

# 4K LARGE FORMAT COMMERCIAL DISPLAY

## SCREEN SIZE:

65" - 75"

- ✓ 450 nit/cd Display
- ✓ USB Upload or Network Upgrade
- ✓ Built-in Android Player
- ✓ Slim Design & Narrow Bezel
- ✓ Landscape or Portrait

**inVoke™**  
digital signage



AVAILABLE  
**NOW!**

 **3 Years  
Warranty**



**Portrait**



**Landscape**



## 65" & 75" Models

Incredibly sleek, stylish and slim yet extremely visible with a choice of sizes; 65" & 75", all with a bright 450nit/cd display. Designed to stand out in busy retail and commercial environments 24/7.

## USB Upload or Network Upgrade

Content can be easily uploaded to the in-built media player by USB stick or remotely via Network Cloud CMS.

[www.invokedigitalsignage.co.uk](http://www.invokedigitalsignage.co.uk)

## 24/7 Commercial Use

These displays use a commercial grade LCD panel and LED backlight. They have the ability to be in constant use 24/7 and have no external buttons or controls to avoid tampering.

## Lightweight Design

By using less and lighter materials this generation is considerably lighter than the previous version, making installation and maintenance much more convenient.



**SCAN ME**

# 4K LARGE FORMAT Commercial Displays - Specification Table

Panel Information	Panel Size	65 Inch	75 Inch
	Resolution	3840 x 2160	3840 x 2160
	Display Area (mm)	1428.5 x 803.5mm	1649.66 x 927.94mm
	Aspect Ratio	16:9	16:9
	Brightness	450nit/cd	450nit/cd
	Colour	16.7M	16.7M
	Viewing Angle	178°	178°
	Contrast Ratio	1000:1	178/178
Audio	Speaker Type	Stereo: 10W, 4Ω x 2, Bass: 15W, 8Ω x 1	
AV Inputs	Inputs	HDMI x 2	
	Outputs	HDMI Out, Audio Out	
	Control	RS-232	
Power	Power Consumption (W)	280	
	Input Voltage	AC110~240V (50Hz~60Hz)	
Mechanical	Unit Size (WxHxD mm)	1464.5 x 839.5 x 62	1694.24 x 971.96 x 60.90
	Package Size (WxHxD mm)	1630 x 1010 x 215	1822 x 1112 x 212
	VESA Holes (mm)	400 x 400 / 400 x 600	600 x 800 / 600 x 600
	Net Weight (kg)	25.85	37.3
	Gross Weight (kg)	37.8	45.4
Environment	Operating Temperature	0 °C to 40 °C	0 °C to 50 °C
	Storage Temperature	-10°C to 55°C	-30°C to 60°C
	Operating Humidity	10% to 80%	10% to 80%
	Storage Humidity	10% to 80%	5% to 95%
Computer	Media Formats	Video (MPG, AVI, MP4, RM, RMVB, TS), Audio (MP3, WMA), Image (JPG, GIF, BMP, PNG)	
	Media Resolution	3840 x 2160 / 2160 x 3840	
	CPU	ARM Quad-core Cortex-A53 1.5GHz	
	RAM	2GB DDR3	
	Architecture	64-bit	
	Graphic Engine	ARM Mali T720mp2	
	Hard Drive/Internal Memory	16GB	
	USB	USB 2.0 x2	
	LAN	10/100 Ethernet	
	Wi-Fi	802.11b/g/n/ac	
	OS	Android 6.0	
Accessories	Included	Remote Control, User Manual, Power Lead	
	Optional	Network Upgrade	
Warranty	Warranty Period	3 Year Warranty	
	Technical Support	Lifetime	

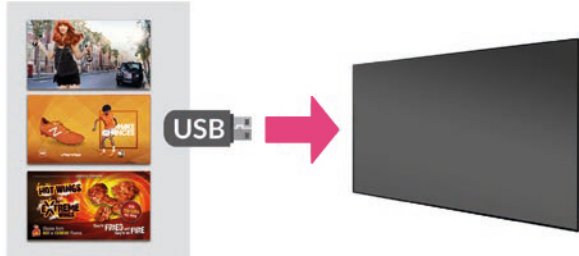
Errors and omissions excepted



## 4K LARGE FORMAT Commercial Displays - Features

### USB Upload

USB upload is the most straightforward way to upload content to the screen. Simply load images and videos on a USB stick, insert in the display, wait for your content to copy over and then remove. Your images and videos will now play in a continuous loop.



### Remarkable 4K Display

With four times the resolution of Full HD, get amazing picture quality for a truly immersive viewing experience when using HDMI.



### 450nit/cd Commercial Panel

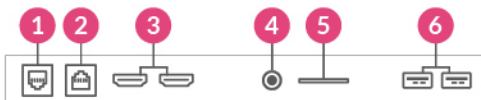
A commercial grade panel and compents are used to ensure reliable 24/7 use in public spaces. The screen can also be used in landscape or portrait orientation.



### Multiple Inputs

Should you need to use the screen as a monitor you can connect it to an external source, like a PC or media player, using the HDMI input and 5mm audio out jack inputs.

1. LAN
2. RS-232
3. HDMI In x2
4. Audio Out
5. TF Card
6. USB 2.0 x2



### Integrated Android Media Player

There is an integrated Android media player inside the screen allowing you to upgrade to a network version without needing any additional hardware. You can also install third party Android apps if required.



### Slim Bezel

The screens feature an extremely sleek and narrow bezel meaning that the enclosure to display area ratio is very low. The front is crafted from segmented aluminium to achieve ultimate precision while the polymer rear keeps the display super slim and lightweight.



### Optional OPS Windows PC

For ultimate flexibility an OPS Windows PC can be installed into the rear of the display, allowing you to install software for either Android or Windows operating systems.



### Optional Network Upgrade

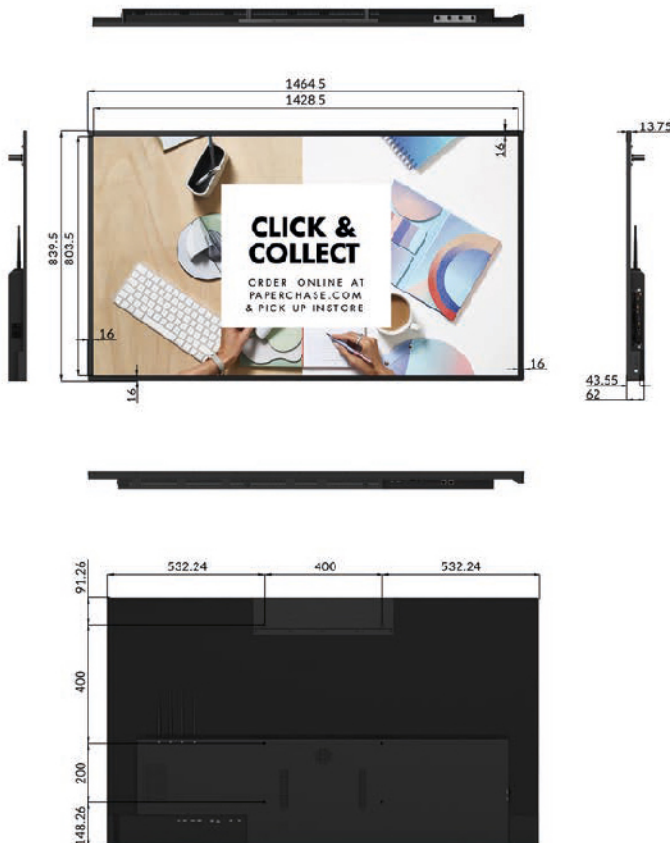
For a small charge you can upgrade your screen to be networked, allowing you to connect your screen via Wi-Fi or LAN, then remotely update it over the internet.





## 4K LARGE FORMAT Commercial Displays - Technical Drawings

### 65" Technical Drawing



### 75" Technical Drawing



## 4K LARGE FORMAT Commercial Displays - Key Features



### Ideal for:

- Hair Salons
- Beauty Salons
- Aesthetic Clinics
- Dental Clinics
- Opticians
- Pharmacies
- Travel Agents
- Estate Agents
- Restaurants
- Takeaways
- Dry Cleaners

**Grab attention  
BOOST Sales!**



**Design Studio**

**CONTENT IS  
DOWNLOADED  
ONTO THE  
INTERNAL  
MEDIA PLAYER  
(NOT STREAMED)**



# Why Digital Signage?

Key Statistics that Prove Digital Signage

## Grab Attention & BOOST Sales!

Digital Displays capture **400%** more views than static displays.

**400%**



**8/10** customers have entered a store because of a sign catching their interest.

One retailer noted a **24%** increase in footfall after implementing digital signage technologies.



Nearly **7 in 10** customers have purchased a product or service because a sign caught their eye.

**80%** of brands experienced an increase of up to **33%** in additional sales through the use of digital signage.



**7x 11x**

### Everyone's a winner

Halo effect from the advertised product  
**7x sales increase** on the family of brands  
**11x sales increase** on the overall category.

Digital Signage recall rate is higher than any form of traditional media with **83%** of people recalling at least one ad seen on a digital billboard in the past 30 days.

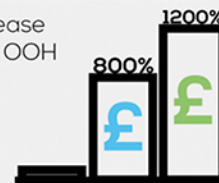


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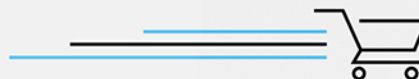
**800%** advertising revenue increase using Digital vs static signage in OOH

**1200%** revenue increase by switching to interactive or touch screen advertising over static signage <sup>10</sup>



Digital Signage reduces perceived wait times at checkout by as much as

**35%** <sup>13</sup>



'Occupied time feels shorter than unoccupied time' - David Maister - Psychology of queuing <sup>14</sup>



Digital menu boards typically present a **5%** sales lift.

### Tips to make your signage work



#### Content

Make it relevant, easy to read & attractive. Use motion where possible, keep it short (around 15 seconds).



#### Reliability

Commercial grade for extended use & durability. Components that work when you need them & require minimal maintenance.



#### Hardware Specifications

Select the right components to deliver the content playback performance your content requires and is suitable for the installation environment.

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