

# LARGE FORMAT DISPLAYS



Of all the applications of large format displays, perhaps the most commonplace is in digital signage – not only for advertising, but for employee communications, wayfinding and general information. Standalone digital signage systems are increasingly being upgraded to networked installations, for content delivery, screen management and integration with in-house systems. In many environments a cabled installation is not practicable. That's where screens with inbuilt Wi-Fi come into their own, often in conjunction with a Wi-Fi enabled player.

An alternative to Wi-Fi is the provision of 3G and 4G support within a screen – allowing for remote management of the screen from any location.

However, Wi-Fi is far from the only wireless technology employed in such installations. Screens that include NFC, for example, can communicate with the mobile phones of passers-by to deliver personalised messages, provide coupons or create a call to action. Bluetooth is similarly used for point-of-purchase promotions. Whichever technology is used, the goal is to create interaction, engagement and an enhanced customer or visitor relationship.

## DID YOU KNOW?

63% OF PEOPLE REPORT THAT DIGITAL SIGNAGE CATCHES THEIR ATTENTION.

ACCORDING TO IHS, DIGITAL SIGNAGE WILL GROW FROM 1.5 MILLION WORLDWIDE IN 2009 TO 4.5 MILLION BY 2019.

FUTURESOURCE SEES GROWTH OF 17%/YEAR IN THE GLOBAL COMMERCIAL FLAT PANEL DISPLAY MARKET.

DON'T FORGET YOUR PEERLESS AV MOUNTS!

**peerless-AV™**

AVAILABLE FOR ALL SHAPES AND SIZES



### Ultra HD Large Display

Connect in various places such as corporate meeting rooms, hotel lobbies, conference rooms, and public spaces and start sharing your content.

### Wireless Tech.

OPS\* Kit / HDBaseT Box



### Ultra HD Large Display

With Beacon and Bluetooth Low Energy (BLE) supported by UH5B, provide coupons and information in real-time - straight from screen to smartphone!

### Wireless Tech.

Beacon and Bluetooth Low Energy (BLE)



### Web OS Displays

Its built-in Wi-Fi and SoC reduces the total cost of ownership and simplifies installation, which allows you to manage content more conveniently.

### Wireless Tech.

BEACON and Bluetooth Low Energy (BLE)



### 32-65", LED Large Format Display

With integrated Wi-Fi and designed for running Android apps, it's the next evolution in signage solutions.

### Wireless Tech.

Wi-Fi



### Large Format Display

Operate effectively in business and commercial environments with high durability, multiple connectivity, and easy content creation with built-in Wi-Fi.

### Wireless Tech.

Wi-Fi



### Large Format Display

Discover versatile connectivity options to display a range of exceptional content that speaks to your audience. Connections include D-sub, USB, HDMI and WiFi, allowing you to eliminate LAN cables.

### Wireless Tech.

Wi-Fi



### Large Format Display

The displays can be conveniently and readily controlled from a Note PC, tablet or smartphone application with a Wi-Fi connection.

### Wireless Tech.

Wi-Fi



### Large Format Display

Ensure digital signage is optimized for peak performance in this chic, captivating design. The standalone displays' infrared receiver ensures easier and more flexible user control.

### Wireless Tech.

Wi-Fi and Infrared



### Large Format Display

Utilise enhanced features including built-in Wi-Fi, mobile app compatibility and low noise that are fully adaptable to semi-outdoor environments.

### Wireless Tech.

Wi-Fi