

A new way to inform**Advertising & Retail Marketing**

Information and entertainment in public venues, with public people's streams and waiting points; maps and infos about routes and itineraries during exhibitions and special events; service information in airport hubs, railways stations waiting rooms, communication and promotions in retail and show-rooms, fitness centres, cruises, trains, etc.

Proximity Marketing

Proximal infos directed to the passer-by viewer, by means of integrated Blue-Tooth and Wi-Fi antennas and proximity sensors.

Digital In-Store

Product promotions: digital interactive windows, restaurant menu and promotions for fast foods, fitness centres and spa scheduling-tables and programming, theatres and cinemas offers with trailers, previews and availability/checking/booking.

Digital Sign

Digital advertising affixing to manage the advertising networked allotments, located into shopping-malls, airports, public venues and during exhibitions and events.

Indoor Hotel info-tainment

Touristic informations: accommodation capacity touristic offices, hotels, restaurant, public transportations, bookings, interactive maps, and suggested touristic routes, storic and cultural information, events calendars.

Corporate TV & Web TV

TV and Corporate Web TV to broadcast the communications and to present the new products in networked premises. Corporate events, virtual community and multimedia digital board with Intranet and blogging.

Moving Media

Info-tainment channels in touristic agency, cruises, trains and temporary shops, with integrated ticketing machine and kiosk infos.

The Stele Fashion is available in the following versions:

- LED 46" 450 cd/sqm (standard)
- LCD 46" 700 DID cd/sqm (on requested project)

Both are available with Mirror or Black front crystal and with Black or Silver Chromo frame finishings.

46" LED Monitor Multimedia Stele Fashion Indoor Series



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Main Features

Stele Fashion is an EcoTotem device to operate Digital Signage in Indoor Locations. It has been designed and realized to satisfy the visualisation needs of the public Indoor retail environment. General retailing, shopping-mall and corporate offices are just few of many applications in which the Stele Fashion can be applied.

Stele Fashion is provided of an essential and elegant design equipped with a bright professional display, available in 46" LED technology, with a 450 cd/sqm brightness. On request (project based) the Stele can be equipped of a 700 cd/sqm 46" LCD DID panel.

Stele Fashion can be also embedded with a computer/player equipped of a Windows or Linux operating system and of a Digital Signage software platform. It can be also integrated with wireless connectivity, special audio speakers, USB drives and it can be optionally arranged with a capacitive Touch Screen function.

The Touch Screen function, enslaved by a functional last generation 'interactive design' featured with a user friendly usability, offers a very impressive means to interact with several devices such as Smart phone, Palm phone, Digital pads and e-Book player.

The essential Hantarex style and Made in Italy design is offered in two different frame finishings, (Black) and (Silver Chromo), with combined black and mirror front crystals.

Stele Fashion is an open system that can be managed by any software kind, thought to support the clients' needs and location requirements.

Mechanical Structure

- Indoor IP30 compliance, with valuable materials such as aluminum and crystal, with cutting edge design finishings
- Structure with safety locks arrangements
- Front crystal with Black or Mirror finishings
- Aluminum frame with Black or Silver Chromo finishing
- Compass-opening system to provide an easy and quick service, maintenance and panel cleaning
- Arrangements: PC, WebCam, Wifi, Bluetooth, GPRS, Touch Screen, Face/Gendre recognition and Augmented reality
- Easy Access to connectivity and uploading due to USB ports and Smart Card slot.

Electronic Digital Plus

- IR (Infra Red) keyboard receiver
- Shock sensor (optional)
- Audio with integrated speakers

Software

Standard Autodiagnostic System:

- Overtemperature automatic shutdown
- ON/OFF control (via RS 232 protocol), controls over internal temperature, fans function (on/off), ambient light sensor (auto-dimming), shock sensor and fans regulation (by means of an optional module)

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Optional

- Digital Signage PC kit: integrated controller 'Core i' family XP/Seven O.S.
- PLAYER Digital Signage kit: Linux or Window O.S. based
- GPRS modem kit
- WI-FI antenna 802.11 kit
- Bluetooth kit
- Anti-Reflective/Anti-Glare treatment
- RFID reader
- SMARTcard reader
- Barcode reader
- 3G Router
- WebCam 2Mp kit
- Capacitive Touch Screen kit
- Painting customisation kit: structure colour painting customisation (RAL range)
- Logo customisation kit

Every Format Compatibility

The Stele Fashion can be customized with several and different functional technological integrations.

A customised or standard PC can be easily embedded in the Stele, to allow sized kind of remotized contents management.

The compatibility with the most important and exploited multimedia formats and codedcs is already defined:

Graphic: BMP, GIF, JPEG, PCX, PNG, TIFF, WMF/Flash animation, GIF, HTML

Audio: Wav, MP3, Wma

Video: MPEG 1, MPEG2, MPEG 4, AVI, DIVX, WMV, WMVHD, FLV/ Text Feed XML, atom, RSS2.0, HMTL

Moreover a multicast audio and video streaming from terrestrial and satellite networks is allowed, with the addition of Podcasts and Multimedia Feeds from blogs. The user can also interact with the environment of the Stele location; using wireless connectivity a promotion code can be easily downloaded, as well as for the participation to games, competitions and selections.

The contents and programming can be varied in real time, considering the passer-by behaviours.



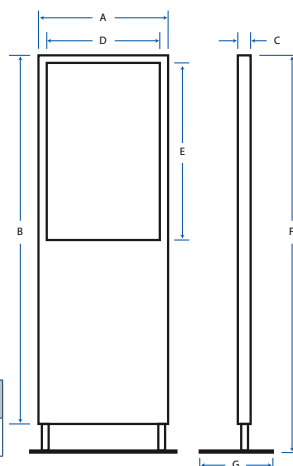
Specifications: see next page

Specifications	
Class protection for water and powders	IP30
supported standard	UL 1950, en60950, fcc cfr47 class a, ce
Mechanical fixing	Stand alone pedestal
Glass (optional)	Tempered
Maintenance and installation	Special 'compass-opening' to allow internal complete Accessibility. IEC standard plug
Power supply	On/off switch. Led power
Lamps	Leds per lan active and operating lan ambient light sensor
Other	IR remote control cell for trackball keyboard shock sensor (optional)
Environment	
Working temperature (range)	5°/+40° C
Operating humidity	10-90% (non condensing)
Mtbf (medium time between failures)	> 100000 hours (excluding lamps)
Backlight lifetime	> 50000 hours
Power	90-264 VCA
Monitor	
Technology	LCD TFT. 46" Eco Led - 450 cd/sqm
Aspect ratio	16:9
Native resolution	1920x1080 pixel (FHD)
Colours	16 M
Brightness	LED 450 cd/sqm
Contrast ratio / Viewing angle	up to 4000:1 / 178°
Response time	< 8 ms
Video interface	Digital LVDS 2 ch (internal connection)
Control	from LAN
Video controls	IR remote control, trackball keyboard (only for version using PC type 2703). Brightness, contrast and dimming
Communication and Computer specifications	
Audio	Stereo, 7 W. 3-way speakers 10 W
Optional Touch Screen	Capacitive
Controller	Embedded Advanced Controller (type 2703) - Digital Signage applications
Processor System	CPU: Dual Core i3-330 M, 2.13 GHz. L2 Cache: 3 MB
Memory	DDR3 1066 MHz. 2GB. Capacity up to 4 GB
Graphics	Controller: Intel Gfx Gen5.75. VRAM: Shared system memory up to 1 GB. Dual Display: CRT + LVDS, CRT + DVI, LVDS + DVI
Ethernet	10/100/1000 Mbps. Controller GbE LAN1: Intel 82577LM; GbE LAN2: Intel 82583V. Connector: RJ-45 x 2

Specifications are subject to change without notice.

General Dimensions

	A	B	C	D	E	F	G
46" LED, 450	713	2000	86	573	1018	2147	419



• Monitors

Desktop Monitors
Large screen Monitors
Custom-made Monitors
19" Rack Mount Monitors
Rear Mount Monitors
Monitors for Panel Mount
Monitors for VESA Mount
Kiosks
Accessories

• Monitors – Specific applications

Stainless Steel Monitors
Car Displays
Marine Monitors
Military Monitors
Replacement Monitors
Train Monitors

• Panel PC's

High Performance Systems
Custom made Panel PC's
Low Power Systems
Extreme environments

• Pointing devices

Accessories
Touchpads
Trackballs
Trackball Modules
Joysticks
Custom made Pointing Devices

• Keyboards

Desktop Keyboards with or without pointer
Built-in Keyboards with or without pointer
Cables & Connectors
Custom made Keyboards



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