



Interactive Digital Signage

Stylish and reliable interactive displays that engage your customers



Today, consumers are overloaded with information in any public environment. 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.

Digital signage that engages with viewers

- Stylish and thin displays that blend in your environment
- Allow you to attract viewers and then engage them with interactive content
- Allow viewers see the information they need with content that is more relevant and targeted
- Interactivity multiplies cross-selling and up-selling options
- Viewer dwell time is increased, resulting in higher average spend per customer

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:** as "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

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.



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

Digital Signage

- Shows an advertisement
- Customized by location and time
- May show other "informative" messages

Interactive Digital Signage

- Shows an advertisement, and may also provide a specific service — hence attracting the public to it
- Advertising shown can be influenced by user's activity = significant increase in relevance and return on marketing investment



Rugged touchscreen solutions for public environments

With their unique combination of features, Elo Touch Solutions IDS displays are designed to provide consistent performance in rugged public environments. Elo's next-generation IDS units are thin, bright and beautiful in 32", 42", 55" and 70" touchscreen sizes.

[1] Made for public use

- Built-in, not bolted-on, touch technology
- Less than 4" thick wall mount complies with ADA and IBC protrusion requirements
- Pure-glass surface with heat strengthening or tempering

[2] Reliable solutions for businesses

- Commercial grade components
- 3-year standard warranty
- Designed for extended use



[3] Enterprise-grade

- Lockable controls
- Remote diagnostics
- Speakers
- Cable cover (antivandal)

[4] Integrated solutions

- Optional integrated computer modules that reduce cables and improve reliability
- RFID available on select units
- Webcam

Industry-leading touchscreen technologies, including multi-touch

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

Installation flexibility

Elo's 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

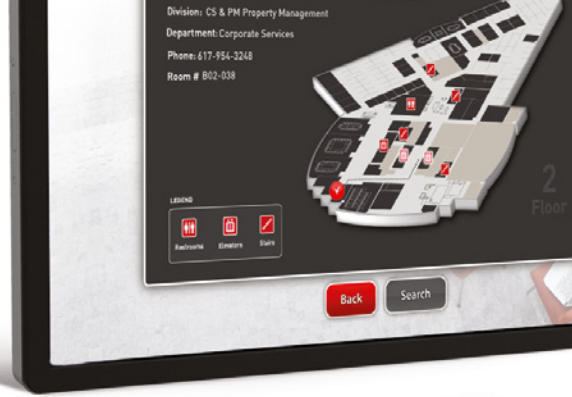
applications where photo or video capability is needed. To enable Near Field Communications (NFC) an adapter is available. The IDS displays are compatible with Intel Open Pluggable Standard (OPS) through an optional kit.

Service & Support

Elo Touch Solutions product range is backed by a world-wide 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.

Available with a choice of touch technologies to suit your needs

| Touch Technology | IntelliTouch Plus (two-touch) | Optical (multi-touch) | Projected Capacitive (multi-touch) | Infrared (multi-touch) |
|------------------|-------------------------------|-----------------------|------------------------------------|------------------------|
| 3201L | ✓ | | ✓ | |
| 3209L | ✓ | | | |
| 4201L | ✓ | ✓ | | |
| 5501L | | ✓ | | |
| 7001L | | ✓ | | |
| 7001LT | | | | ✓ |



Specifications Summary

| Model | 3201L | 3209L | 4201L |
|--------------------------|--|---|---|
| Screen size | 31.5" diagonal, 16:9 | 31.5" diagonal, 16:9 | 42.0" diagonal, 16:9 |
| Monitor dimensions | Width: 31.1" (790mm) Height: 19.0" (484mm) Depth: 2.8" (72mm) | Width: 29.5" (749mm) Height: 18.0" (456mm) Depth: 2.3" (59mm) | Width: 39.1" (995mm) Depth: 2.9" (74mm) Height: 23.0" (588mm) |
| Speakers | Four 5W stereo speakers | N/A | Four 5W stereo speakers |
| Mounting options | VESA MIS-F, 400 x 400, 6 | 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 | 1920 x 1080 Full HD LED |
| Brightness (typical) | 350 nits panel | 350 nits panel | 700 nits panel |
| Viewing angle (typical) | 178° | 178° | 178° |
| Contrast ratio (typical) | 3000:1 | 3000:1 | 4000:1 |
| Input video format | VGA, HDMI, DisplayPort | VGA, HDMI | VGA, HDMI, DisplayPort |
| Power cons. (typ – ON) | Monitor only: 57W | Monitor only: 55W | Monitor only: 85W max. |
| Weight | 33 lb (14.8kg) | 29 lb (13.2kg) | 52.4 lb (23.8kg) |
| Peripherals | Webcam p/n E574975 NFC adapter kit p/n E603158 OPS kit p/n E102270 | N/A | Webcam p/n 574975 NFC adapter kit p/n E603158 OPS kit p/n E102270 |

| Model | 5501L | 7001L | 7001LT |
|--------------------------|--|--|--|
| Screen size | 54.6" diagonal, 16:9 | 69.5" diagonal, 16:9 | 69.5" diagonal, 16:9 |
| Monitor dimensions | Width: 49.75" (1264mm) Depth: 3.5" (89mm) Height: 29.0" (737mm) | Width: 62.8" (1594mm) Depth: 3.5" (89mm) Height: 36.2" (921mm) | Width: 62.9" (1600mm) Depth: 3.7" (94mm) Height: 36.4" (925mm) |
| Speakers | Four 5W stereo speakers | Four 5W stereo speakers | Four 5W stereo speakers |
| Mounting options | VESA MIS-F, 600 x 600, 6 | VESA MIS-F, 400 x 400, 8 | VESA MIS-F, 600 x 600, 8 |
| Native resolution | 1920 x 1080 Full HD LED | 1920 x 1080 Full HD LED | 920 x 1080 Full HD LED |
| Brightness (typical) | 700 nits panel | 700 nits panel | 500 nits panel |
| Viewing angle (typical) | 178° | 176° | 176° |
| Contrast ratio (typical) | 4000:1 | 5000:1 | 5000:1 |
| Input video format | VGA, HDMI, DisplayPort | VGA, HDMI, DisplayPort | VGA, HDMI, DisplayPort |
| Power cons. (typ – ON) | Monitor only: 120W max. | Monitor only: 165W max. | Monitor only: 145W max. |
| Weight | 94.8 lb (43kg) | 131 lb (59.4kg) | 149.5 lb (67.8kg) |
| Peripherals | Webcam p/n E574975 NFC adapter kit p/n E918074 OPS kit p/n E102270 | Webcam p/n E574975 NFC adapter kit p/n E918074 OPS kit p/n E102270 | Webcam p/n E688656 NFC adapter kit p/n E918074 OPS kit p/n E102270 |

Computer Modules

| Model | ECMG2-i3 | ECMG2-i5 |
|-------------------|---|---|
| Processor | Intel Core i3 3.3GHz with HD2500 graphics | Intel Core i5 3.6GHz with HD4000 graphics |
| Memory | 2GB DDR3 | 4GB DDR3 |
| Hard drive | 320GB | 320GB |
| Power consumption | 133W max. | 133W max. |

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

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