



Future-Proof Your AV Investment

How to Simplify and Scale with Smart Display Module (SDM)



WHY FUTURE-PROOFING MATTERS

The modern workplace isn't static—it's connected, collaborative, and constantly evolving. From hybrid collaboration and video-enabled meetings to real-time content streaming and campus-wide digital signage, today's AV environments need to be as agile and connected as the businesses they support.

But many systems aren't keeping up. Outdated, hard-wired AV setups are cluttered with cables and too reliant on external devices to deliver the speed, scalability, or simplicity that IT and facilities teams need. As AV infrastructure becomes more software-defined and network-driven, businesses require smarter solutions that reduce complexity while supporting long-term growth.

That's where Smart Display Module (SDM) comes in.

Developed by Intel®, SDM is a compact, modular interface that allows media processors or I/O boards to be slotted directly into professional displays and projectors. By eliminating the need for bulky external converters or set-top boxes, SDM streamlines installation, reduces failure points, and enables powerful features like AV-over-IP, wireless presentation, and scalable digital signage.

And the need for this type of flexibility is only accelerating. According to Futuresource Consulting, the global display and media hardware market hit \$13.7 billion in 2023. LED signage accounted for nearly half that spend and is expected to reach \$13 billion by 2027, growing at a 23% CAGR. Meanwhile, the projection market remains strong, particularly in education and large venues where high-brightness performance is key.

\$13.7B Global display and media hardware sales in 2023

\$13B Expected sales for LED signage by 2027

23% CAGR growth in LED signage sales by 2027

This growth signals a clear trend: organizations are shifting toward modular, integrated, and future-ready AV systems. Panasonic's SDM-equipped solutions help meet that demand, simplifying today's deployments while giving teams the freedom to scale and adapt for tomorrow.

WHAT IS SDM?

Smart Display Module (SDM) is a compact, slot-in solution that eliminates the need for bulky external media players or converters. Compatible with professional displays and projectors, it offers:

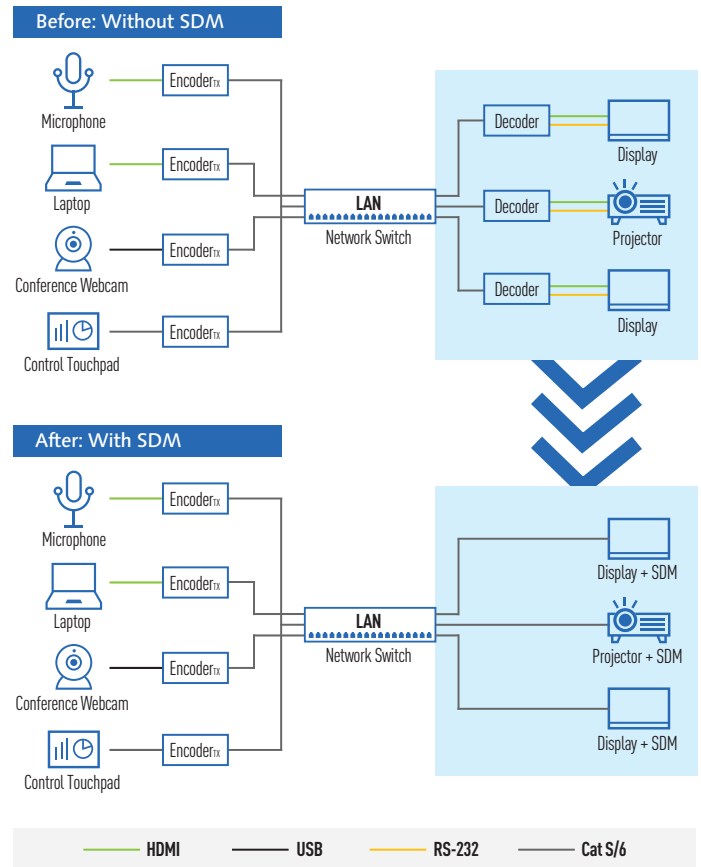
- Cable-free integration
- Flexible I/O expansion
- Wireless presentation options
- AV-over-IP compatibility

Because SDM is a standardized, modular interface, it makes it easy to upgrade AV capabilities or swap components without replacing the entire display or projector. That means IT teams can adapt quickly to changing formats or room needs, whether they're supporting daily meetings or large-scale broadcasts.

The result? An intelligent AV environment that's easier to manage, upgrade, and scale—without starting over.

- No external box
- No HDMI clutter
- Wireless ready

AVOIP EXAMPLE



CHALLENGES IN TODAY'S COLLABORATION SPACES AND HOW SDM SOLVES THEM

Pain Points	SDM-Enabled Solution	SDM Application
Cable clutter & complicated setup	Integrated wireless presentation	WolfVision: Cynap Pure SDM
Limited input/output flexibility	Input/output flexible and future-proofing connectivity	Apantac: SDM-HDBT-R-UHD(HDBaseT) SDM-SDI-HDTV-UHD(12G SDI) SDM-SDVoE-R(SDVoE) SDM NDI®(NDI)
Real-Time streaming, need for low-latency	Low-latency, scalable AVoIP streaming	Matrox Video: CIP-SDM2 Apantac: SDM-ST-2110 Aurora: VPX-RX1-SDM
Digital signage maintenance, security, and remote management	Secure content playback and centralized management-ready with embedded computer SDM	GIADA: SDM-L611 Axiomtek: SDM300S, SDM500L Advantech: DS-200
Costly and complex centralized rack-room media servers	A simpler system with fewer external servers and cables, enabling flexible upgrades by swapping SDM slots	HIVE: Beeblade series Panasonic: ET-SBFMP10

CASE STUDY: HIVE SIMPLIFIES MEDIA SYSTEM DEPLOYMENT WITH SDM

For HIVE, a creative technology company specializing in media playback and immersive installations, the challenge was clear: traditional AV setups were too complex, too power-hungry, and too prone to downtime. External media players required additional cabling, mounting hardware, and space, all of which slowed installation and increased the number of potential failure points. Maintaining these distributed systems across large environments also made remote monitoring and servicing cumbersome.

Panasonic's SDM-enabled professional displays offered a smarter path forward. By integrating HIVE's Beeblade media processor directly into the SDM slot, HIVE eliminated the need for external players and reduced the entire setup to a single, compact display unit. The result was a zero-cable, plug-and-play installation that delivered pixel-accurate output, exceptional reliability, and a cleaner, more energy-efficient design.

The results were immediate:



Installation times dropped from hours to minutes per display.



Uptime increased thanks to fewer connection points and simpler maintenance.



Scalability improved—SDM modules could be replicated easily across multiple venues.



IT management was simplified, with centralized updates and diagnostics.



Aesthetics improved, aligning with enterprise design standards.



“We are proud to work with Panasonic as a key SDM technology partner. Their commitment to performance displays and global support ecosystem aligns perfectly with HIVE's mission to deliver next-generation media systems for enterprise and live environments.”

– Dave Green, HIVE's chief technology officer

As HIVE continues to build next-generation media environments, SDM gives their team a future-ready foundation for growth. The standardized slot architecture aligns with emerging trends in edge processing, network-based media delivery (SMPTE 2110, NDI, Dante, AV-over-IP), and modular refresh cycles, allowing HIVE and its clients to upgrade performance without replacing full displays.

Through the integration of Panasonic SDM technology, HIVE has not only simplified deployment and maintenance but also future-proofed its installations—demonstrating how SDM is reshaping what's possible for high-performance, software-defined AV systems.

UNLOCK THE FULL POTENTIAL OF YOUR AV STRATEGY

As AV systems increasingly shift toward software-defined, cloud-managed models, SDM enables a smarter approach, giving IT and facilities teams the tools they need to future-proof their investments.

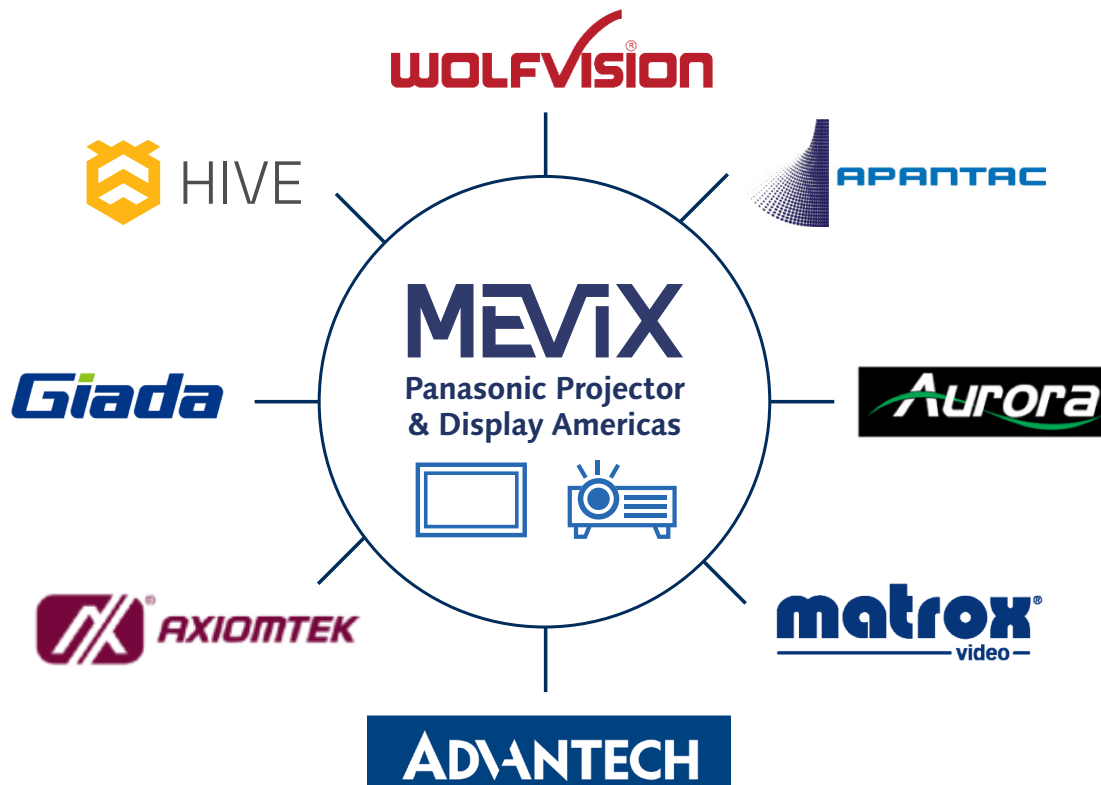
With Panasonic's lineup of SDM-integrated projectors and displays, enterprises can:

- Configure, monitor, and manage AV from a central location
- Swap modules to upgrade capabilities without replacing full devices
- Align with open AV-over-IP standards for long-term compatibility



Whether you're updating a single conference room or standardizing AV across a global campus, SDM offers the flexibility and scalability to support your roadmap.

SDM ECOSYSTEM PARTNERS



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