



Interactivity means business



Interactive Digital Signage Displays

- Communicate efficiently with your customer
- Engage the customer through interactivity
- Enhance the customer experience
- Increase your return on investment



Interactive Digital Signage: right to the point

Today, consumers are overloaded with information in any public environment. They react with a simple defense mechanism: "ignore". They'd rather retrieve information that provides straight answers to their questions when and where they need it. Interactive Digital Signage allows the customer to choose the relevant information they want: no more "junk information", only pertinent messages. Interactive digital signage is anticipated to grow considerably faster than in traditional digital signage.

Digital signage that engages with customers

Great looking digital signage that's interactive has an immediate and impressive effect on customers.

The attractive touch displays are a superb tool for image building, and they place advertising right where and when consumers are making purchases. Interactivity attracts customers, involves them, creates brand loyalty and generates repeat sales.

- Customers see the information they need with advertising that is more relevant and targeted.
- Interactivity multiplies cross- and up-selling options
- Customer dwell time is increased, resulting in higher average spend per customer.

Real-time marketing effectiveness

Interactivity increases marketing effectiveness and return on investment (ROI). Store owners can check which information scores highest and then adapt - on the spot if necessary - the content according to the behavior of the digital visitors.

A messaging solution for everyone

- In retail environments: for interactive advertising and promotion. Self-service and point-of-information.
- In healthcare: patient communications in waiting areas. Staff communications and scheduling
- In movie theatres: to be "electronic movie posters" and ticket and concessions vending
- In shopping malls, airports and other public spaces: for interactive way-finding applications
- In hotel lobbies: to augment concierge services in the lobby
- In financial services: for customer assistance and queue management
- In corporate environments: as a virtual lobby assistant
- In sports: as a scoreboard, a strategy board for athletes



EXAMPLE "Turbo-charging" the advertising ROI of a traditional digital sign

- Shows an advertisement
 - Customized by location and time
 - May show other "informative" messages
-
- Shows an advertisement, and may also provide a specific service – hence attracting public to it
 - Advertising shown can be influenced by user's activity = significant increase in relevance



More return
on marketing investment



With their unique combination of features, Elo Touch Solutions IDS displays are designed to provide consistent performance in rugged public environments.

[1] Made for public use

- Integrated touch
- Strengthened construction
- Pure-glass surface

[2] Reliable solutions for businesses

- Commercial grade components
- 3-year standard warranty
- Day and night operation

[3] Enterprise-grade

- Lockable controls
- Remote diagnostics
 - Speakers
 - Cable cover (anti-vandal)

[4] Integrated solutions

- Optional computer
- Seamless integration with no cables

Industry-leading touchscreen technologies, including multi-touch

The IDS touchscreen technologies only require pure glass, with no surface coating overlays, and preserve image clarity and brightness. They are rugged enough to keep working even when the surface is scratched or dirty. Touch response is always fast, accurate and drift-free, in both single-touch and multi-touch versions.

Installation flexibility

The IDS units can be installed in a kiosk, on a stand, as a stand-alone monitor or mounted on the wall in landscape

or portrait mode. An optional webcam is available for applications where photo or video capability is needed.

Service & Support

The Elo Touch Solutions product range is backed by a worldwide network of dedicated, highly professional and responsive customer service and technical support departments. With global warranties and worldwide authorized repair centers, our products may be purchased in one location and serviced anywhere the product is used.

Technology	IntelliTouch	IntelliTouch Plus	Optical
Nbr of touches	1	2	4
3201L		✓	
4201L	✓		✓
5500L	✓		✓
7001L			✓

Specifications summary

Model	3201L	4201L
Screen size	32.0" diagonal, 16:9	42.0" diagonal, 16:9
Monitor dimensions (with stand)	Width: 30.0" (762 mm) Depth: 3.1" (78.0 mm) Height: 18.0" (457 mm)	Width: 39.1" (995 mm) Depth: 2.9" (74 mm) Height: 23.0" (588 mm)
Speakers	Four, 5W stereo speakers	Four, 5 W stereo speakers
Mounting options	VESA MIS-F, 400 x 400, 6	VESA MIS-F, 400 x 400, 6
Native resolution	1920 x 1080 Full HD LED	1920 x 1080 Full HD LED
Brightness (typical)	315 nits with touchscreen	630 nits with touchscreen
Viewing angle (typical)	+/- 178°	+/-178°
Contrast ratio (typical)	3000:1	4000:1
Input video format	Analog VGA, HDMI, DisplayPort	Analog VGA, HDMI, DisplayPort
Power cons. (typ - ON)	Monitor only: 56W max.	Monitor only: 85W max.
Weight	Without computer module: 29.8 lb (13.5kg)	Without computer module: 52.4 lb (23.8kg)
Peripherals	Webcam p/n E828885, NFC kit p/n E603158, OPS kit E102270	Webcam p/n E828885, NFC kit p/n E603158, OPS kit E102270

Model	5500L	7001L
Screen size	54.6" diagonal, 16:9	69.5" diagonal, 16:9
Monitor dimensions (with stand)	Width: 50.8" (129 mm) Depth: 4.8" (122 mm) Height: 29.9" (761 mm)	Width: 62.8" (1594 mm) Depth: 3.5" (89 mm) Height: 36.2" (921 mm)
Speakers	Two 10W RMS speakers	Four, 5 W stereo speakers
Mounting options	VESA MIS-F, 600x400, Y, 6, 90	VESA MIS-F, 400 x 400, 8
Native resolution	1920 x 1080 Full HD LED	1920 x 1080 Full HD LED
Brightness (typical)	405 nits with touchscreen	630 nits with touchscreen
Viewing angle (typical)	+/-178°	+/-176°
Contrast ratio (typical)	4000:1	5000:1
Input video format	Analog VGA and HDMI	Analog VGA, HDMI, DisplayPort
Power cons. (typ - ON)	Monitor only: 145W max.	Monitor only: 96.5W max.
Weight	Without computer module: 88.8lb (40.3kg)	Without computer module: 131 lb (59.4kg)
Peripherals	Webcam, p/n E574975, MSR p/n E545781	Webcam, p/n E574975, NFC kit p/n E918074, OPS kit p/n E102270, MSR p/n E545781

Computer module

Model	ECMG2-i3*	ECMG2-i5*	ECM3**
Processor	Intel Core i3 3.3GHz HD2500	Intel Core i5 3.6GHz HD4000	Intel Core i5 i5-2405S 2.50GHz
Memory	2GB DDR3	4GB DDR3	4GB DDR3
Hard drive	320GB	320GB	320GB
Weight	Unpackaged 6.4lb. (2.9kg)	Unpackaged 6.4lb (2.9kg)	Unpackaged 5.5lb (2.6kg)

*Compatible with 3201L/4201L/7001L.

**Compatible with 5500L only.

To find out more about our extensive range of Elo touch solutions, go to www.elotouch.com, or call the office nearest you.

North America
Elo Touch Solutions
1033 McCarthy Boulevard
Milpitas, CA 95035

800-ELO-TOUCH
Tel +1 408 597 8000
Fax +1 408 597 8050
customerservice@elotouch.com

Europe
Tel +32 (0)16 70 45 00
Fax +32 (0)16 70 45 49
elosales@elotouch.com

Asia-Pacific
Tel +86 (21) 3329 1385
Fax +86 (21) 3329 1400
www.elotouch.com.cn

Latin America
Tel 786-923-0251
Fax 305-931-0124
www.elotouch.com

Elo Touch Solutions, Inc. its Affiliates (collectively "Elo") reserves the right to change or update, without notice, any information contained herein; to change, without notice, the design, construction, materials, processing or specifications of any products; and to discontinue or limit production or distribution of any products. Elo (logo), Elo Touch Solutions, IntelliTouch, iTouch, are trademarks of Elo and its Affiliates. Copyright 2013 Elo Touch Solutions, Inc. All rights reserved. October 2013.

