

Company: **IAdea, Inc.**  
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Presenter: **Rex Chen**  
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IAdea has created a technology for use in the digital signage industry. This technology allows businesses to distribute multimedia information to a target audience through reliable, scalable and cost-effective video playback systems that can be managed by most major management software products.

IAdea has completed two major product development milestones to deliver a Standard Definition (DVD quality) media player and a High Definition (Blu-ray quality) media player. Both products have been well received by the industry with leading brands, like Mitsubishi and Advantech, providing IAdea products through their existing sales channels. IAdea is currently in the third phase of the product development, developing a small digital signage system with a display panel. This new product addresses a need within the digital signage industry and offers a large and untapped market. This new disruptive technology will allow IAdea to lead the market in technology and market share.