



The Vario v's the commercial desktop - the advantages of a dedicated digital signage platform

Blue Chip Technology design and manufacture the Vario range of dedicated digital signage players. This means that you will probably pay more for a Vario than a commercial off-the-shelf desktop PC. But it also means that the design has been well thought out and you will be getting a whole host of robust design features that actually decrease your cost of ownership.

We have accrued over twenty five years experience in the industrial sector, Blue Chip Technology computer platforms ensure production lines keep moving, the rail network runs safely and broadcast uplinks stay online. In creating the Vario digital signage range, our engineers have



leveraged this expertise to build robust, reliable systems ideally suited to 24/7 operation in demanding environments.

Furthermore a Vario has managed product life cycle and 'fit form and function' upgrade paths, supporting AV integrators who need a stable, long term hardware platform. With entry level player options for under £400 investing in a dedicated digital signage platform begins to look very affordable. Consult the matrix on the next page to see the reasons to go 'Vario'.



VARIO PLAYER

OTS COMMERCIAL PC

Chassis Design	Designed for purpose metal rugged chassis - compact, rackmountable and fanless options	Designed for the benign office environment
Fans	Fanless builds and where fitted, maglev fans for low acoustic noise levels, high temperature endurance and longer lifespan	Traditional sleeve/bearing design, not intended for 24/7 use especially in high footfall environment
Mounting	Rackmount, wallmount, VESA mount, integrated LCD options	Designed to sit on the desktop
Hard Disk Drive	HDD selections such as the Seagate Pipeline HD second generation DVR drive - designed for cool, quiet, worry-free, 24x7 operations	Standard commercial low cost HDD
Watchdog timer and monitoring	Configuration options on all models	Non-applicable
Customisation	Custom finish, branding or even chassis/electronic modifications available. Custom BIOS service FOC	Non-applicable
OS Imaging	Custom operating system images available included XP Embedded - customers own images can be installed at time of production FOC	Non-applicable or chargeable
Temperature range	Wide temperature ranges	Low operating temperature - typically max of 30 degrees
Operating cycles	Industrial design ethos for 24/7 reliability	Designed around non critical demands of an office environment
Graphics Capability	High end onboard graphics supporting Hi Def content	Low end graphics supporting office based applications
Video Output	Wide range of options - VGA and DVI for dual screen layout, HDMI, Component or Composite	Typically either VGA or DVI as single output
Video Capture	Available on all models	Non standard
Approvals	Full EMC, Thermal and Reliability testing. CE marked	Test standards vary widely between manufacturers
Life Cycle	Typical 3 year lifecycle and fit form & function upgrades for a stable platform - easy to deploy and manage	Typical lifecycle of 6 - 9 months
Security	A dedicated digital player device poses less of a security risk on networks, an embedded image can restrict the OS feature set to make it application specific posing less of a worry for IT departments. It is also less attractive to opportunistic thieves. Mechanical security options also available	Security risk