of one Ultra HD and one Full HD video simultaneously and smooth HTML5 rendering, the system provides the ideal platform for digital signage displays where high-performance video and connectivity are paramount for enhanced customer engagement.

Hardware

The VIA ALTA DS 4K enables the connection of a wide array of peripheral devices with its rich set of

I/O features that are integrated through the front and rear panels of its ultra-compact fanless chassis measuring just 175mm (W) x 25mm (H) x118mm (D). These include one USB 3.0 port, two USB 2.0 ports, one mini USB 2.0 port for COM (TX/RX), one SD Card slot, Line-out and Mic-in audio jacks, and one 1.4 HDMI port with CEC support, one CIR receiver as well as dual Ethernet ports (one GLAN and one LAN port). Other features include 2GB DDR3 SDRAM and 8GB eMMC Flash memory. High-speed wireless networking capabilities can be added with the optional EMIO-5531 USB Wi-Fi & Bluetooth module.

VIA ALTA DS 4K Signage Solution Pack Compatible with the latest Android Signage Content Management apps, the VIA ALTA DS 4K is available with a signage software solution pack which includes a highly customized Android 5.1 system image featuring the VIA Smart ETK which comprising a number of APIs, including Watchdog Timer (WDT) for safeguarding against system crashes, WOL, RTC wake-up, UART access and a sample app. A full set of software customization services that speed up time to market and minimize development costs is also available.

For more information about the VIA ALTA DS 4K system please visit:

<https://www.viatech.com/en/systems/android-signage-players/alta-ds-4k/>

For images related to this release, please visit: <https://www.viagallery.com/alta-ds-4k>

About VIA Technologies, Inc.

VIA Technologies, Inc is a global leader in the development of highly-integrated embedded platform and system solutions for M2M, IoT, and Smart City applications, ranging from video walls and digital signage to healthcare and industrial automation. Headquartered in Taipei, Taiwan, VIA's global network links the high tech centers of the US, Europe and Asia, and its customer base includes the many world's leading hi-tech, telecommunications, consumer electronics industry brand names.

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VIA ALTA DS 4K



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