

# OUTDOOR FREESTANDING DIGITAL POSTERS

## SCREEN SIZE:

49" & 55"

- ✓ 2500 nit/cd Display
- ✓ USB Upload or Network Upgrade
- ✓ Built-in Android Player
- ✓ Sunlight Readable

AVAILABLE  
NOW!

invoke™  
digital signage

✓ 3 Years  
Warranty



Portrait

## 49" & 55" Models

Available in 49" & 55" these come with a 2mm thick mild steel enclosure and 5mm thermally-toughened glass front, to withstand damage that may occur in public spaces.



## 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)



SCAN ME

## 24/7 Commercial Use

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

## Sunlight Readable

Thanks to their commercial grade ultra-high brightness panels (2,500 nit/cd), these displays are up to 10 times brighter than a domestic TV so are easily readable even in direct sunlight.



# OUTDOOR FREESTANDING DIGITAL POSTERS – Specification Table

		49 Inch	55 Inch
Panel	Resolution	1080x1920	
	Pixel Pitch	0.5592x0.5592	0.21x0.63
	Display Area (mm)	610x1079.8	680.2x1209.4
	Aspect Ratio	16:9	
	Brightness (cd/m <sup>2</sup> )	2,500	
	Colour	1.06 B	1.073 G
	Viewing Angle	178°	
	Contrast Ratio	8000:1	
AV Inputs	Video	HDMI, VGA	
Power	Power Consumption (W)	300	430
	Input Voltage	AC110~240V (50Hz~60Hz)	
Mechanical	Unit Size (WxHxD mm)	870x1950x182	960x2032.5x203
	Package Size (WxHxD mm)	2030x993x368	2100x1040x370
	Footprint (WxHxD mm)	890x500	990x500
	Net Weight (kg)	120	150
	Gross Weight (kg)	147	186
	IK Rating	IK10	
Environmental	Operating Temperature:	-20 °C to 50 °C	
	Operating Humidity:	10% - 80%	
	Storage Temperature:	-30°C - 60°C	
	Storage Humidity:	5% - 90%	
	Enclosure Protection	IP65	
Computer	Media Formats	Video (MPG, AVI, MP4, RM, RMVB, TS), Audio (MP3, WMA), Image (JPG, GIF, BMP, PNG)	
	Media Resolution	1080x1920	
	Internal Memory	6GB	
	CPU	Quad-Core Cortex-A9 @1.6GHz	
	GPU	Mali-400 MP4 @600MHz	
	RAM	1GB DDR3	
	Internal Storage	8GB NAND	
	USB	USB2.0 HOST (x2)	
	LAN	10/100M Ethernet	
	Wi-Fi	802.11b/g/n	
	OS	Android 4.2.2	
	Graphic Engine	OpenGL ES 1.1/2.0/3.0/3.1, OpenCL 1.1, Renderscript, Direct3D 11.1	
Accessories	Included	AC Power Cable, Remote Control	
	Optional	Touch Screen Upgrade, Network Upgrade, Camera	
Warranty	Warranty Period	3 Year Warranty	
	Technical Support	Lifetime	

Errors and omissions excepted



## OUTDOOR FREESTANDING DIGITAL POSTERS – Features

### Weatherproof

Designed to withstand the elements, these displays are protected against all weather conditions and airborne dust particles by their robust IP65 rated enclosure. They also feature a waterproof coating on all internal circuit boards and waterproof overmoulded AV connectors.

IP65

Dust Resistance	
6	Protected against dust that may harm equipment.
Water Resistance	
5	Protected against water spray from all directions.



### Easy Maintenance

These displays use hydraulic cylinders to allow easy front access to the internal components, ensuring that maintenance is simple and straightforward.



### Internal Locker

Should you need run the screen from an external source, there is space to fit a PC or media player inside the lockable compartment. This can then be connected to the display via the HDMI, VGA or 3.5mm audio inputs.



Internal Locker



### Temperature Control System

To maximise the lifespan of the display, the internal airflow system keeps the screen running at the optional temperature regardless of the external conditions.



50°  
-20°  
Operating Temperature

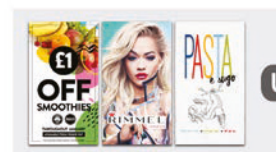
### Anti-Reflective Glass

The front glass face is specially treated to help diffuse direct sunlight, making the display easily readable even in bright weather conditions.



### USB Upload

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



### Optional Network Upgrade

For a small charge, you can upgrade your screen to be networked. This will allow you to connect your screen via Wi-Fi, LAN or 4G, and then remotely update it over the internet.



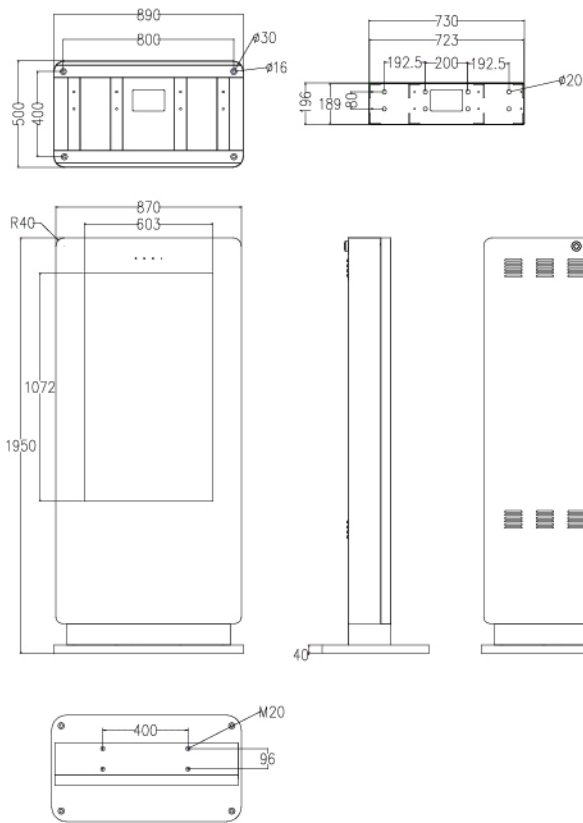
### Customisation Available

Bespoke displays can be manufactured to order should you require a non-standard solution, to incorporate a camera or touch screen upgrade for example. We can also modify existing models to add a 4G module for mobile connectivity or a vinyl logo/wrap.

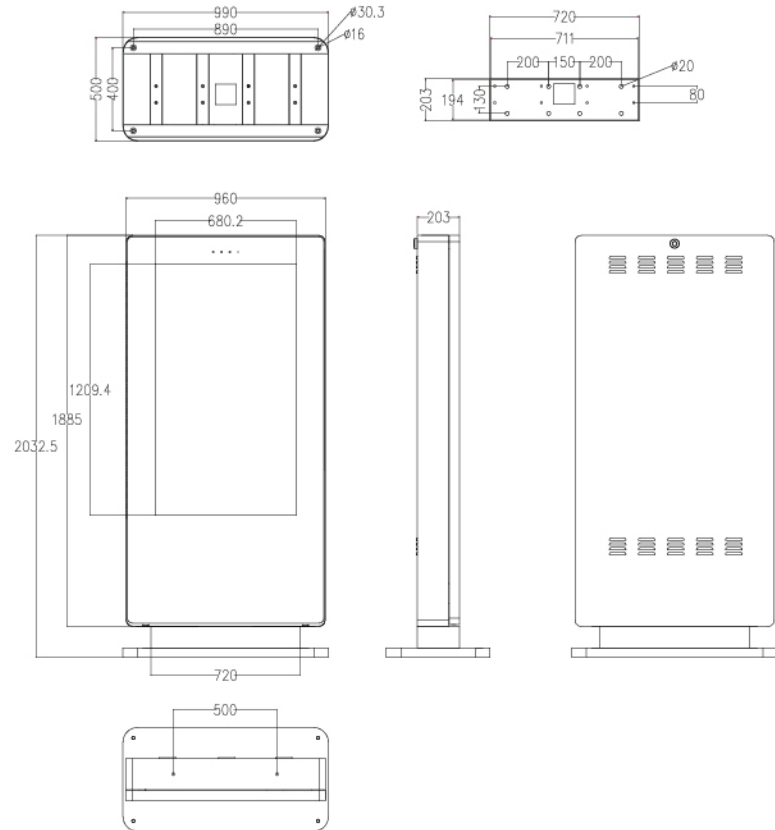


# OUTDOOR FREESTANDING DIGITAL POSTERS – Technical Drawings

## 49" Technical Drawing



## 55" Technical Drawing



### Direct Sunlight Readable

Thanks to their commercial grade ultra-high brightness panels ( $2,500\text{cd/m}^2$ ), these displays are up to 10 times brighter than a domestic TV and so are easily readable even in direct sunlight.



$2,500\text{cd/m}^2$

### Vandal Proof

With a 2mm thick mild steel enclosure and 5mm thermally-toughened glass front, these IK10 rated displays are designed to withstand damage that may occur in public spaces. To avoid tampering, controls and inputs are hidden and cannot be accessed by passers-by.

**IK10**

Impact Resistance  
10 Protected against 20 joules of impact



2mm Steel Enclosure  
5mm Tough Glass

### Ideal for:

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

**Grab attention  
BOOST Sales!**



  
Upload

**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.



**inVoke**<sup>TM</sup>  
digital signage

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

**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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