

# Enjoy the interactive experience!



## Introducing Elo TouchSystems 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

Consumers are overloaded with irrelevant information. 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 while in public areas: no more “junk information”, only pertinent messages. The potential of interactive digital signage is so great that it is anticipated to grow considerably faster than in traditional digital signage.

## Digital signage that engages with customers

Great looking digital signage that’s both interactive and personalized 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 will be making purchases. Interactivity attracts customers, involves them, creates brand loyalty and generates repeat sales. Interactive Digital Signage (IDS) enhances the in-store experience and customer service:

- 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.

### Point-of-information

Customers can select between different solutions, or compare similar features of products that are of interest to them.

#### Advertising and promotion

At a shopping mall an interactive ad for a list of local restaurants prints a coupon for the user’s choice.

#### Self-service

An in-store display allows users to visualize accessories for an outfit or select a product without store help

#### Interactive directions

Interactive signs in hospitals, shopping malls, airports and other public areas make it easy to find directions to a specific department.

## Real-time marketing effectiveness

Interactivity can increase marketing effectiveness and return on investment (ROI). Touch screen applications allow to measure – in real time – the effectiveness of messaging, promotions and marketing campaigns. Store owners can check which information scored the most hits (visits) and then adapt - on the spot if necessary - the content according to the behavior of the digital visitors. Customers’ real-time preferences are about to change the game for retailers, advertisers and software developers alike.

### 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 public to it
- Advertising shown can be influenced by user’s activity = significant increase in relevance



MORE RETURN ON MARKETING INVESTMENT

## Elo TouchSystems IDS displays: rugged touchscreen solutions for public environments

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

### Professional grade HD screen

The IDS system is equipped with a ruggedized panel specifically built for commercial environments, available in 32", 42" and 46" sizes, and with a 50,000 hour demonstrated lifetime (MTBF). Unlike consumer TV panels, it is able to withstand the rigors of day and night operations and can work in either landscape or portrait mode. What's more, the Elo displays come with a three-year warranty.



### High-performance computer modules

The IDS units are available with optional computer modules. These Intel-based

modules are designed for optimal performance in handling interactive media.



### Industry-leading touch technologies

Acoustic Pulse Recognition (APR) and IntelliTouch surface acoustic wave touchscreens only require pure glass and preserve image clarity and brightness. These

technologies are rugged enough to keep working even when the surface is scratched or dirty. The zero-bezel design of the APR models provides a seamless edge-to-edge surface that is both aesthetically pleasing and easy to clean. In addition, IntelliTouch Plus touchscreens, available on the 3200L, accurately recognizes two-finger simultaneous touches for a multi-touch experience.

### Installation flexibility

The IDS units can be installed in a kiosk, on a stand, with a computer module, as a stand-alone monitor or mounted on the wall in landscape or portrait mode.

### Service & Support

The Elo TouchSystems product range is backed by a worldwide network of dedicated, highly professional and responsive customer service and technical support departments. The IDS displays are covered by a 3-year global warranty and with worldwide authorized repair centers, our products may be purchased in one location and serviced anywhere the product is used.

Coming up fall 2011  
55" IDS multi-touch display



## Specifications

Model	4600L	4200L	3200L
Screen size	46.0" diagonal	42.0" diagonal	31.5" diagonal
Aspect ratio	16:9	16:9	16:9
Monitor dimensions (with stand)	Width: 44.1" (1120 mm) Depth: 5.3" (135 mm) Height: 26.1" (664 mm)	Width: 40.2" (1020 mm) Depth: 5.2" (132 mm) Height: 24.1" (613 mm)	Width: 31.4" (797 mm) Height: 19.2" (487 mm) Depth: 5.4" (136 mm)
Touch technology	Zero-bezel APR IntelliTouch SAW	Zero-bezel APR IntelliTouch SAW	Zero-bezel APR IntelliTouch Plus
Speakers	Two, 10W RMS speakers	Two, 10W RMS speakers	Two, 10W RMS speakers
Stand options	Optional stand available	Optional stand available	Optional stand available
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 200, Y, 6, 90
Native resolution	1920 x 1080 Full HD	1920 x 1080 Full HD	1366 x 768 HD
Brightness (typical)	LCD panel: 450 nits with APR: 405 nits IT: 405 nits	LCD panel: 700 nits with APR: 600 nits IT: 600 nits	LCD panel: 450 nits APR: 405 nits IT Plus: 405 nits
Viewing angle (typical)	+/-178°	+/-178°	+/-178°
Contrast ratio (typical)	3500:1	3500:1	3500:1
Input video format	Analog VGA and HDMI	Analog VGA and HDMI	Analog VGA and HDMI
Backlight lamp life (typical)	50,000 hours to half-brightness	50,000 hours to half-brightness	50,000 hours to half-brightness
Power consumption (typical - ON)	Monitor only: 234W max. With computer module: 363W max.	Monitor only: 230W max. With computer module: 353W max.	Monitor only: 111W With computer module: 234W max.
Weight	With computer module: 87.7 lb (39.8 kg)	With computer module: 80.5 lb (36.5 kg)	With computer module: 52.0 lb (23.6 kg)
Warranty	3 years	3 years	3 years
MTBF	50,000 hours demonstrated	50,000 hours demonstrated	50,000 hours demonstrated

## Options

Model	ECM1	ECM2
Computer module	Processor Intel Celeron Dual-Core 2.2GHz Memory: 1GB DDR2 Hard Drive: 160GB	Processor Intel Core 2 Duo Duo 3.0GHz Memory: 2GB DDR2 Hard Drive: 160GB

## Detailed specifications and complete product range on [www.elotouch.com](http://www.elotouch.com)

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