Interactivity means business

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

elo
TOUCHSYSTEMS

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SOLUTIONS

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.

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

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 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, Elo TouchSystems IDS displays are designed to provide consistent performance in rugged public environments.

Professional grade, high definition

The IDS system is equipped with a ruggedized panel specifically built for commercial environments, available in 32", 42", 46" and 55" sizes, and with a 50,000 hour demonstrated lifetime (MTBF). Unlike consumer displays, it is able to withstand the rigors of day and night operations and can work in either landscape or portrait mode.

High-performance computer modules

The IDS units are available with optional computer modules, for a seamless, cable-free all-in-one solution.

Industry-leading touch technologies, including multi-touch

Acoustic Pulse Recognition (APR), IntelliTouch surface acoustic wave, as well as optical camera based multi-touch 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 aesthetically pleasing and easy to clean.

IntelliTouch Plus touchscreens, available on the 3200L, accurately recognize two-finger simultaneous touches. Optical multi-touch touchscreens, available on 4200L, 4600L and 5500L, take the touch experience even further by recognizing up to four touches at once.

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.

Specifications summary

Model	5500L	4600L	4200L	3200L
Screen size	54.6" diagonal	46.0" diagonal	42.0" diagonal	31.5" diagonal
Aspect ratio	16:9	16:9	16:9	16:9
Monitor dimensions (with stand)	50.8" (1290.9 mm), Height: 29.9" (761.7 mm), Depth: 4.8" (122.4 mm)	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	IntelliTouch, Optical	Zero-bezel APR IntelliTouch SAW, Optical	Zero-bezel APR IntelliTouch SAW, Optical	Zero-bezel APR IntelliTouch Plus
Speakers	Two 10W RMS speakers	Two, 10W RMS speakers	Two, 10W RMS speakers	Two, 10W RMS speakers
Stand options	Optional stand available	Optional stand available	Optional stand available	Optional stand available
Mounting options	VESA MIS-F, 600x400, Y, 6, 90	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	1920x1080 Full HD	1920 x 1080 Full HD	1920 x 1080 Full HD	1366 x 768 HD
Brightness (typical)	LCD Panel: 450 nits; with IT: 405 nits; Optical: 405 nits	LCD panel: 450 nits; with APR: 405 nits; IT: 405 nits, Optical: 405 nits	LCD panel: 450 nits; with APR: 405 nits; IT: 405 nits, Optical: 405 nits	LCD panel: 450 nits APR: 405 nits IT Plus: 405 nits
Viewing angle (typical)	+/-178°	+/-178°	+/-178°	+/-178°
Contrast ratio (typical)	4000:1	3500:1	3500:1	3500:1
Input video format	Analog VGA and HDMI	Analog VGA and HDMI	Analog VGA and HDMI	Analog VGA and HDMI
Power consumption (typical - ON)	Monitor only: 145W max. – With computer module: 268W max.	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: 94.6lb (42.9Kg) Without computer module: 88.8lb (40.3kg)	With computer module: 87.7 lb (39.8 kg) Without computer module: 82.0lb (37.2kg)	With computer module: 80.5 lb (36.5 kg) Without computer module: 74.7lb (33.9kg)	With computer module: 52.0 lb (23.6 kg) Without computer module: 46.3lb (21.0kg)
Warranty	3 years	3 years	3 years	3 years

Computer module

Model	ECM1	ECM2
	Processor Intel Celeron Dual-Core 2.2GHz Memory: 1GB DDR2 Hard Drive: 160GB Power consumption: 150W max Weight: unpackaged 5.5lb (2.6kg)	Processor Intel Core 2 Duo Duo 3.0GHz Memory: 2GB DDR2 Hard Drive: 160GB Power consumption: 150W max Weight: unpackaged 5.5lb (2.6kg)

Detailed specifications and complete product range on www.elotouch.com

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