Densitron specialises in the space between the Human and the Machine.
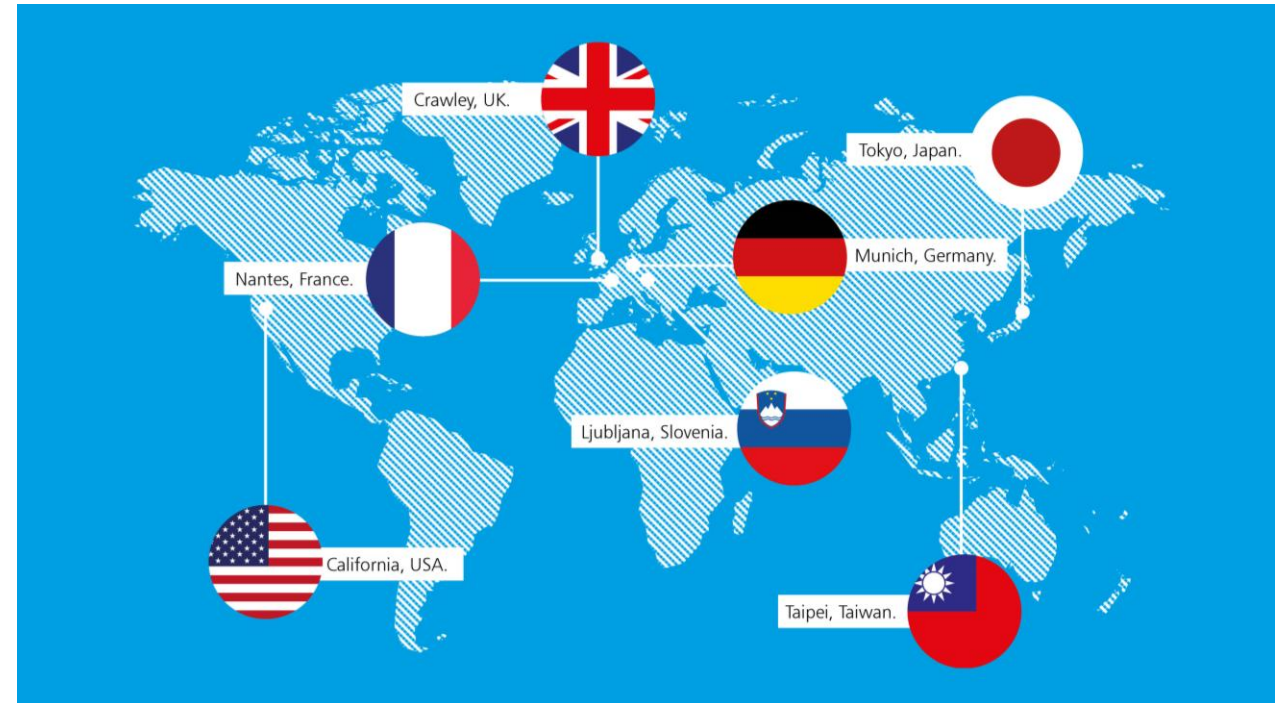
We are engineers and sourcing specialists whose mission is to help you create beautiful and efficient Human Machine Interfaces.

We believe that the quality of your product's Human Machine Interface can make or break a customer's purchasing decision and is a big part of their satisfaction after purchase.

Densitron

Our Global Presence

Our physical office footprint shown in the image beside belongs to Densitron and is staffed by Densitron employees, NOT agents or 3rd parties.

We have dedicated Densitron Sales, Engineering and Customer Support in every region, so we work in your timezone, in your language and in person if a visit is required.

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Why our customers choose us?

1. Reduce your time to market
- We are experts in what we do, so we can design solutions, fast. This accelerates your product development cycle, getting you to market faster

2. Reduce costs and improve your product
- As we do the HMI leg-work for you, you can either save money by using less of your own engineering time, or you can re-invest this engineering time to make your product even better – or both.

3. Differentiate your product
- Our solutions are highly customizable, so instead of being restricted to off-the-shelf components, we can build a solution for you which is unique to you – this helps to differentiate your products in your marketplace

4. Reduce risk
- Buying your HMI from one place means no awkward 'blame game' between suppliers if you had sourced components from different suppliers. We guarantee our solutions, so you have one company to hold responsible. In addition, few if any HMI providers have been in business as long as Densitron, so you know we are here to stay way beyond the end of life of your product.

5. Access our community
- As a Densitron customer, you have access to our community of experts from all over the world, whenever you need us. Whether you need advice, hit issues or just want an update on the latest tech

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Our Values

Personal, yet Global
With a presence in Asia, Europe and America we are there when you need us - in your time zone, in person and in your language. Our geographic breadth also allows us to work with you globally to ensure that no matter how large or small your requirement, we can innovate and deliver.

Experts in your vertical
With over 40 years of experience in the fields of Display and HMI we know what we're talking about. We work across all sectors, so you will find experts that not only understand the technology, but also understand the dynamics of how the technology is applied in your industry.

Engineers First
We thrive on solving engineering challenges and continuously press for the right solution for our customers using our talent base from across the world.
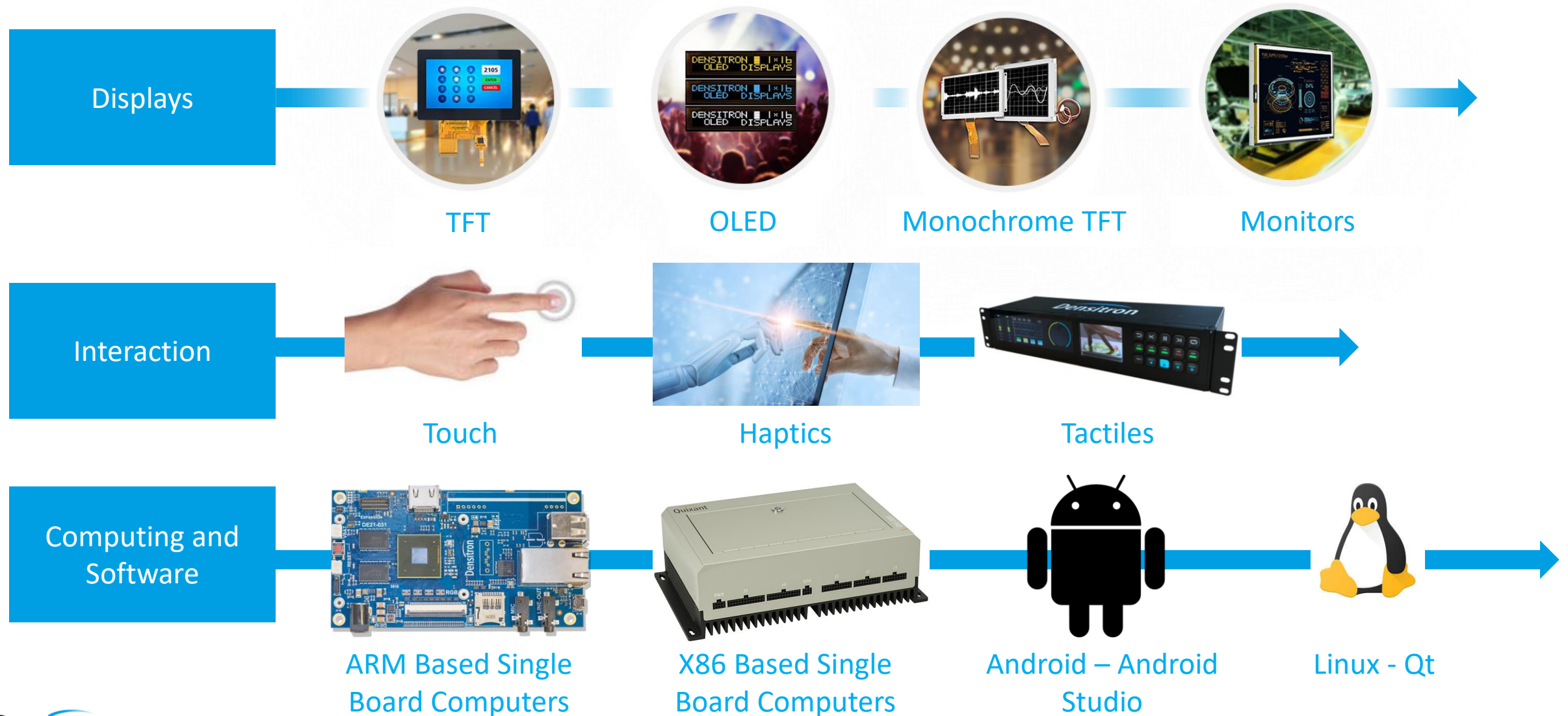
Partners
We focus on continually proving our value so we develop long term partnerships with customers and suppliers based on trust. Many of our customers have traded with us for over a decade and most of our customers come back to us following their first project.

Responsive
We take time to understand what our clients want and tailor our products to meet those needs. We are quick to respond when challenges arise and do everything in our power to overcome them.

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We are Human Machine Interface Experts

Displays

TFT | OLED | Monochrome TFT | Monitors

Interaction

Touch | Haptics | Tactiles

Computing and Software

ARM Based Single Board Computers | X86 Based Single Board Computers | Android – Android Studio | Linux - Qt

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The **Densitron** 2.0 Product Ecosystem

Expert Advice

Personalised Product Solution

Chassis	HMI	Computer	Software Platform	Interface

Chassis
- 1U Half – Single 6.6inch D (MP Sep 19)
- 1U Full – Dual 6.6inch D (MP Sep 19)
- 2U – Single 16.3inch D (MP Sep 19)
- 2U – Single 8inch D (MP On Demand)
- 2U – Dual 8 inch D (MP On Demand)
- 7inch – Naked MP
- 10.1inch – Naked MP
- 7inch + Chassis – (D On Demand)
- 10.1inch + Chassis – (D On Demand)
- Monitors – 13.3inch D (MP Sep), 15.6inch (D TBC), 23.8inch MP (Now)

HMI
- Standard Touch - Now
- Mechanical Touch D (MP Q1 2020)
- Rotary Encoder D (MP September)
- Haptics D (MP on Demand)

Computer
- Aurora i.MX6 Solo, Dual, Quad Core - MP Now
- Aurora i.MX8 – D Q1 2020
- x86 – D Q1 2020

Software Platform
- Linux – Qt – MP Now
- Android 7 Nougat – Android Studio / Qt – D Now (MP on Demand)
- Windows – Qt – D Q1 2020 (MP TBC)

Interface
- USB
- HDMI
- Ethernet
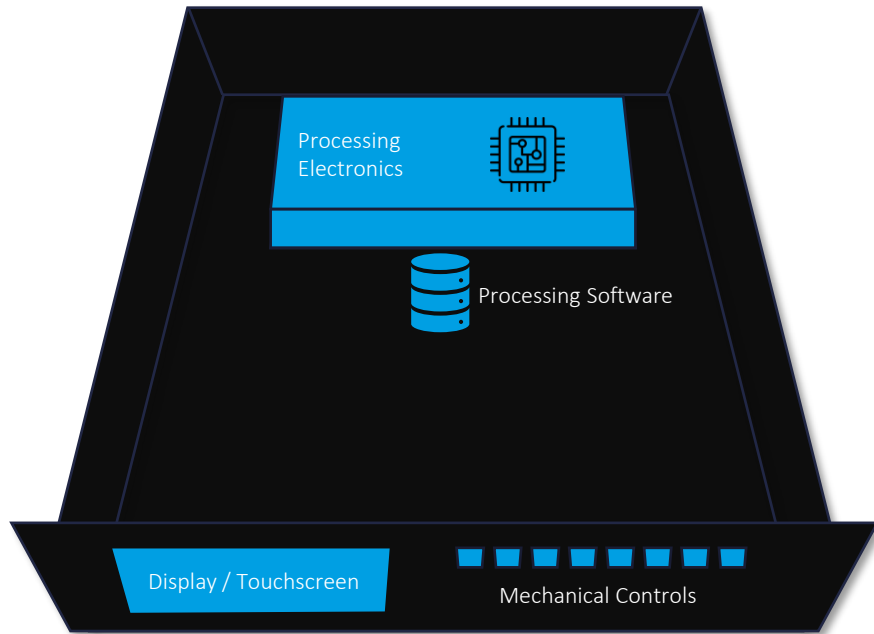- Wifi
- Serial
- UART
- I2C
- RS485
- CAN

Access Ongoing Support & Community Access

Fully Custom – If there's anything you need which can't be achieved from the above modular menu call us…

Our own HMI
solutions

Broadcast Solutions

DENSITRON DISPLAY COMPONENTS

Processing
Electronics

Processing Software

Display / Touchscreen   Mechanical Controls

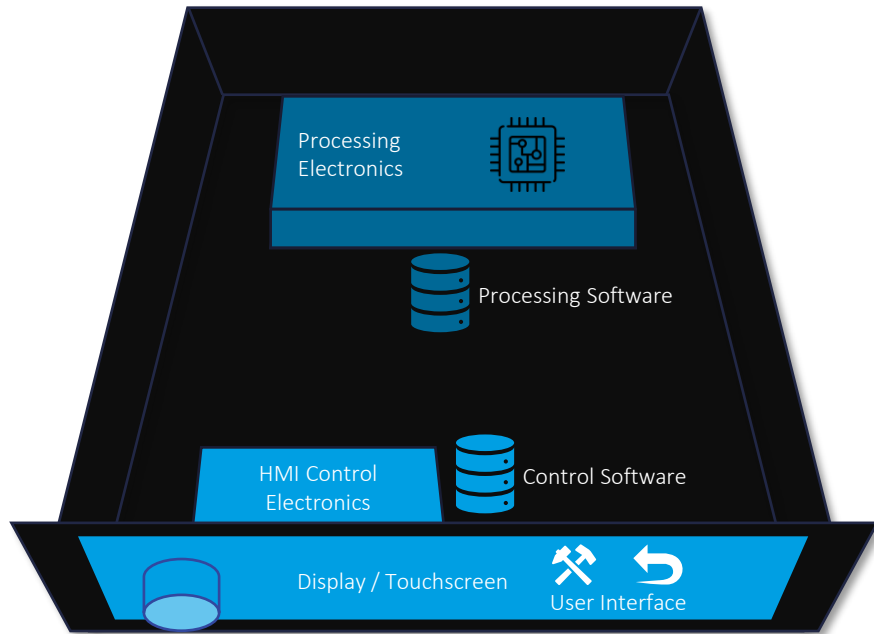Mechanical Controls (buttons, rotaries, faders)

Display, Touchscreen

Processing Software/Firmware

Processing Electronics

Device Enclosure

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Broadcast Solutions

FULLY OUTSOURCED HMI HARDWARE

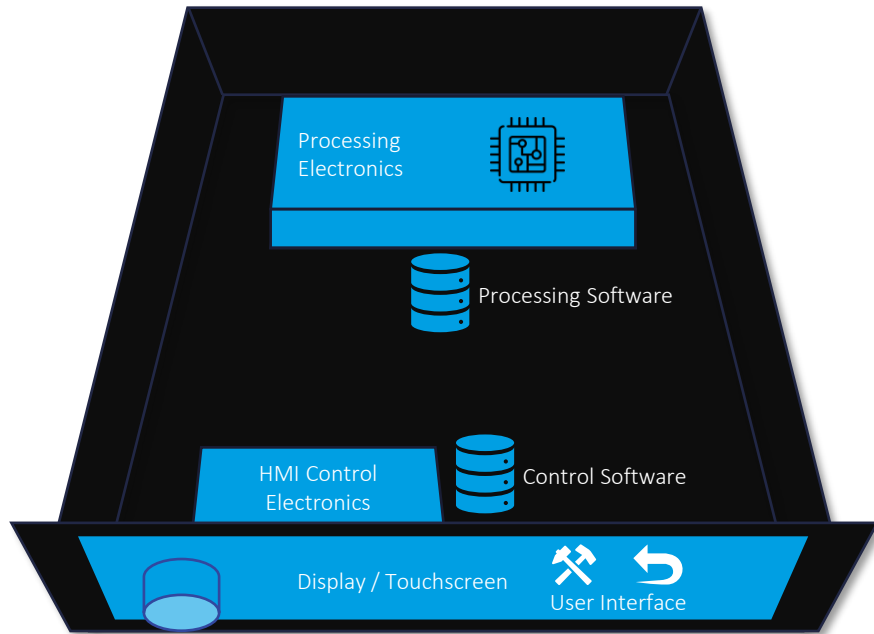| User Interface |
| Tactile Overlay Controls |
| Display, Touchscreen |
| Control Software |
| HMI Driving Electronics |
| Processing Software/Firmware |
| Processing Electronics |
| Device Enclosure |

Broadcast Solutions

IDS BROADCAST SOLUTIONS

User Interface
Tactile Overlay Controls
Display, Touchscreen
Control Software
HMI Driving Electronics
Processing Software/Firmware
Processing Electronics
Device Enclosure

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What is *ids* ?

Intelligent Display System – ids is a vendor agnostic control and dynamic display solution designed for robust 24/7 environments. We are a complementary abstract control layer that works in parallel to existing systems

Used by many of the largest broadcast and media companies globally to streamline, simplify and make their technical workflows more efficient to use, manage and administer

Main benefit of ids is the ability to integrate with any 3rd party system

- Scheduling, Routing, Playout, Graphics, Live events, Archived content, Lighting, Cameras, Signage etc

This information can then be presented and delivered in a simple easy to use format. Non technical users can operate a complex workflow with very few button presses. This allows other resources to be freed up to do other tasks and deliver efficiency.

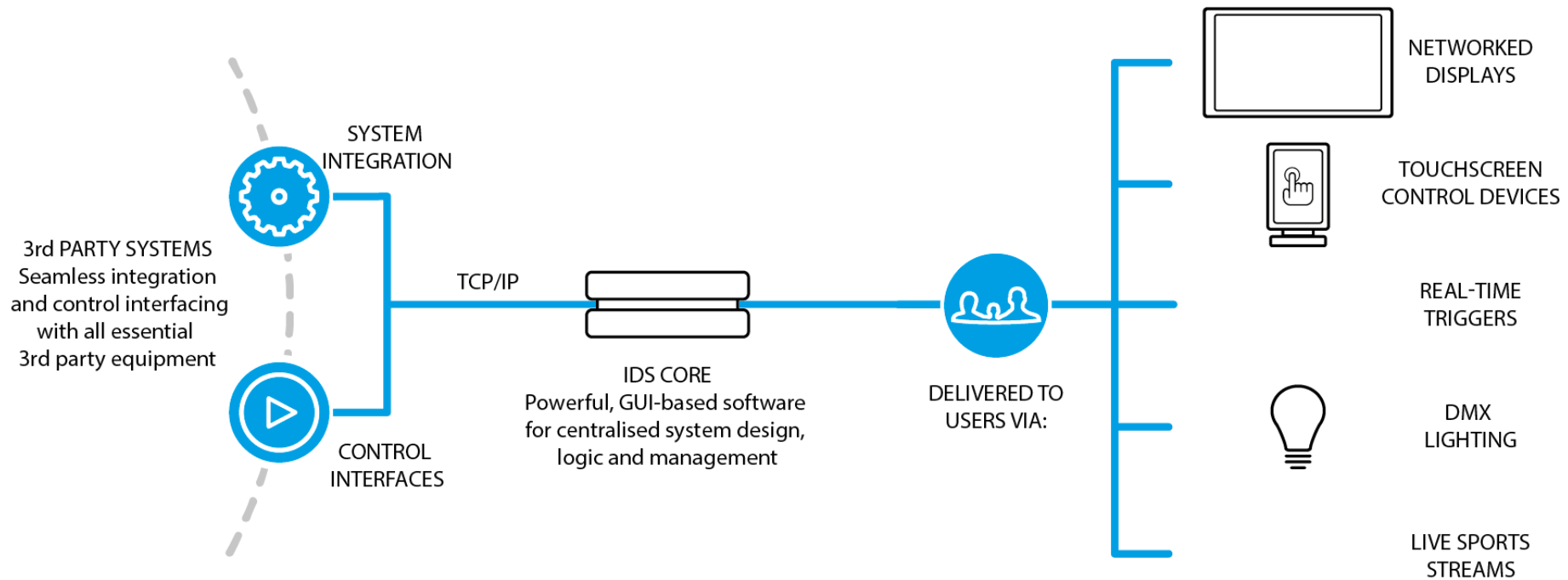
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Who uses *ids*?

Why do people use *ids*?

It has many clients from across multiple sectors, many of which are in mainstream broadcast who have a combination of:

- Remote, On-site and Distributed production requirements across many geographical sites
- Multiple vendor solutions all being controlled independently
- Complicated workflows requiring extensive resource burden
- Requirement to display data, content and video sources in various locations and to different stake holders
- Necessity to simplify and streamline operations for efficiency and admin
- Automated and manual control of broadcast applications such as On-Air, Mic-Live, Camera Switching

Typical simplified workflow of *ids*

SYSTEM
INTEGRATION

3rd PARTY SYSTEMS
Seamless integration
and control interfacing
with all essential
3rd party equipment

CONTROL
INTERFACES

TCP/IP

IDS CORE
Powerful, GUI-based software
for centralised system design,
logic and management

DELIVERED TO
USERS VIA:

NETWORKED
DISPLAYS

TOUCHSCREEN
CONTROL DEVICES

REAL-TIME
TRIGGERS

DMX
LIGHTING

LIVE SPORTS
STREAMS

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Typical examples of *ids* in action

Typical broadcast and studio application usage of ids – Desk control

Mic-Live / On Air

Camera control

Countdown Timers

Tv remote control

Typical examples of *ids* in action

Typical broadcast and studio application usage of ids – Displays

Mic-Live / On Air
Inside or outside studio

Stream monitoring

Studio door information

Scheduling information

Studio monitoring with
camera confidence check
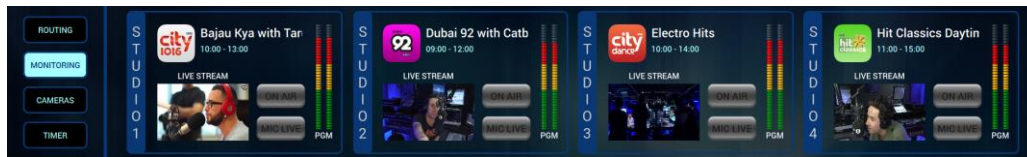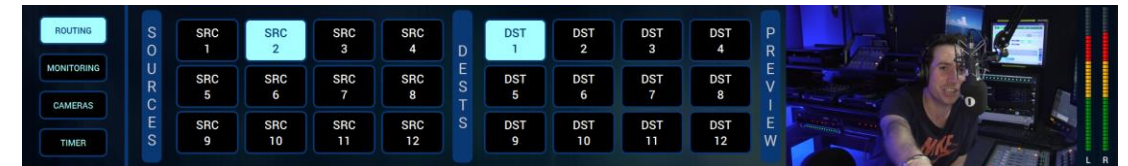
Power Control

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Typical examples of *ids* in action

Typical broadcast and studio application usage of ids
Technical user interfaces

How could *ids* benefit your operations

- Simplify and unify workflow within the control room and broadcast studios

- Integration with 3rd party systems such as vision mixers, graphic overlay, sports streams, content delivery and router control

- Deliver critical information to technicians and operators across whole organisation through networked displays

- Distribution of broadcast and core content to any attached ids device on network in any of the local or retail outlets

- Create and reference real time schedules to automate the workflow yet allow dynamic control for unplanned events

- Provide a dynamic TV or Radio studio space by delivering branding, lighting control and intelligent camera switching – all controllable by an intuitive touchscreen

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Thank You

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