THE NEXT-GEN AI DIGITAL SIGNAGE PLAYER

An industry-first Android 11 player integrating CMS, screen status monitoring, and AI-driven analytics into one compact unit.

MXNP Series

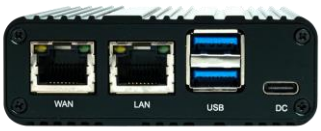
Media Player for Digital Signage



MXNP uses Maxtell's professional native player, offering up to eight times better performance than the industry standard web player:

• Powerful Performance: Native 4K@60fps

Featuring the latest processors and GPU.



• AI- Enhanced Audience Analytics: Footfall & Dwell Time

Analyzing audience behavior and screen performance with real-time data feeds from the micro camera, enabling dynamic content personalization via the Maxtell CMS.

• Screen Status Monitoring

Effortlessly handle power, sources, and technical aspects. Leverage the Maxtell CMS for remote display control, ensuring maximum uptime and adaptability. If no viewers are detected, the Maxtell app automatically switches off the screen.

• Hands-Free Setup: Auto-Activation, Power over Ethernet (PoE)

The device automatically activates and displays content without any technical setup.
PoE for simple and fast deployment and cost down.

• Durable & Sustainable: MTBF 50k Hours

Boasting up to 50000 hours lifespan, MXNP consumes around 80% less electricity compared to a PC used for digital signage.

Features :

- Native Resolution 4K@60fps
- Renders two videos 3840*2160 pixels
- Portrait – Landscape
- HDMI-CEC Control- HDMI 2.0
- Automated Procedures- Remote software upgrade, diagnostic, reboot and reset
- Content Supported- HTML5, HTML with interactivity Video: MP4 H264, WMV, MOV Jpg, Png HTTP, RTSP and RTP streaming XML, RSS, JSON, Media RSS X (Twitter), Facebook, Instagram, Power Bi and more PPT, PDF
- Fonts TTF and OTF fonts supported
- Remote Control- Team Viewer Host

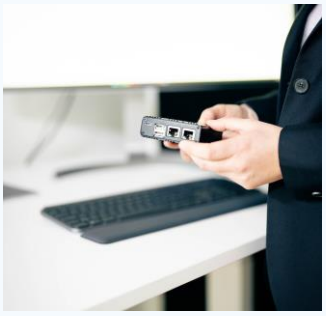
MXNP COMPATIBILITIES



MXNP BENEFITS

- The MXNP features the latest processors and GPU, enabling seamless 4K@60fps playback. The Maxtell app allows broadcasting across synchronized media players, with API support for on-demand content triggering and third-party hardware interaction. Rest assured of its reliable and high-quality performance.
- It highlights an AI-driven VPU that measures the exposure time of people and vehicles within 8 meters of the screen. It effectively tracks how long customers wait before being served in a restaurant and the performance of a digital ad in physical spaces. These data will generate detailed audience engagement reports with KPIs to enhance your business performance and productivity.
- Them M X N P stays connected to the screen, ensuring smooth tracking while retrieving internal parameters like settings, temperature, and component status. This data is sent to the CMS for analysis and triggers alerts if necessary, providing real-time insights into player devices and screens.
- The MXNP also simplifies integration and ease of use for all users, requiring only a single network to carry high-resolution content and PoE power.
- Its auto-activation and PoE features removes the need for on-site technician visits, reducing travel and lowering carbon emissions, making it a more sustainable solution.
- The device utilizes a micro camera to detect viewer presence within an 8-meter range. If no viewers are detected, the Maxtell app automatically switches off the screen to save energy. Maxtell's CMS also allows for customized operating hours for each screen, potentially doubling its lifespan and reducing electricity consumption by nearly half.
- The MXNP is energy efficient, it consumes around 80% less electricity compared to a PC used for digital signage.
- Being FCC, CE, and BIS certified ensures it safeguards against new threats. It is GDPR compliant, respecting user privacy and data security across various regions.

MXNP BENEFITS VS. OTHER EXTERNAL PLAYERS DEVICES



The MXNP simplifies integration and ease of use for all users, requiring only a single network to carry high-resolution content and PoE power. The latter accentuates the MXNP's sustainability benefits, which also include long-duration performance (50,000 hours) and automatic screen activation upon detecting audiences. Ease of use is strengthened through the ability to deploy new content across many locations within minutes, ensuring that messages remain timely and relevant.

MEDIA PLAYERS VERSATILITY VS. SOC SCREENS

Consider that digital signage screens used in retail, corporate communications, or government facilities often vary in terms of size and features. When you deploy MXNP, you get a common set of features and a fully harmonized experience across all your screens.

SUPPORTED Maxtell PLAYER SOFTWARE FEATURES	
Software Feature	Support / Value
Native desktop and playback resolution	3840*2160 pixels
Hands-free setup	✓
AI-driven audience analytics	✓
Dwell & screen exposure time	✓
Remote display control	✓
Full featured Maxtell player software	✓
Full screen playback of any content	✓
Templates & Template in template with sophistication, multi-zone, multi-object	✓
Content tagging	✓
Advanced scheduling	✓
Content Manager Mobile Control	✓
Smart content automation	✓
Multi-media players synchronization	✓
Remote software upgrade	✓
Real-time insights (settings, temperature)	✓
Analytics with playback reporting	✓
Interactivity: QL Mobile, sensor, computer vision and touch screen	✓

HARDWARE SPECIFICATIONS	
Component	Specification
Product	MXNP Signage Media Player
CPU	Quad-core Cortex-A 55
LAN/ WAN (PoE)	X2 RJ45 Interfaces First Ethernet Supports PoE
Chip Model/ RAM	Rockchip RK3568 / 4 GB
Storage	Internal 16GB (11GB Available for content storage) + Micro SD Slot Micro SD Slot, Class 10 SD Card of up to 128 GB
GPU	Mali G52
WiFi	IEEE 802.11b/g/n/ac (2.4G&5G)
Operating system	Android 11

Maxtell
LED Display Company

Contact Information :

Jaipur Address

257, Malviya Apartment,
Nr. BJP Office Sardar Patel Marg,
C-Scheme, Jaipur, Rajasthan, 302001, India

Mumbai Address

Shop No. 10, 1/1 M.G. Suman Nagar, Opposite Vijay Sales, Sion Trombay Road, Chembur, Mumbai – 400071

Phone

Jaipur Office - 0141 4012271
Mumbai Office - +91 92570 32390

Email
info@maxtellindia.com

Follow us