

# Power Protection for Digital Signage Networks

Digital Signage

## Estimate Your Downtime

Downtime costs more than a service call. When estimating the cost of your downtime, be sure to include:

- ✓ Revenue lost while sign is down
- ✓ Wages to unproductive employees
- ✓ Service call
- ✓ Time to investigate reason for downtime
- ✓ Time to return sign to normal functioning
- ✓ Cost of replacement units
- ✓ Cost to customers
  - ✓ Loss of any first impression
  - ✓ Inconvenience and loss to loyal customers



Digital signage is squarely in the public eye. When it is down, the lines of communication between seller and customer are down. The most common culprit: poor power. The components that make up digital signage systems—media players, flat panel displays (LCD, LED, plasma), touch screens, and content management servers—can all experience failure due to the power problems.

Whether installing new digital signage or retrofitting legacy equipment, it is critical that components be protected from these power anomalies. A high level of independent power protection is essential, yet it is frequently excluded from the final design because of a common misconception that the existing power is stable or the installing electrician has ensured secure power for your system.

## Benefits of Clean Power

- Maximizes network performance
  - Eliminates unexplained system shutdowns and Blue Screen of Death
  - Lengthens equipment life (display, media play, switches, etc.)
  - Stabilizes picture quality
  - Stops scrambled data
- Decreases service calls and warranty claims
- Reduces employee turnover and training
- Increases customer satisfaction
- Increases brand value

## Choosing the Right Power Partner

Be sure the power protection company offers you:

- on site evaluations to determine your power quality issue as part of the relationship.
- test equipment to the field or evaluation units.
- several options based on the level of risk.
- training for your operations and service organization.
- services all of its products with a 24/7 helpdesk.
- experience to understanding all the nuances of power protection.

**ONEARC**<sup>®</sup>

  
**EMERSON**<sup>™</sup>  
Network Power

## Protecting your investment

Your digital signage network can experience power disturbances at any point in the system, leaving you vulnerable to disruption of your signal to disturbances in transactions to destruction of your equipment. Be sure you are protecting your entire network from the harmful effects of power disturbances and choosing the right level of protection for your level of risk.

Device	Power Protection
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### Displays



The most visible component in your network.

FilterPro™ Power Filter - Cost effective, professional protection at a retail price. The FilterPro protects more than a surge suppressor. It features filter/TVSS combination for 20 V voltage let-through.

ONEAC ConditionOne® Series Power Conditioner with isolation transformer and grounding technology – Prevents the most harmful voltage spikes from reaching the display.

### Web Servers / Content



A crash here can result in lost data that would take hours to recreate.

ONEAC ON Series® Power Conditioned UPS - Using a standard UPS without power conditioning will leave your system vulnerable to destructive transients. The ONEAC ON Series UPS gives you the highest level of protection against disruptions and battery back up for outages. Capable of scalable runtimes where extended runtimes are needed.

### Media Players, Hubs, Routers



Signals can be disrupted by the transients on your power line, leaving these components vulnerable to interruptions and interference.

FilterPro™ Power Filter - Cost effective, professional protection at a retail price. The FilterPro protects more than a surge suppressor. It features filter/TVSS combination for 20 V voltage let-through.

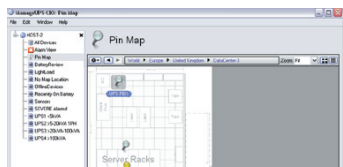
ONEAC ConditionOne® Series Power Conditioner with isolation transformer and grounding technology – Prevents the most harmful voltage spikes from reaching the display.

### Communication Lines



Just as a voltage spike can disrupt equipment connected to AC power, communication lines can also carry harmful spikes and surges.

ONEAC Communication Line Protectors - Protecting communication lines ensures your message will get through. The ONEAC Sentinel™ with solid state protection and a filtering technology that can discriminate between harmful and desired signals give you added protection from harmful transients on your communication line.



Monitoring, safe system shutdown and immediate notification for all your devices.

Connectivity solutions offered by ONEAC AC Power give you the flexibility to monitor a single UPS or multiple UPSs over a wide geographic location. The network adapters and software provided work together or independently to fit your specific needs. Benefits include: email notifications, management of information through history reporting, and controlled system shutdowns.