



e-shelf-labels

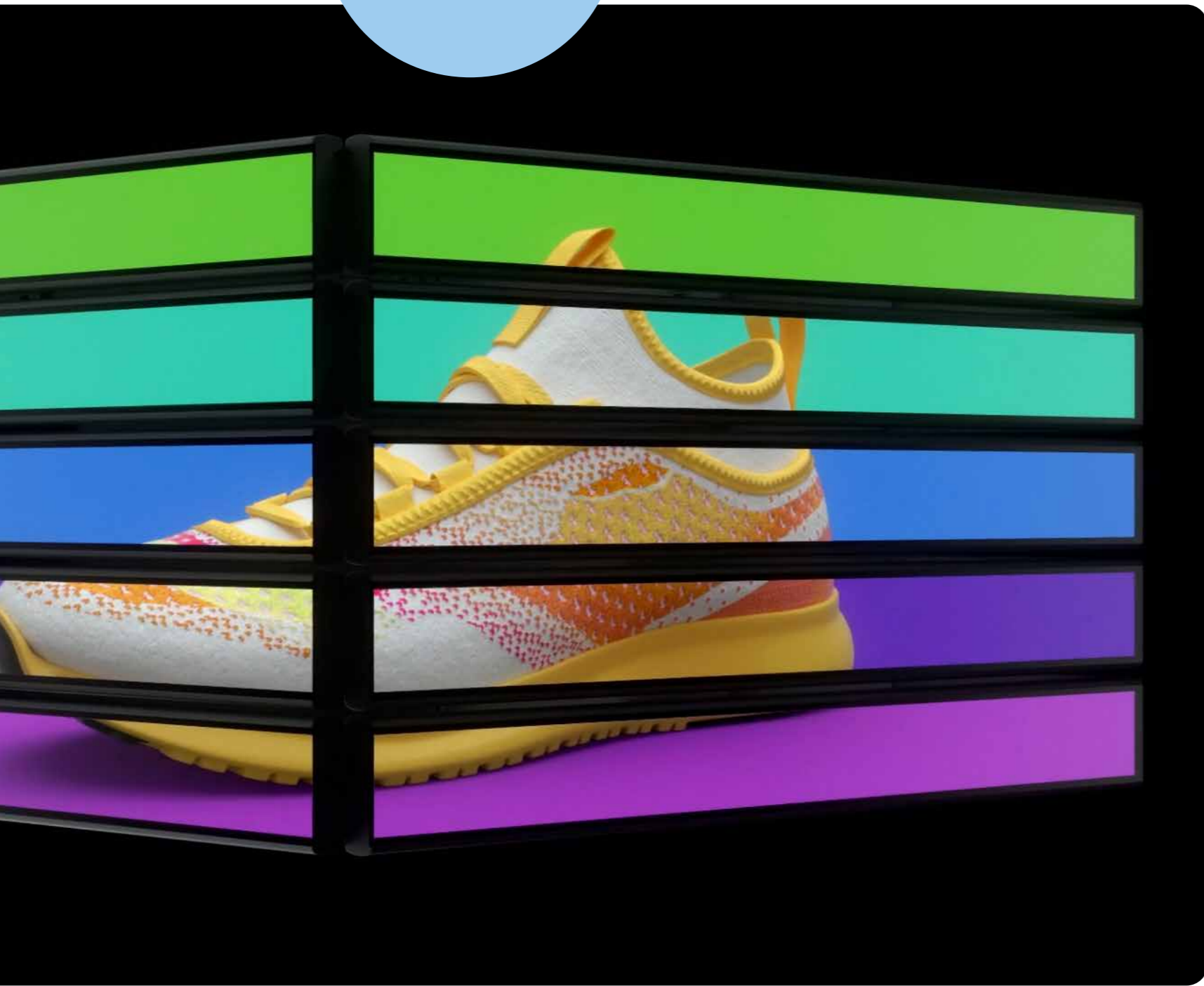
SMART.
DIGITAL.
EFFICIENT.

Brochure

DIGITAL SIGNAGE



DISCOVER OUR
PRODUCT RANGE



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Digital Signage overview

Digital Signage is a **modern signage** system which displays information in digital form. Uploaded content is presented on single or linked displays. Compared to analogue signage systems, this solution is more **flexible and dynamic**. Digital Signage Systems can be used for external and internal communication. Thanks to a central navigation of the system, content is updated fast and easy. This leads to any advert or information on display being up to date at all times. The possibility to use **multimedia content** makes the system a great tool for reaching target groups and to communicate a broad variety of stories.

Possible content

External communication

- Information & news
- Promotions
- Menus & pricelists
- Emergency & evacuation instructions
- Digital cards & signposts

Internal communication

- Acknowledgement & successes
- Corporate events
- Entertainment
- Spatial planning

Advantages

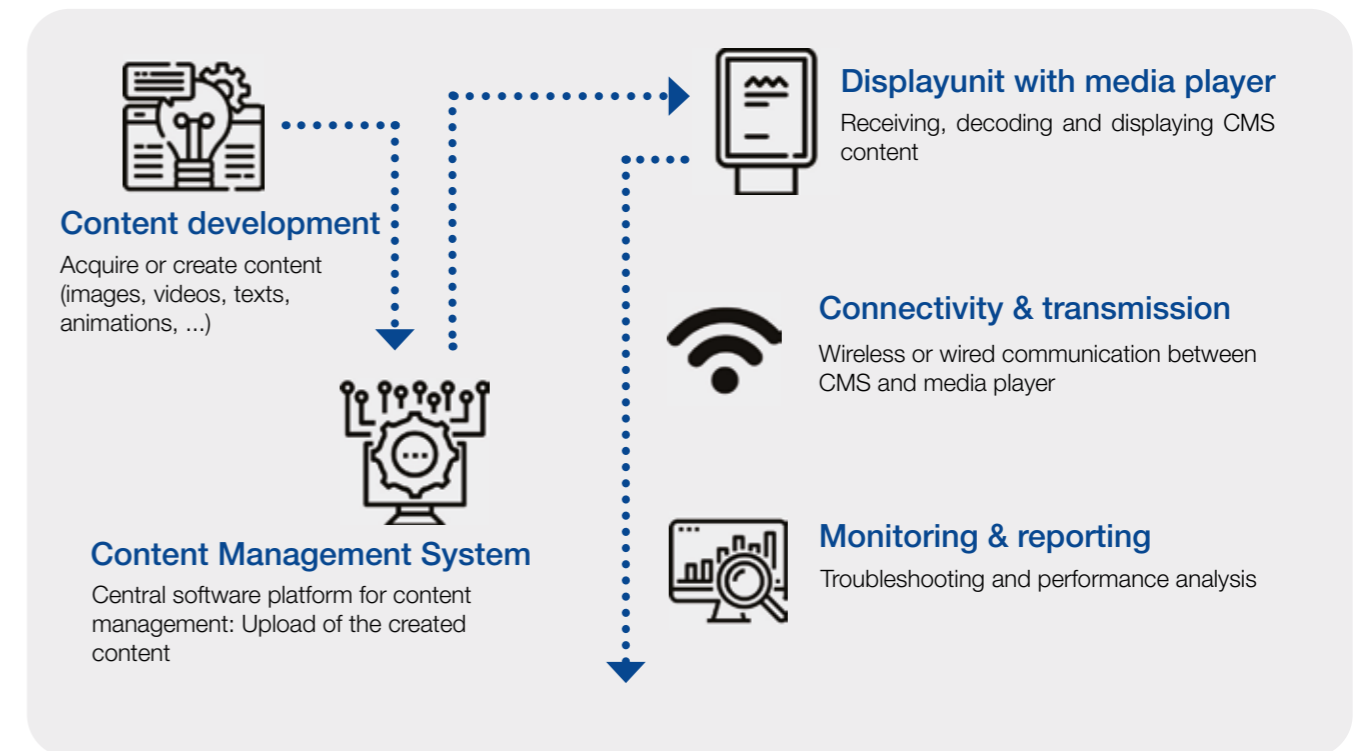
- Updatable content
- Targeted communication
- Effective marketing
- Timed content
- Increased flexibility and dynamic
- Adaptation to different target groups and times of day
- Transparent customer and employee communication in real time
- Display of individual marketing measures

Use at the Point of Sale

- **Product advertising:** attractive advertising of products and presentation of promotions
- **Cross-Selling und Up-Selling:** presentation of complementary products to the main product
- **Product information:** display of features and detailed information
- **Customers reviews:** presentation of positive reviews and testimonials
- **Interactive elements:** possible implementation of product comparisons



The Digital Signage process



Digital Signage contains:

- Video rails and stretch displays
- Touch displays
- E-paper displays
- Electronic traffic signs
- Digital door signs
- Large digital screens
- Interactive product advisors
- and much more

More than just advertising

Digital Signage is not only used for advertising purposes but also as **information system**, which serves as tool to display news or public information, as signpost, as event calendar or to alert about upcoming appointments.



Vusion-Rails

The digital and interactive video rails of the brand ses imagotag act as marketing tool directly at the shelf by displaying **prices, images, videos and product details**. The V:Rail combines modern technology and creative possibilities, aiming to improve the customers shopping experience. The **full high-definition screen** is capable of presenting animations and dynamic content like images and videos. Because of its **aluminum frame**, the Vusion Rail is scratch resistant, robust and easy to mount.

ses imagotag



Application areas

- **Retail:** targeted placement of price-product-promotions
- **Food industry:** highlighting offers and seasonal products thanks to real time updates
- **Cosmetic and beauty:** presentation of make-up tutorials and demonstrations of application techniques
- **Automotive industry:** display of 360° views of vehicles
- **Pharmacies:** show detailed information about health products and medicines
- **Educational institutions:** use as virtual information and event board
- **And many more**



V:RAIL 12001

- Size: 1215,4 x 72 x 29,47 mm
- Display: 3840 x 160 pixel
- Weight: 2,74kg



V:RAIL 09001

- Size: 898 x 67,53 x 24,07 mm
- Display: 2880 x 158 pixel
- Weight: 1,46kg



V:RAIL 06001

- Size: 603.2 x 67.5 x 34.6 mm
- Display: 1920 x 158 pixel
- Weight: 1,06kg



VUSION Cloud IoT Plattform

The V:Rail is not only a digital presentation area, but also an **intelligent and networked** marketing tool. The Vusion Cloud IoT platform allows a **seamless synchronization** with all POS-systems. Thereby content can be updated in real time and targeted price-product-promotions controlled in order to adress costumers most effectively.



Properties

- Dynamic content: presenting the product portfolio in an attractive and interactive way
- Creative animations and dynamic content
- Full-high-definition display
- User friendly touchscreen interface
- Robust aluminum frame

Technical data

- Display technology: TFT-LCL screen
- Pixel colors: 16.7 million
- Viewing angle: 180°
- Supported video format: mp4
- Supported photo format: png, jpg
- Operating temperature: 10°-30°C
- Replaceable cover plate
- Connectivity: WIFI, Bluetooth

V:Rail related Software

Vusion Rail: Connect app, Publisher, API Portals, V:Cloud, Studio, V:Link

Newton Touch

The Newton Touch interactive digital signage display takes product signage to a new level. This intelligent solution allows customers to **actively interact** with the device and the content displayed. The innovative touch functions enable costumers to easily **navigate through products and services**, call up detailed information or switch between different items. This ensures the costumers being actively involved in the flow of information.



Newton Touch 29 inch

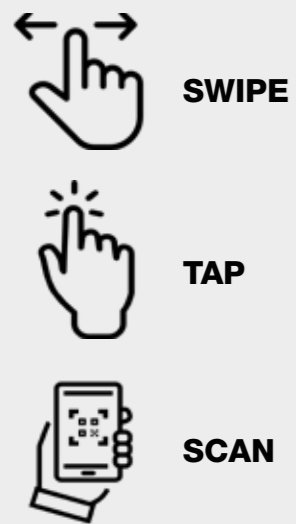
- Size: 712,2 x 214,2 x 10,1 mm
- Display: 1920 x 540pixel

Newton Touch 23 inch

- Size: 593,8 x 60,4 x 19,6 mm
- Display: 1920 x 158 pixel

Technical data

- Number of colors: 16.7 million
- Display technology: IPS
- Surface treatment: Hard coating (4H), non-reflective
- Operating system: Android 8.1
- Processor: ARM Cortex TM - A35, Quad-core, 1.35GHz
- Power supply: USB Type-C
- Video codecs: MPEG-1/2, GOOGLE VP8, H.263, MOTION JPEG, VP8
- Image codecs: JPEG, BMP, GIF, PNG
- Audio codecs: MPEG, WAV, OGG, FLAC, MIDI



Advantages

- Modern and interactive signage
- User friendly interface
- Product presentation in pictures and video
- New way of customer communication
- Promotional advertising and marketing space
- Intuitive CMS platform
- Central content management
- Fast content transfer via WLAN

Application areas

- **Retail:** interactive product presentations and shopping experiences, digital advertising space
- **Educational institutions:** interactive learning and teaching
- **Museum and exhibition:** call up further information on exhibited items
- **Hospitality:** presentation of menus, promotions, special offers and interactive kiosks
- **And more**

Elo Touch Displays

Elo Touch Displays offer an **all-in-one-package** of touchscreen monitors combined with a cloud-based management software. In addition to a great storage capacity and a long technical life-span, the displays impress with their **high level of compatibility** of hardware and peripherals. Combined with the Elo Self-Service-Kiosk, the displays can be used perfectly at the point of sale. This combination creates a modern and appealing environment for customers, which can positively influence their buying decisions.



Technical data

- Colors: black, white
- Display formats: 10-, 15-, 22-inch
- Operating system: Android 7.1
- Connections: Wlan, Bluetooth, Ethernet
- Monitors can be adjusted in order to handle different payment options

Application areas

- Digital customer advisor in retail
- Information board or check-in service in hotels
- Menu board or reservation platform in restaurants
- Self-service system

Elo Touch 22 inch

- Size: 524,8 x 324,8 x 32,5 mm
- Display: 1920 x 1080 pixel

Elo Touch 15 inch

- Size: 337,7 x 249,7 x 22,3 mm
- Display: 1920 x 1080 pixel

Elo Touch 10 inch

- Size: 252.9 x 169.0 x 22.1 mm
- Display: 1280 x 158 pixel



Wallaby-Self-Service-Kiosk



Properties

- Vertical or horizontal mount of the displays
- Available in two versions
- Case color: black, silver
- Display compatibility: 15- & 22-Zoll devices
- Space-saving and slim design
- Operational location: Point-of-Sale
- Possible integration of peripherals and accessories
- Possibility to add printer and EMV payment system

Floor stand

- 562,43 mm x 370 mm x 1192,8 mm

Cash desk stand

- 295 mm x 230 mm x 431,96 mm



Cloudbased Management via Elo View

- Management of the entire network
- Changes of content, management of settings, maintenance of the operating system



Visionect

The electronic paper displays by Visionect offer a variety of advantages over traditional print products or LCD displays. Through the use of e-ink technology, they achieve an extremely long battery life. Energy is only consumed when the displayed content is being updated. The Visionect displays are **individually applicable**: as digital to-do list in the office, as signage for exhibits in museums or as information board at the Point of Sale – the displays adapt effortlessly to any application.

VISIONECT

Visionect urban series

The digital information panels of the **Visionect Urban** series have specifically been designed for outdoor conditions. The **rugged and weather resistant** displays offer a quick and cost-effective all-in-one solution with real-time information and complete customizability. The robust design ensures reliable and durable performance in outdoor environments. In addition, this series offers a modern solution for **public traffic signage**.



Visionect Place & Play 32 inch

- Size: 707,2 x 413,8 x 13,5 mm
- Display: 2560x1440px
- Weight: 8kg

Visionect Place & Play 13 inch

- Size: 230 x 297 x 10,5 mm
- Display: 1600x1200px
- Gewicht: 950g

Visionect Sign 6 inch

- Size: 158,8 x 123,8 x 12 mm
- Display: 1024x758px
- Weight: 239g

Advantages

- High flexibility and adaptability
- Can be used in various environments
- Incl. comprehensive software for easy updating
- Installation on any surface thanks to self-adhesive magnetic mount
- Compatibility with optional theft-proof 6-inch wall mount

Technical data

- 180° viewing angle
- High visibility and contrast
- 16-level grayscale
- Refresh rate: 750ms (4 bit full screen) / 100 ms (1 bit partial)
- Connectivity: WLAN and Bluetooth
- Aluminum case



Visionect Urban G2 13

- Size: 403x257x57mm
- Display: 1200x1600px
- Weight: 9kg
- Color: 16 levels of gray
- 180° viewing angle
- Operating temperature: -20° to 50
- Mechanical shock protection IK10
- 5mm tempered glass, anti-reflective
- WLAN, Bluetooth, mobile network 4G

Philips Tableaux

- Size: 602.4 x 357.4 x 37.5 mm
- Display: 3200x1800px
- Weight: 2,4kg
- Wall mount: 100x100mm
- Aspect ratio: 16:9
- Display colors: Display of 60,000 colors
- 16GB internal memory
- Operating system: Android 11
- Response time: 36s
- Audio output: Speaker output
- Connections: MicroSD, Micro USB, USB Type A
- WLAN 2.4 GHz and 5 GHz & Ethernet 10M/100M



With SCREENR, the aiss brand offers a digital signage platform, to help companies implement the benefits of e-commerce in their business. This platform for digital signage and **interactive consulting systems** is able to manage the whole content in one cloud. This allows content to be displayed on specific hardware for different shopping experiences. Purchasing decisions are encouraged.

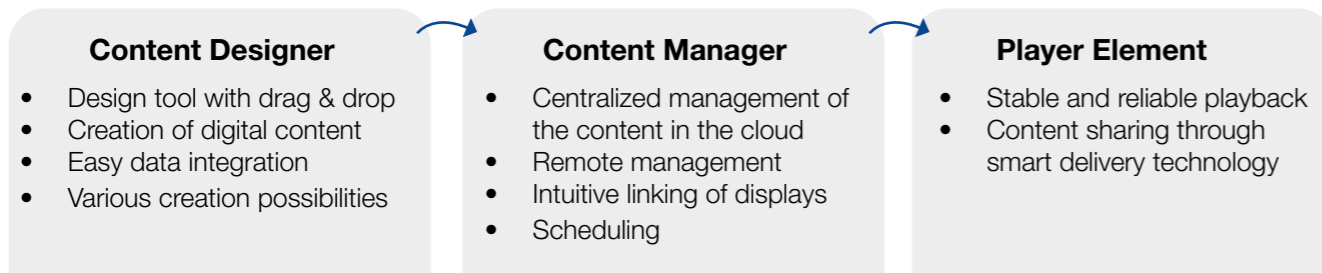


■ The Software

SCREENR manages the whole content in one cloud. This contains images, videos or interactive elements. With the content designer and manager, plus the player element, the software covers all content related areas from creation to playout and analysis.



■ The components of the software



■ Hardware

- **SCREENR Media Player:** guarantees a seamless content playback experience
- **SCREENR Optimization-Hub:** displays fast-changing content without delays
- **SCREENR Accessoires:** high-quality hardware solutions in the form of displays

■ Digital promotion boards & customer stoppers as hardware

- The perfect hardware for the digital signage platform SCREENR
- Is one of the SCREENR Accessoires
- Interactive information transfers, signpost & marketing tool
- Playout of content across locations

Technical data

- Google Android 5.0
- Lifetime > 60,000 hours
- Color: white or anthracite
- Frame on tempered glass and aluminum alloy
- Operating temperature: 0-150°C
- Full HD display
- Version: touch or non-touch



A-Frame

- Total size: 1021.8x576.57x120mm
- Resolution: 1080x1920 pixel



■ Applications of the A-Frame

- Placement in the entrance area of a store as digital customer stopper
- Use as interactive product advisor
- Use for smart customer flow management

A brand of



Smart. Digital. Efficient.





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