



Interactivity means business



Designed for touch

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: 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



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



More return on marketing investment



Elo Touch Solutions IDS displays: 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. Early 2013, Elo is introducing the next generation of IDS units, a high-end family of displays in 42" and 70".

[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 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.

Touch Technology	IntelliTouch	IntelliTouch Plus	Optical
Number of touches	1	2	4
3200L		✓	
4200L/4201L	✓		✓
4600L/5500L	✓		✓
7001L			✓

Specifications Summary

Model	3200L	4200L	4201L
Screen size	31.5" diagonal, 16:9	42.0" diagonal, 16:9	42.0" diagonal, 16:9
Monitor dimensions (with stand)	Width: 31.4" (797mm) Height: 19.2" (487mm) Depth: 5.4" (136mm)	Width: 40.2" (1020mm) Depth: 5.2" (132mm) Height: 24.1" (613mm)	Width: 39.1" (995mm) Depth: 2.9" (74mm) Height: 23.0" (588mm)
Speakers	Two 10W RMS speakers	Two 10W RMS speakers	Four 5W stereo speakers
Mounting options	VESA MIS-F, 400 x 200, Y, 6, 90	VESA MIS-F, 600 x 400, Y, 6, 90	VESA MIS-F, 400 x 400, 6
Native resolution	1366 x 768 HD	1920 x 1080 Full HD	1920 x 1080 Full HD LED
Brightness (typical)	405 nits with touchscreen	405 nits with touchscreen	630 nits with touchscreen
Viewing angle (typical)	±178°	±178°	±178°
Contrast ratio (typical)	3500:1	3500:1	4000:1
Input video format	Analog VGA and HDMI	Analog VGA and HDMI	Analog VGA, HDMI, DisplayPort
Power cons. (typ – ON)	Monitor only: 111W	Monitor only: 230W max.	Monitor only: 85W max.
Weight	Without computer module: 46.3 lb (21.0kg)	Without computer module: 74.7 lb (33.9kg)	Without computer module: TBD
Peripherals	Webcam p/n E828885	Webcam p/n E828885	Webcam p/n 574975, RFID Scanner TBD
Model	4600L	5500L	7001L
Screen size	46.0" diagonal, 16:9	54.6" diagonal, 16:9	69.5" diagonal, 16:9
Monitor dimensions (with stand)	Width: 44.1" (1120mm) Depth: 5.3" (135mm) Height: 26.1" (664mm)	Width: 50.8" (129mm) Depth: 4.8" (122mm) Height: 29.9" (761mm)	Width: 62.8" (1594mm) Depth: 3.5" (89mm) Height: 36.2" (921mm)
Speakers	Two 10W RMS speakers	Two 10W RMS speakers	Four 5W stereo speakers
Mounting options	VESA MIS-F, 600 x 400, Y, 6, 90	VESA MIS-F, 600 x 400, Y, 6, 90	VESA MIS-F, 400 x 400, 8
Native resolution	1920 x 1080 Full HD	1920x1080 Full HD LED	1920 x 1080 Full HD LED
Brightness (typical)	405 nits with touchscreen	405 nits with touchscreen	630 nits with touchscreen
Viewing angle (typical)	±178°	±178°	±176°
Contrast ratio (typical)	3000:1	4000:1	5000:1
Input video format	Analog VGA and HDMI	Analog VGA and HDMI	Analog VGA, HDMI, DisplayPort
Power cons. (typ – ON)	Monitor only: 234W max.	Monitor only: 145W max.	Monitor only: 145W max.
Weight	Without computer module: 82.0 lb (37.2kg)	Without computer module: 88.8 lb (40.3kg)	Without computer module: 131 lb (59.4kg)
Peripherals	Webcam p/n E828885	Webcam, p/n E574975	Webcam p/n 574975, RFID Scanner TBD

Computer Module

Model	ECM1*	ECM2*	ECM3*
Processor	Intel Celeron Dual-Core 2.2GHz	Intel Core 2 Duo Duo 3.0GHz	Intel Core i5 i5-2405S 2.50GHz
Memory	1GB DDR2	2GB DDR2	4GB DDR3
Hard drive	160GB	160GB	320GB
Power consumption	150W max.	150W max.	150W max.
Weight	Unpackaged 5.5 lb (2.6kg)	Unpackaged 5.5 lb (2.6kg)	Unpackaged 5.5 lb (2.6kg)
Model	ECMG2-i3**	ECMG2-i5**	
Processor	Intel Core i3 3.3GHz HD2500	Intel Core i5 3.6GHz HD4000	
Memory	2GB DDR3	4GB DDR3	
Hard drive	320GB	320GB	

*Compatible with 3200L, 4200L, 4600L and 5500L models. **Compatible with 4201L and 7001L models.

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

Tel +1 650 361 4800
Fax +1 650 361 4722
customerservice@elotouch.com

Europe

Tel +32 (0)16 35 21 00
Fax +32 (0)16 35 21 01
elosales@elotouch.com

Asia-Pacific

Tel +81 (45) 478 2161
Fax +81 (45) 478 2180
www.tps.co.jp

Latin America

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

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