

## **Navori Labs Brings Second-Generation Media Player Dongle to Market**

*New StiX 3700 player evolves the Swiss Army Knife of professional digital signage media players for dynamic, high-resolution 4K content without technical compromise*

**LAUSANNE, SWITZERLAND, July 6, 2021** – Navori Labs announces the immediate availability of StiX 3700, its second-generation, ultra-compact Android digital signage media player dongle. Building on the success of the StiX 3500—dubbed “the tiniest professional media player for digital signage—the StiX 3700 offers exceptional performance for its size, and features the best components for fast and sophisticated rendering of high-resolution content.

The StiX 3700 democratizes hardware media players. It provides a near-immediate return on investment at half the price of most media players. It is a perfect complement to software media players, such as System-on-Chip (SoC) solutions, that lack the advanced feature sets and versatility of hardware players.

The StiX 3700 builds on the success of Navori Labs’ first-generation StiX 3500 media player, which exceeded 100,000 shipments over four years. The new dongle retains the core StiX 3500 benefits in size, maintenance and feature set, and adds broadcast-quality 4K rendering at 60 frames per second—a requirement for effective 4K viewing experiences. The StiX 3700 further enhances viewing experiences with flawless media transitions across all screens.

“4K is now the preferred screen resolution in digital signage, so the time was right for a new version of our compact media player that brings more sophisticated and high-quality rendering quality to digital signage content,” said Jerome Moeri, CEO, Navori Labs. “The StiX 3700 delivers the power required for continuous, professional-grade usage, adds power-saving display control functions, and offers a common set of features with a fully harmonized experience across all screens on the network.”

### **Features and Advantages**

The StiX 3700 adds several new features as well, including remote control of screens using HDMI-CEC functionality. Upon entering schedules, Navori QL software automates all on/off control functions, simplifying management tasks and making it easier to switch screens on and off at different times of the day. Users can easily install third-party apps such as TeamViewer or VNC for remote control thanks to its user-friendly Android operating system.

The StiX 3700 comes with professional Navori QL Player software, unlike most external media players of its kind that are limited by basic software apps. QL software is preloaded and ready to use, enabling users to get started on their projects upon turning on the device and logging in. The StiX 3700 can also be activated prior to deployment, making it is ready for use once the screen is installed. The plug-and-play dongle works flawlessly across every screen size, orientation, and brand, which simplifies system management across multi-screen digital signage networks.

The dongle is extremely versatile whether used as the main player for a screen, or to complement built-in System-on-Chip (SoC) players that lack certain capabilities. This includes support for both Wi-Fi wireless and wired connections for any network environment, and its Android operating system accepts security certificates required by many corporate IT organizations. Maintenance is virtually non-existent, and users can replace dongles without uninstalling or replacing screens. The StiX 3700 is also interoperable with touchscreens, sensors, physical buttons, and external speakers via USB or Bluetooth, offers up to 1Tb of content storage via its micro-SD card slot (versus the standard SoC 8-16Gb storage), and works with 4G and 5G USB-enabled modems.

The StiX 3700 has a unit retail price of \$249 (US). The dongle comes with a three-year warranty and is engineered to last at least 50,000 hours—almost seven years of continuous use.

#### **About Navori Labs**

Navori Labs is an enterprise committed to providing the most reliable, interoperable and user-friendly software application available in the industry. An exclusive leader in the global digital signage industry with nearly 25 years of experience, Navori has built a reputation as an industry innovator strengthened by a skilled engineering team, and continued investment in research and development initiatives. Navori has also continued to invest in global growth, with local and regional resources available worldwide. Navori's flagship QL digital signage engine is built with everyone in mind, and has been standardized for use in many of the largest digital signage networks around the world. The company's engineering approach balances efficient design and operation with exceptional performance for answering integrators and end-users expectations. Visit [www.navori.com](http://www.navori.com) for more information.

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