

# BoldVu® Overview

## Outdoor Digital LCD Displays

BoldVu® Outdoor Digital LCD Displays are engineered to provide superior visual display performance in all outdoor, sun-intensive environments at ambient temperatures up to 50° C / 122° F. Rated at 3500 nit brightness, BoldVu® displays maintain their maximum brightness level and visual performance for over 10 years based on 24/7 operation....twice the industry standard.

A rich suite of standard Features are included with all designs and further enhance our 17 year history of having the very lowest, proven TCO (Total Cost of Ownership) in the DOOH industry.



### PDM – Panel Display Module:

Custom designed and fully sealed, to be mounted into a new or existing structure like an Ad Box, Bus Shelter or Kiosk.

### UMD – Universal Mount Display:

Provided complete and designed to be directly mounted on a wall, mounted from overhead or below.

### FSD – Free Standing Display:

Provided with mounting pedestal for directly mounting to a solid ground surface, designed for local wind loads.

## CONSIDERATIONS FOR OUTDOOR DIGITAL DISPLAYS



### Heat & Sun

- 3500 nit Brightness
- -40 C to +50 C
- Closed Loop Cooling
- Anti-Reflective Glass
- Dynamic Dim LEDs



### Plug and Play

- Configured IP
- Image Media PLayer
- Install Software
- Pre-Load Content



### Protection

- IP 66 Design
- 13.5mm Cover Glass
- Robust Materials
- Auto-Prevention of Tripped Circuits



### Monitoring

- Temperature Control
- Player/Video Status
- Run Time Statistics
- Backlight Status
- Remote Re-boot



### Energy

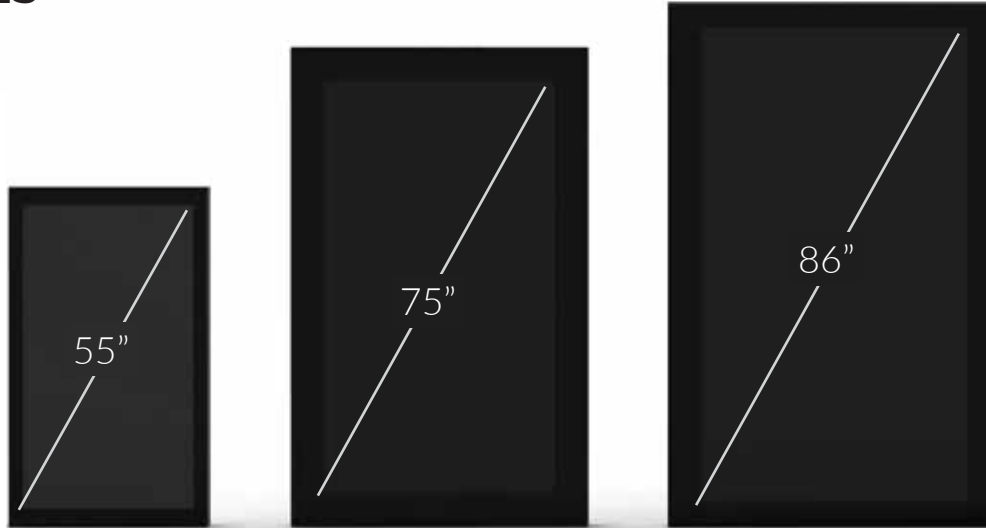
- Lowest Energy Consumption
- High Efficiency LEDs
- Eco-Friendly Design



### Servicing

- Service Unit in Installed Position
- Modular Design to Reduce Service Time

## DISPLAY SIZES



## FEATURES

### Optical Design

BrightVu® - 3500 Nit Brightness.....	Maintains full brightness for 10 years, providing best ROI in the industry
BestVu® - Image Optimization.....	Provides superior viewing in <u>all</u> ambient lighting conditions
LifeVu® - Future-Proofing.....	Designed to provide over 10 years of usable life with <u>no</u> costly upgrades
PolrVu® - Polarized Sunglass Visibility.....	Advertisements are always seen by all people in the area

### Operational Enhancement

DynamicVu® - LED Block Dimming.....	Provides true colors / tones and greatly reduces power consumption
GeoVu™ - Brightness Control.....	Adjusts brightness based on seasonal patterns and current weather
AmpVu®, VoltVu®, & WattVu® - Energy Monitoring..	Prevents false circuit breaker trips and improves uptime
QuietVu™ - Noise Dampening.....	Super-quiet design eliminates noise complaints

### Mechanical Design

CoolVu® - Thermal Management.....	Handles <u>all</u> temperature extremes, even in direct sunlight
ToughVu® - Cover Glass.....	Provides low reflection, wide viewing angles, and vandal resistance
ReadyVu™ - Integration Ready.....	No on-site programming required, all software / IP configs at factory

### Remote Management

SureVu® - Video Verification.....	Is your content running and on display? With SureVu® you can be sure
StatusVu® - Data & Diagnostics.....	Provides self-monitoring and “phones home” if problems arise
LockVu™ - Sealed Unit Confirmation.....	Ensures all doors are firmly latched and sealed
ShockVu™ - Impact Detection.....	Allows remote detection of abnormal impacts or vandalism
RemoteVu® - Remote Recovery.....	Provides for remote monitoring and auto reboot as needed
AlertVu™ - Proactive Alerting System.....	Automatic Alert sent to customer of onsite problem, such as door open
HumidityVu™ - Humidity Detection System.....	Remote detection of abnormally high internal humidity
PopVu™ - Proof of Play System.....	Ability to remotely view Ads / Content currently playing on the display

## DISPLAY CONFIGURATIONS

### Single-Sided

One digital display face.

### Double-Sided

Two digital display faces back to back.

### Single-Sided with Static LED Backlight

One digital display face and an LED backlit face for a static poster.

## OPTIONAL FEATURES

### InfiniteTouch®

All-Glass PCAP touchscreen with digital controller.

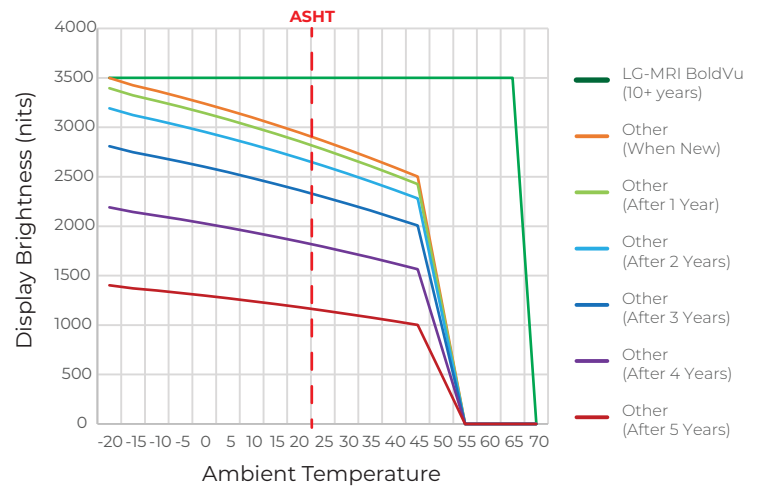
### Comms Cap

To house Connectivity Gateways, Telcom devices and other equipment.

### USB Cameras

USB cameras discreetly hidden behind the display cover glass.

## LUMINANCE COMPARISON



- ASHT - Average Summer High Temp (23° C / 73.5°F)
- "Other" displays lose brightness over time
- "Other" displays lose brightness as temperature increases
- BoldVu® displays **do not** lose brightness over 10 years or with temperatures over 50° C.



## BOLDVU® DESIGN & MANUFACTURING

All BoldVu® products are designed and produced in Atlanta, GA in a newly expanded manufacturing facility that spans 220,000 square feet and utilizes Robotics and Automated material handling.

In-house operational cells include all Metal working, Powder Coat Painting, Custom Glass Processing, SMT (Surface Mount Technologies) production, LED Backlight Assembly along with extensive Environmental Testing chambers.

With over 40,000 installed BoldVu® Displays, we have the expertise to meet specific application / design requirements.

