

# Introduction

## WHY INVEST IN DIGITAL SIGNAGE

**70% of buying decisions are made in-store, on sight. Digital shelf communication is a top influencer in driving in-store purchases, proven to increase conversion by 40%\*. Investing in digital signage help brands and retailers break through the clutter and offer compelling shopping experiences at point of conversion.**

## iDISPLAY™ – BUILT FOR RETAIL

The iDisplay range is specifically designed for commercial use, unlike consumer tablets. iDisplays' sturdy casing and powerful processors are built to withstand the demands of commercial environments to keep up with continuous hours of operation and interaction. With plug and play functionality, hidden operational buttons and power track integration the iDisplay range perfectly suit this demanding environment.

HL Display provides a complete end to end solution; screens, mounts, power infrastructure, installation and after market support. HL is also a solid partner in bigger project where screens play a role such as category management, multiple touch point activation and integrated display solutions.

Our after sales support includes a 2 year warranty and dedicated ticket facility at [i-display.com/hlsupport](http://i-display.com/hlsupport)

This technical sheet will guide you through our range.

## CONTENT

- iDisplay™ range
- Accessories
- PowerTrack™ infrastructure

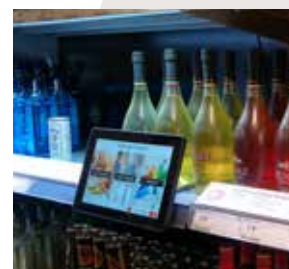


## MAIN APPLICATIONS

### GUIDED SELLING



### SHELF COMMUNICATION



### PRODUCT LAUNCH



\*\*The Digital Shopper TOOLKIT. Popai UK July 2017  
The New Digital Divide: Retailers, shoppers, and the digital influence factor, Deloitte, May 2014

# Tablets

## TOUCH FUNCTIONALITY FOR ENHANCED INTERACTION

- Fully interactive commercial display
- Capacitive touch
- Operating on an Android operating system
- Embedded Pulse player
- Supports standard video and image formats as well as applications
- Attach to any standard TV/monitor VESA bracket
- Embedded Wi-Fi and LAN, USB and optional 3G
- Operates in both landscape or portrait modes
- Sizes range, on demand, from 8" to 55"



Standard offer	Size l x h in mm	Resolution in pixels	Android	Color	Media format	Wifi	USB
10.1"	258,8 x 175,5	1280 x 800 px	4.4 / 5.1	Black	MPG-1/2/4, H.263/264, VC-1/ RV, VP6/8, MVC, 3GP, MP4, AVI, MKV, FLV, MOV, JPG/JPEG, PNG, BMP	•	•

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iDISPLAY  
TABLETS

iDisplay™ interactive Tablets are available in many different sizes.  
For more data, consult separate technical sheet.

# Advertising display

## RUN ALL YOUR DIGITAL CONTENT IN RETAIL LOCATIONS

- Deliver rich and dynamic content at the moment of truth
- Plug and Play update through USB
- Operates in both portrait and landscape modes
- Operating on an Android OS, powered by Pulse technology
- Compact display without touch functionality
- Compatible with standard TV/monitor Vesa brackets
- Integrated media player and connectivity options (embedded Wi-Fi, LAN and 3G USB-dongle)
- Hidden control panel



Ad' display	Size l x h in mm	Resolution in pixels	Brightness in cd/m2	Color	Media format	Wi-Fi	USB
10.1"	258,8 x 175,5	1280 x 800 px	300	Black	MPG-1/2/4, H.263/264, VC-1/ RV, VP6/8, MVC, 3GP, MP4, AVI, MKV, FLV, MOV, JPG/JPEG, PNG, BMP	•	•

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ADVERTISING  
DISPLAY

iDisplay™ Advertising displays are available in many different sizes upon request. For more data, consult separate technical sheet.



# Mounts and stands

- Wall mounting, floor mounting, shelf mounting and other solutions allow you to place the tablet and secure it to any desired location within your space.
- iDisplay screens and accessories adhere to TV/monitor VESA standard.



1  
**MAGNETIC MOUNT  
SHELF**



2  
**SHELF MOUNT  
ADJUSTABLE**



3  
**WALL-MOUNT**



4  
**FLOOR-STAND**



5  
**SHELF CLIP**

Product name	Type of fixation	VESA	Compatible with interactive tablets	Compatible with advertising displays
1 - iDis MM	Magnetic Mount	75 x 75 100 x 100	•	•
2 - iDis SM	Shelf Mount Adjustable	75 x 75 100 x 100	•	•
3 - iDis WM	Wall mount	75 x 75	•	•
4 - iDis FSS	Floor stand	75 x 75 100 x 100	•	•
5 - iDis SB	Shelf clip	75 x 75	•	•

# Power infrastructure

- iDisplay™ screens are compatible with PowerTrack™, HL's unique power infrastructure.
- Retail proof, plug'n play.
- No tool, no electrician needed.
- Brings power virtually everywhere and minimizes wiring.

## POWER SUPPLY ADAPTORS



AC POWER ADAPTER

- Adapt the voltage from your power outlet to low voltage.
- Power adapter for indoor usage only.



**Only one adaptor** can be connected per Power Track™

Type of power supply	Color	Screens powered	Warranty
8 A	black	5	1 year

## FLEXIBLE IN-STORE INFRASTRUCTURE



PT20

- PowerTrack™ brings low voltage up to the shelf.
- Power Track™ can be fixed anywhere using quick couplings to connect iDisplay screens and tablets to the power supply.
- The power is transmitted in a thin plastic rail with integrated wires.
- Power Track™ works with a switch mode power supply and comes with a number of accessories to facilitate the installation.

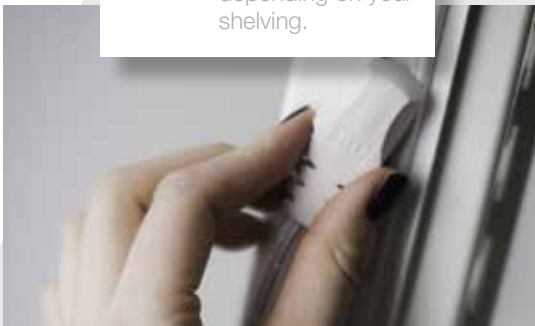


**Power Track™ works with a switch mode.** It's easily fixed with tape or magnet depending on your shelving.



IDIS PT CABLE

- Connect the screen to the PowerTrack™





# iDisplay™ – Retail proof out of the box



iDisplay™ is our range of digital displays and tablets. Operating on Android OS, iDisplay™ run looping and static content that attract, engage and inform your customers.

Local or remote update, Display or Touch, Product Launch or Category selling – needs and demands in retail are endless; our iDisplay™ range can cater to all of them.



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