

Airgoo Android-based Wireless Digital Signage

Written by Bob Snyder
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Airgoo's MicroPlayer upgrades any flat panel TV to a wireless digital signage display.



Running on the **1GHz ARM CPU** and with up to **4GB storage** for media content, the MicroPlayer is powered via a micro USB port eliminating the need for additional hardware or installation. Your customers can plug the device into the HDMI socket of the display and play almost any type of picture or video format.

This cost-effective **Android 4.0 ICS solution** comes with a very **easy-to-use cloud CMS** with most features expected of a video and fixed image digital signage solution. The CMS features a Scheduling tool that allows users to schedule different content Playlists at different times of the day and for each day of the week.

Airgoo's MicroPlayers will also work with any other CMS via RSS Feed. Via the CMS, users can create and schedule digital messages for information, advertising and merchandising quickly and seamlessly.

This is a solution especially designed for multi-site locations and particularly franchises who are usually cost conscious.

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Domino's Pizza selected Airgoo's HDMI MicroPlayer for its approved digital signage system in 770 stores throughout the UK, Republic of Ireland, Germany and Switzerland.

Most recently **Anders+Kern UK** announced their own badged **A+K Airgoo** products. Airgoo is looking at distributors in other European countries as well.

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