

LDR AdPlayer Series

LDR-04 LCD digital
video player

FEATURES

- Between 6.5" and 55" diagonal TFT LCD display
- Solid-State digital video player
- Compact Flash card carrier
- Light Dependant Resistors
- Built-in Stereo speakers



General Specifications:

The **LDR AdPlayer** is a colour LCD display with built-in solid state video player designed specifically to meet the needs of the out-of-home and retail promotion market.

It can play MPEG1, MPEG2, MP3 and JPEG files from a Compact Flash card. MPEG1 or MPEG2 video files are played when a "Light Dependant Resistor" switches on a track, (from a playlist). The **LDR AdPlayer** has built-in stereo speakers.

How it Works:

- When a product is placed over the LDR the LCD screen will show a video or slide show attractor.
- When the product is removed from the LDR it will switch on a track, from the playlist on the CF card, that will be played on the LCD screen.
- The track that is displayed on the LCD screen will give the customer specific information about the product that they have selected.
- The above photo is an example only. The LCD screen, video player and LDRs can be integrated into your POP/POS enclosure

The LDRs are available in single units or multiple units up to eight per **LDR AdPlayer**

Content can be changed as required by reprogramming the Compact Flash card with the new content.