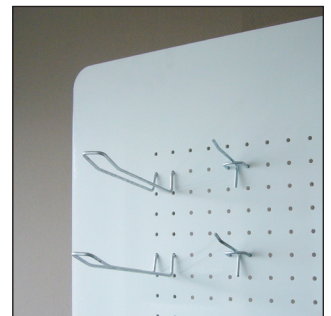


PORTRAITTOTEM



PORTRAITTOTEM

Inquiry

Request:

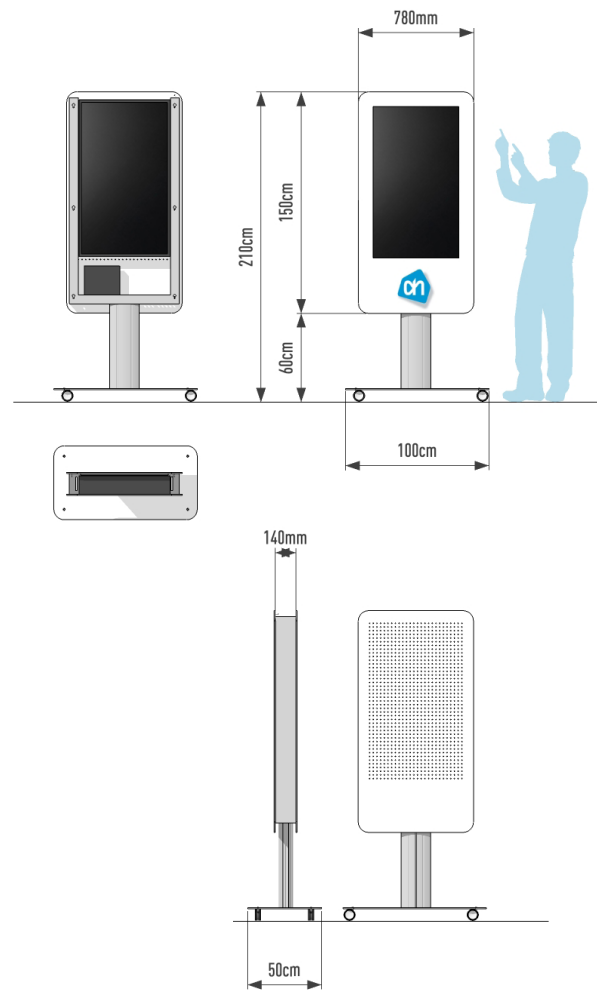
Digital Signage organisation Retail Channel from Zaandam (NL) has requested flexible and representable solution for a monitor in a supermarket. Our digital signage expert had taken a look at the budget friendliness of the solution, because the supermarket was investing in such a solution for a pilot and its main purpose was an investment for a good cause foundation.

Solution:

SmartMetals tries to integrate as many standard assortment products/parts during the development of custom solutions. For this PortraitTotem she has used her aluminium profile, that is also integrated in the regular SmartMetals floor stands, for this 47 inch monitor which would be placed in portrait position. A monitor interface is added with a custom designed front and back enclosure. We have powder coated all in the Albert Heijn (supermarket) blue colour, and we have integrated multifunctional ventilation holes to which blister hooks can be attached.

Concept:

With this solution provided by Retail Channel to AH XL, inhabitants from the foundation www.stichtingachterdeduinen.nl have access to the totem to place messages via Facebook. The manager of the supermarket can control central content and promote local actions via his mobile phone.



Technical specifications

Colour:	White / blue enclosure Aluminium anodised columns
Screen position:	Portrait
Inch range:	47 inch (32 inch - 65 inch)
Mobile / fixed:	Mobile
Interactive:	For regular monitors and touch panels
Bracket/interface:	Included
Type bracket/interface:	Screen specific
Cable duct:	Internal
Other information:	Room for player / mini PC
Service / maintenance:	Removable frontpanel