Amino vs. System on Chip

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Amino vs. SoC Battlecard

1. More Computing Power

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Purpose-built media engine with a high-performance ARM CPU, dedicated GPU and hardware video offload - handles 4K60, H.265/AV1 and multi-zone with ease.

System on Chip

Built for low-cost mass market, often use general-purpose CPUs which can bottleneck when handling multi-zone, interactive or demanding playback scenarios.

Why it matters:
You get rock-solid smooth playback and headroom for future content needs, not “stutter city.”

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2. Control Over Firmware Upgrades

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We build and test every firmware release in-house - but you stay in control. Use Orchestrate to schedule, stage and approve updates to your fleet. Nothing goes live without your say-so.

System on Chip

You’re at the mercy of chip vendors’ update schedules - patches trickle in late (if at all), and rollouts are manual and error-prone.

Why it matters:
Predictable updates you control - no surprises, no security gaps, less time spent babysitting devices. Ability to roll back upgrades to choose version on **Amino H200/W.**

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3. Enterprise-Grade Features

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Built-in Widevine/PlayReady DRM, hardware-backed keystores, secure boot, full sys-log capture and alarms, multi-tenant user roles and SLA-backed support. Being IPTV experts, Amino can combine IPTV with Digital Signage on a single device.

System on Chip

Often lack enterprise essentials - limited DRM, weak encryption, no hardware root-of-trust or secure boot, and very basic logging. SoC often has little or no IPTV capabilities, limiting the screen to only being used for signage.

Why it matters:
Deploy mission-critical signage with confidence - compliance, audit trails and guaranteed uptime. Integrate IPTV systems alongside signage, letting customers get more from their screen deployments.

4. Remove Device Management Headaches

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Orchestrate gives a single pane of glass - fleet health monitoring, remote diagnostics, mass-config changes and automated alerts.

System on Chip

Each unit is a “project” to commission and maintain - manual imaging, local diagnostics, spotty remote visibility.

Why it matters:
Free your team from endless site visits - catch issues before they hit the screen. By fixing things remotely, not only is it more cost effective but also reduces downtime by making fixes faster.

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5. Zero-Touch Deployment

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Plug-in & go - devices auto-register to Orchestrate, pull down policies, certificates and content packs right out of the box.

System on Chip

Typically require on-site hands-on setup: network config, device imaging, manual enrolment.

Why it matters:
Roll out hundreds (or thousands) of players without setting foot on location - deployment in minutes, not days.

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6. Lower Lifetime Costs

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Streamlined hardware, free OS & firmware updates, remote management savings, extended device lifecycles and transparent enterprise support.

System on Chip

Hidden costs stack up - onsite maintenance, manual updates, device churn when chips age out, and paid support tiers.

Why it matters:
Real TCO advantage over 3–5 years - your budget stays on track, and your screens stay live.

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Feature	SoC Players	Amino Media Players	Why it matters
More Computing Power	Cheap, consumer-grade chips can choke on 4K, multi-zone layouts or interactive content.	Purpose-built ARM CPU, dedicated GPU and video offload - handles 4K60, multi-zone and interactive apps with ease.	Ensures smooth playback today and leaves room for richer content tomorrow.
Control Over Firmware Updates	You wait on chip makers, then update each device by hand - patches arrive late and unevenly.	OTA firmware you schedule yourself: bulk rollouts, staged updates and instant rollback if needed.	Keeps all devices secure and up to date without manual effort or surprise break-fixes.
Enterprise Grade Features	Missing key capabilities like DRM, secure boot and multi-user roles - you add third-party layers.	Built-in Widevine/ PlayReady DRM, secure boot, hardware keystores and role-based access controls out of the box.	Lets you promise - and deliver - fully compliant, mission-critical signage without bolt-on extras.
Remove Device Management Headaches	Tracking via spreadsheets or multiple GUIs - hard to know who's online or needs a reboot.	One dashboard (Orchestrate) for fleet health, remote diagnostics, firmware status and batch configs.	Frees your IT team from constant site visits - issues get flagged and fixed before they hit the screen.
Zero-Touch Deployment	Each player needs manual network setup, imaging and enrolment - site visits required.	Plug-in & go: auto-registers to Orchestrate, pulls configs and content without manual steps.	Roll out hundreds of players remotely in minutes, not days - no field engineers needed.
Lower Lifetime Costs	Hidden costs add up: on-site setup, manual updates, early hardware churn and support fees.	Lower upfront price, free quarterly updates, remote-management savings and extended device lifecycles with clear EOL policies.	Delivers real 3–5-year TCO savings - your customers' budgets stay happy, and yours does too.

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Qualifying Questions

1. Who is going to manage the devices in the field?

- Will someone be going onsite to update and download new firmware?

2. Do you need to control the upgrade cycle for firmware and manage compatibility with the deployed application?

- Want to decide when and how the screens get their software fixes and updates?

3. Have you estimated the lifetime cost of the deployment including obsolescence and operational costs?

- Have you added up the refreshes, yearly costs, support and running costs over the lifetime of the project?

4. What do you want the screens to actually do?

- Signage, menus, live feeds, stats etc?

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Overview

SoC (System on chip) players embed the media player functionality directly into the display panel. At first glance they look attractive, lower upfront cost and fewer boxes. But the initial saving often leads to bigger headaches down the road.

Customer Pain Points & How Amino Solves Them

1. Performance Limits

The Pain: Most SoC screens run on low-end processors with minimal RAM. They handle simple signage today but choke on richer content or future software updates, forcing early refreshes.

Amino's Fix: Dedicated ARM CPU, GPU and hardware video offload ensure smooth 4K, multi-zone and interactive apps now - and headroom for tomorrow's content.

2. Lack of Firmware Control

The Pain: Firmware updates on SoC TVs are controlled by the panel maker. Unscheduled upgrades (e.g. Samsung's Tizen OS update) can break your signage overnight, and you're powerless to stop it.

Amino's Fix: You schedule and approve every OTA firmware release via Orchestrate. Staged rollouts with rollback support keep your network rock-solid.

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3. Missing Enterprise Features

The Pain: SoC platforms focus on basic UI and playback. They rarely include log capture, bulk configuration, secure boot or local APIs - so you end up cobbling together workarounds.

Amino's Fix: Built-in enterprise tools - remote log collection, batch firmware/config management, secure-boot, hardware keystores and our EELM API - give you complete operational control.

4. Early Replacement Cycle

The Pain: When your signage apps outgrow the SoC's weak compute, you must replace the entire panel - scrapping otherwise perfectly good screens.

Amino's Fix: With a separate, upgradable media engine, you keep using the same display indefinitely. Upgrades are purely software-based, extending device lifespan by years. Plus, the H200 products can be retrofitted seamlessly into legacy estates, giving your existing installations a fresh lease on life without a full overhaul.

5. Poor Sustainability Profile

The Pain: SoC-driven obsolescence means more e-waste - whole screens headed to landfill just because the chip can't keep up.

Amino's Fix: Our devices are built for longevity, backed by a buy-back/refurbishment programme and transparent EOL policies. Fewer replacements, lower carbon footprint.

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Built for a Sustainable Future

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We decouple media processing from the screen. That means you can upgrade to support future apps and formats without scrapping working displays. Less e-waste, more ROI.

System on Chip

When the chip can't keep up, the whole screen gets replaced - good hardware goes to waste.

Why it matters:
Sustainability isn't just a checkbox - it's built into our hardware model. Keep great screens in service longer and reduce the carbon footprint of your deployments.

By tackling these common SoC pitfalls head-on, Amino delivers a more reliable, future-proof and cost-effective digital signage solution.

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