

# imotion®

## Outdoor LCD Systems

5:52PM Entrance C WED 15 AUG

Hope you had a pleasant visit

Education & Conferences

8:30 AM	Thu 16	Processes in depth	Room 1
9:30 AM	Thu 16	Social studies of electro	Room 6
11:00 AM	Thu 16	Education of hybrids	Room 4
12:00 AM	Thu 16	Great minds and equations	Room 3
1:00 PM	Thu 16	Mystery of success	Room 2
2:00 PM	Thu 16	Air born particles	Room 6
4:00 PM	Thu 16	Electro fields and matery	Room 5

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SCIENCE AND TECHNOLOGY 2011

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imotion | LITE | HELP  
[www.imotion-outdoor.com](http://www.imotion-outdoor.com)

## All-In-One digital information LCD displays

Infinitus is specialist supplier of highly reliable and aesthetic product range of digital large format all-in-one LCD information systems focused on design and production of outdoor systems.



### imotion

**Full outdoor** product line of highly intelligent free-standing systems engineered to operate in any outdoor sun exposed environment including Canadian cold, Middle Eastern heat and dust and South Eastern Asian rain and humidity. Our outdoor systems have the widest operational range on the market  $-40^{\circ}\text{C}$  to  $+75^{\circ}\text{C}$  (at sun exposed area).



### imotion LITE

These **semi outdoor** single-sided free-standing and wall-mount displays are intended for use in outdoor locations not directly exposed to sun and operational within  $-40^{\circ}\text{C}$  to  $+40^{\circ}\text{C}$  (in the shadow).



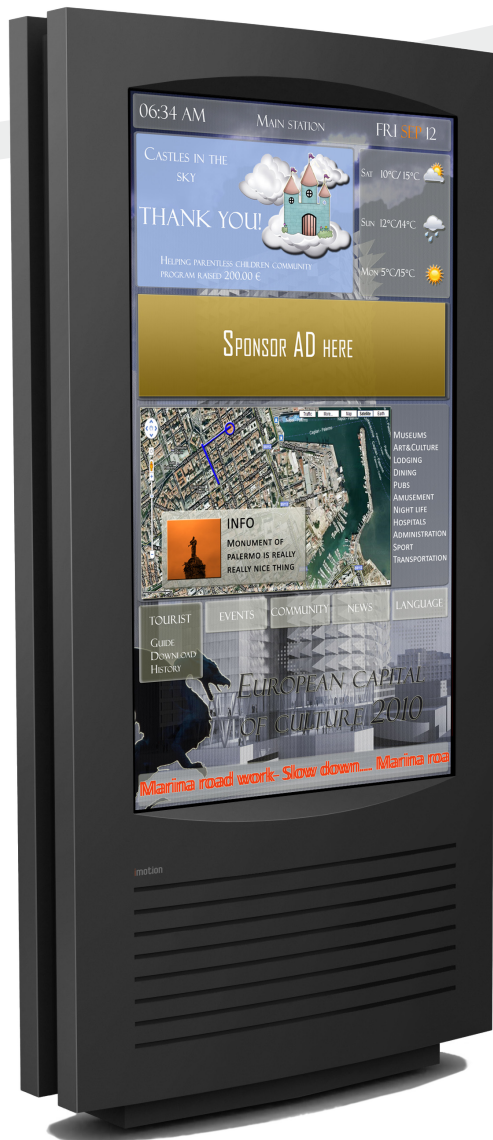
### imotion HELP

Is Infinitus specialty full-outdoor double sided display line. It is intended for organizations with strong accent on social responsibility. With integrated **automatic external defibrillator** (AED) it can act as life saving point for sudden cardiac arrest emergency cases, #1 cause of death worldwide.

## Use and applications

motion large format Full High Definition LCD display digital signs are intended to be utilized in higher footfall areas as:

- Information and/or entertainment source
- Promotional and advertising medium



### Possible applications:

- Advertising and Promotion
- Facility mapping
- Wayfinding
- Event list display
- Schedules and live scoring
- Menu boards
- Welcome messaging
- Weather forecasting and clock
- Virtual concierge
- Safety alerts
- Readerboard
- Flight schedule
- Meeting & conference space signage

## imotion

Extremely reliable intelligent systems guaranteeing optimal and long life performance of integrated electronics and enabling peak LCD panel operation in any outdoor environment, extremely important for sun readability.

- **All-weather**
  - Intelligent closed-split HVAC system (Heating Ventilating Air Conditioning)
  - Operating at temperature range between  $-40^{\circ}\text{C}$  and  $+75^{\circ}\text{C}$  (at sun exposed area)
  - IP65 waterproof, hermetically closed system protected from dust, dirt and moisture
  - Housing enclosure made of non-oxidizing material aluminium and steel
- **Sun readable**
  - High brightness / High contrast professional full HD LCD panels
  - Anti-reflective glass with less than 1% reflection
  - Low humidity and constant temperature inner system environment allows LCD panel to perform optimally
- **Vandal-proof**
  - Strong steel and aluminum housing protects inner system from vandalism
  - 6mm + 6mm laminated / tempered glass prevents direct LCD panel assault
  - Easy to remove and reinstall housing protective masks provide simple but effective protection of core enclosure
  - Enclosed parts are not reachable to passerby



### Single sided motion 65" / 55" / 46" Portrait and Landscape

motion free-standing one sided displays are available in 46", 55" and 65" sizes and portrait and landscape formats. Displays can be utilized in any sun exposed area as digital interactive or non-interactive medium extending messaging reach of end customer to their target audiences into outdoor environment.



### Double sided motion 65" / 55" / 46" Portrait and Landscape

Double sided systems are available in same sizes and alternatives as single sided portfolio. Systems are developed for optimized use of the location of installation. With two face communication it is perfect for high footfall areas with possibility of positioning displays right in the middle of path, enabling high level of impression. Great option for high definition digital signage advertising and maximally catching passersby attention.



## imotion Technical specification

		Standard display configuration		
Display	Format	46"	55"	65"
	Display type	Single / Double sided	Single / Double sided	Single / Double sided
	Panel orientation	Portrait / Landscape	Portrait / Landscape	Portrait / Landscape
	Aspect ratio	16:9 / 9:16	16:9 / 9:16	16:9 / 9:16
	Resolution	HD Ready	Full HD	Full HD
	Brightness	1500 nit	700 nit	700 nit
	Contrast	3.500:1	4.000:1	4.000:1
	Brightness / cont. ratio	2,33	5,71	5,71
Housing	Landscape size (WxHxD)	1.250 x 1.950 x 280-300 mm	1.425 x 1.850 x 300-350 mm	1.250 x 1.950 x 280-300 mm
	Portrait Size (WxHxD)	860 x 2.150 x 280-300 mm	970 x 2.160 x 300-350 mm	1.076 x 2.344 x 300-350 mm
	Weight	180 kg	200 kg	300 kg
	Glass	6+6 mm thermally strengthened and laminated glass with antireflective coating		
	HVAC	Heating ventilating air conditioning system made specifically for imotion		
	Electronic control unit	Regulates internal temperature and measures power consumption		
	External connectors	Situated in a locked compartment: 2 x USB 2.0; RJ-45; Reset and Shut down buttons		
	Internal connectors	Situated in HVAC compartment: RJ-45; BNC; 4-pin Mini-DIN; AC socket; Terminal block		
	Embedded computer	Dual core AMD Athlon 2.8 GHz; 2x1 GB DDR2 800 MHz; 320 GB SATA		
	Computer graphics	ATI Radeon HD 4650 with 1GB of dedicated memory (upgrades possible)		
Power	Supply	AC 100 - 240 V; 50/60 Hz		
	Consumption Single sided	0.7 (min) - 1.2 kW (max)	0.8 (min) - 1.6 kW (max)	1.0 (min) - 2.3 kW (max)
	Consumption Double sided	1.0 (min) - 1.5 kW (max)	1.2 (min) - 2.0 kW (max)	1.6 (min) - 2.8 kW (max)
Software	ControlMotion Basic	Free maintenance software for remote surveillance and automatic emergency messaging for imotion units		

\* For available add-on options please see add-on segment

\*\* For detailed technical specifications please visit [www.imotion-outdoor.com](http://www.imotion-outdoor.com)



RoHS



## Free ControlMotion Software for Maintenance team

### Delivering additional reliability 24/7/365

- Enables remote control and supervision of imotion® systems
- Guarantees secure investment and owner's good night sleep
- Enables quick reaction of maintenance team in case of failures

Username: Žiga Seilnacht  
iMotion's Address: imotion002.infinitus.loc  
Internal Temperature: 22.3°C  
Local Time: 14:39:03

Home    Display and Sound    Operating Parameters    Logs and Alerts    Subscription Management    User Management    Network Configuration

**Display and Volume Settings**

This page enables you to adjust the brightness, contrast and volume of iMotion display.

Turn display:     ON     OFF

Display brightness:

Display contrast:

Sound volume:

Submit changes:

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Easy to use ControlMotion Basic web interface is powerful tool of maintenance team

#### Enables system operator to control:

- Brightness level
- Contrast level
- Sound level
- Turning panel on or off
- Turning sound on or off
- Daily scheduling of these activities
- Integrated computer
- imotion web connection configuration

#### Delivers information on:

- Inner enclosure temperatures (3 sensors)
- AC temperature
- Outdoor temperature
- Evaporator temperature
- Inner enclosure humidity level
- Electronic power consumption
- All relevant events
- Events needing attention via email



## imotion LITE

A set of heating/ventilating technology based semi-outdoor set of displays delivering highest Full HD resolution images in high ambient light locations, influenced by outdoor environment factors such as cold, heat, dust particles and fluctuation in temperature. Although not as nearly as powerful as imotion outdoor, it is nevertheless a great choice for sun protected outdoor areas, such as entrances to buildings and roof covered locations. Its slim, minimalistic design can invigorate number of areas and is available also in portable mode.



imotion LITE 55 Portrait

### **Weather protection:**

- Powerful heating/ventilating thermal management system
- Dust particles and humidity protection
- Operation between -40°C to +40°C

### **High ambient light visibility:**

- High brightness / high contrast professional 20/7 operation LCD panels
- Anti reflective glass coating (0,5% glass reflectivity)

### **Vandalism protection**

- Tough steel and aluminium housing
- 6mm tampered glass
- Special Anti graffiti coating (Add-on)



imotion LITE 46 Landscape Wall-mount



## imotion LITE

### Single sided and wall-mount 46", 55" and 65"

Landscape and portrait oriented single sided and wall-mount options, enable covering of wide variety of semi-outdoor locations, such as metro stations or entrances of office buildings. These systems are a cost effective alternative of large format outdoor displays.



imotion LITE 65 Landscape



imotion LITE 46 Landscape

\* For available add-on options please see add-on segment

\*\* For detailed technical specifications please visit [www.imotion-outdoor.com](http://www.imotion-outdoor.com)

## imotion **HELP**



Infinitus special line, named imotion HELP, consists of double sided full outdoor imotion technology based display systems intended to leverage DOOH advertising with social responsibility. With integrated **automatic external defibrillator** (AED) and possibility of high definition video education, it presents our solution to fight #1 cause of death worldwide, sudden cardiac arrest (SCA).

*Did you know that on average every **2 minutes** one person dies in USA because of sudden cardiac arrest. In Europe this figure rises to more than **700.000** people per year. In case of sudden cardiac arrest the survival rate is extremely low, between **3% and 7%**. In case of quick emergency care, the survival rate rises to **75%**.*

### Socially responsible

- Lifesaving purpose with automatic external defibrillator slot
- Added premade high definition visual educational material
- Possibility to register unit as life saving device

### Full outdoor

- imotion closed-split system HVAC full outdoor technology
- Temperature operational range between -40°C and +75°C (at sun exposed area)
- Immune to humidity and dust particles

### Sun readable

- High brightness / High contrast
- professional full HD LCD panels
- Anti-reflective glass with less than 1% reflection
- Low humidity and constant temperature inner system environment allows LCD panel to perform optimally



## imotion **HELP**

Double sided set of products was developed to leverage DOOH advertising and offer added value for advertising network owners and number of key stakeholders. 55" and 65" double sided displays can present economically viable DOOH network. Products can be used as strictly advertising tool, city info points or be owned by socially responsible organizations as life saving points.



**imotion HELP 52 Double Sided Portrait**  
WestEnd City Center entrance in Budapest, Hungary



Saving lives with defibrillator

## imotion add-on options

With available add-on options imotion digital information displays end customers can extend reach of basic visual/audio one way communication and acquire product perfectly fitting their needs.



### **Touch screen**

Projected capacitive technology touch screen is immune to outdoor environmental effects. It enables touch interactive infotainment points and high level of engagement of target audiences.



### **IP Camera**

Small, yet powerful camera can be utilized as area surveillance, audience measurement in brighter areas and enable augmented reality applications.



### **Wi-Fi**

Wi-Fi (IEEE 802.11a/b/g or n) internet connectivity and/or hot spot options. Wi-Fi internet connectivity can be utilized where wireless connection is optimal or where internet cabling delivers great deal of pain.



### **Bluetooth\***

Bluegiga Bluetooth high quality access server enables end customer to combine digital signage communication with Bluetooth, connecting with target audiences via mobile phones.



### **3G (mobile connection)**

Another internet connectivity option imotion product range supports. 3G connection although slow, can be great option.



### **UPS\***

Uninterrupted power supply option is great option for locations experiencing power irregularities and shortages. It protects the system from sudden power shortage and potential data loss.



### **Color and design adaptation**

All imotion products can be branded, or in other color. Mask modification and special branding elements can be added. Dependant of level of change quotation is created.

*\*Add-ons are available only for imotion full outdoor display range*

## Applications

motion product range enables information delivery, entertainment, education of target audiences and even creation of new communication channels, such as city info points.

Possibilities are vast, allowing owners to reach their target audiences at any outdoor public or private POI location.



## Reliability & Design

imotion technology is all about reliability and aesthetics. We do not want our customers to be restless when weather gets bad, when contents need high processing power or when unhappy sport fans pass by imotion.

All of our products are designed to be subtle, non-intrusive and yet impressive urban furniture element. The main idea is to deliver to the market not “only” a reliable outdoor display system, but furniture element complementing any environment. We believe our customers cherish their environment and need well designed display system that can present aesthetic addition. imotion can be modified as decorative masks can be redesigned, re-colored and logos can be added, all in accordance with customer requests.



Audience measurement IP camera detail



Front Landscape mask with imotion logo



Touch screen 65" landscape application

## Considerations when installing imotion

To be able to utilize capabilities of imotion platform, you should be aware of additional requirements needed. All companies offering Infinitus products are capable of designing a fit-to-your-needs digital communication system. Independently or with help of experts from different fields, they will deliver free and payable services to set-up your complete digital signage solution.

### Pre-purchase stage services:

- Helping you to decide about the most appropriate application
- Delivering all info needed to support your decision process
- Planning the installation in accordance with your needs and requirements
  - Choosing optimal content alternatives
  - Choosing optimal/possible locations
  - Choosing appropriate software
  - Proposing needed ICT network supporting

### Installation set-up services:

- Installing imotion
  - Concrete foundation set-up
  - Internet and power connection delivery
- Creating ICT support network
- Integrating content management and content player software
- Designing content multimedia sign/s
- Education of end-users about use of the system

### After purchase services:

- Additional content multimedia sign/s
- Multimedia
- Internet and power
- Control and surveillance of the system
- Regular and irregular technical maintenance activities
- Digital signage software licenses
- Cleaning of glass surface





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**Reliable solution for any outdoor environment**