

# STAND OUT

on the High Street



**MAXIMISE**  
YOUR MESSAGING WITH  
**DIGITAL SIGNAGE**



**Treacle**  
**FACTORY** | *Think.* **DESIGN.**  
**PRINT. DIGITAL.**

Incorporating

**nettl**  
of Luton



# STAND OUT FROM THE CROWD.

First impressions count, don't they? You only get one chance, so you need to make it count. The customer's decision to choose your hotel, restaurant, shop or bar over the competition can come down to the smallest detail. And you don't want to lose out, do you?

Think about your shop window, facing out onto the busy high street. This is your opportunity to make a statement. Takeaway coffee cups will be drawn from lips, eyes will become wide and attentive, as people stop and stare at your brightly lit and colourful vibrant window display.

Standing outside, they will gaze at the screen, transfixed with attention grabbing videos and graphics that stop them in their tracks. Drivers will crane their necks, eager to see what just flashed up on the screen, as they slowly progress through the traffic. Now all eyes are on your signage, intently viewing your promotional advertising messages.

At they enter your venue, advertising messages play across your digital menu boards and posters. The content continually changing, drawing your customers' attention and tempting them to increase their spend.

Digital signage has the power to grab people's attention. When used as part of your marketing strategy, amazing things can be achieved. Build brand awareness, stand out from your competitors and promote your business. Get seen, be noticed and ultimately you will sell more.

**If you're looking for ways to harness the power of digital signage to promote your business, read on...**



# ULTRA HIGH BRIGHTNESS DIGITAL DISPLAYS.

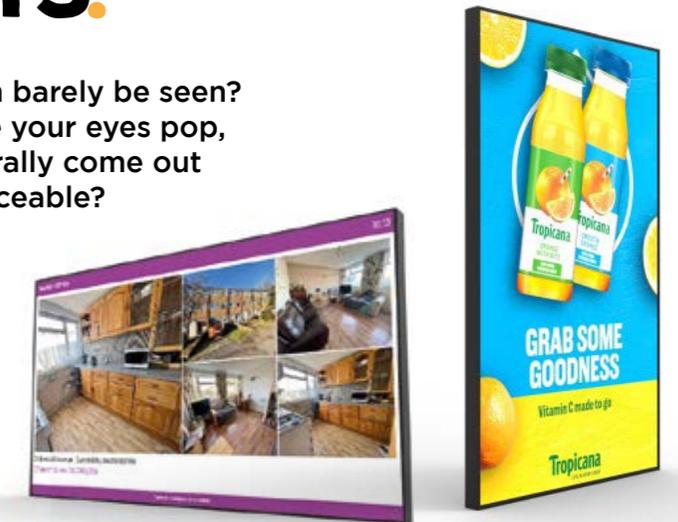
What use is a screen in your window that can barely be seen? So why is it that some window displays make your eyes pop, like a cartoon character where their eyes literally come out of their sockets, whilst others are barely noticeable?

The reason is brightness. A standard screen is designed to be seen without other light sources interfering and causing a nuisance. Think about watching your favourite movie at home, when suddenly the sun shines through the window and virtually wipes out most of the screen. The outside light is greater than the brightness of the screen, leaving you with a hazy white reflection rather than your Hollywood blockbuster. There's a reason the cinema turns out the lights.

Sadly, you can't turn off the sun, so how do you combat this naturally occurring, yet extremely irritating problem? You make the screen brighter. Not just a little brighter, or twice as bright - you go 7 times brighter with what we call ultra-high brightness. This simply means the light from your display beats any other light source, including direct sunlight to give maximum impact however glorious the weather.

Automatically adjusting to the amount of external light interference, these displays will increase in brightness to ensure they are always seen. This means that day or night, cloudy or sunny, anyone passing your window will see your promotional messages.

**SCREEN SIZES: 43", 49", 55", 65" 75"**



-  **ULTRA-HIGH BRIGHTNESS 3500 CD/M<sup>2</sup>**
-  **BLACKING RESISTANT**
-  **24/7 COMMERCIAL USE**
-  **3-YEAR MANUFACTURER WARRANTY**
-  **PORTRAIT OR LANDSCAPE**
-  **TECHNICAL SUPPORT**
-  **CLOUD-BASED CMS READY**
-  **BUILT-IN MEDIA PLAYER**
-  **WIDE VIEWING ANGLE**
-  **PROPERTY FEED AVAILABLE**



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# ROD WINDOW DISPLAYS.

Are you an estate agent looking for a better window display? Advertising property details in your window creates interest in the market and shows the calibre of your portfolio. The problem is keeping it updated as properties sell and new instructions come online. Every time this happens you need to print of a sheet, take out the old one and place it in the acrylic pocket. And that is only when you remember to do it, after all you are busy selling, right?

Put an end to outdated printed sheets and manual processes. Our rod window displays are a flexible digital display system that automatically updates each property specification. With a connection to your agency CRM, each display will show a current property, completely in sync with your live property inventory, without you lifting a finger.

Don't be limited to one property per display - create a slideshow of properties that change throughout the day. A standard rod display may be able to show 8 or 12 properties in a day. With this digital alternative, you can display 100's of properties using the same amount of space.

Stylishly designed with LED illumination to look just like a standard rod display, these gorgeous high brightness displays will bring your shop window to life. They increase the number of properties you can advertise, adding value to your vendors and making your agency even more compelling to use.

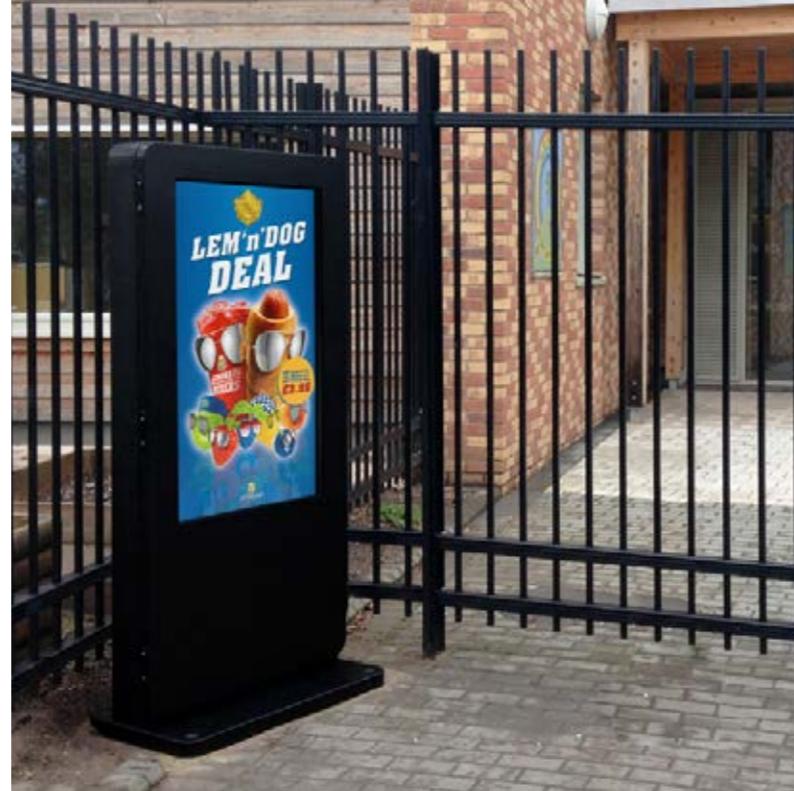


-  **HIGH BRIGHTNESS 1000 CD/M<sup>2</sup>**
-  **BLACKING RESISTANT**
-  **24/7 COMMERCIAL USE**
-  **3-YEAR MANUFACTURER WARRANTY**
-  **PORTRAIT OR LANDSCAPE**
-  **TECHNICAL SUPPORT**
-  **CLOUD-BASED CMS READY**
-  **BUILT-IN MEDIA PLAYER**
-  **REAR GRAPHICS POCKET**
-  **PROPERTY FEED AVAILABLE**

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# FREESTANDING DIGITAL DISPLAYS.

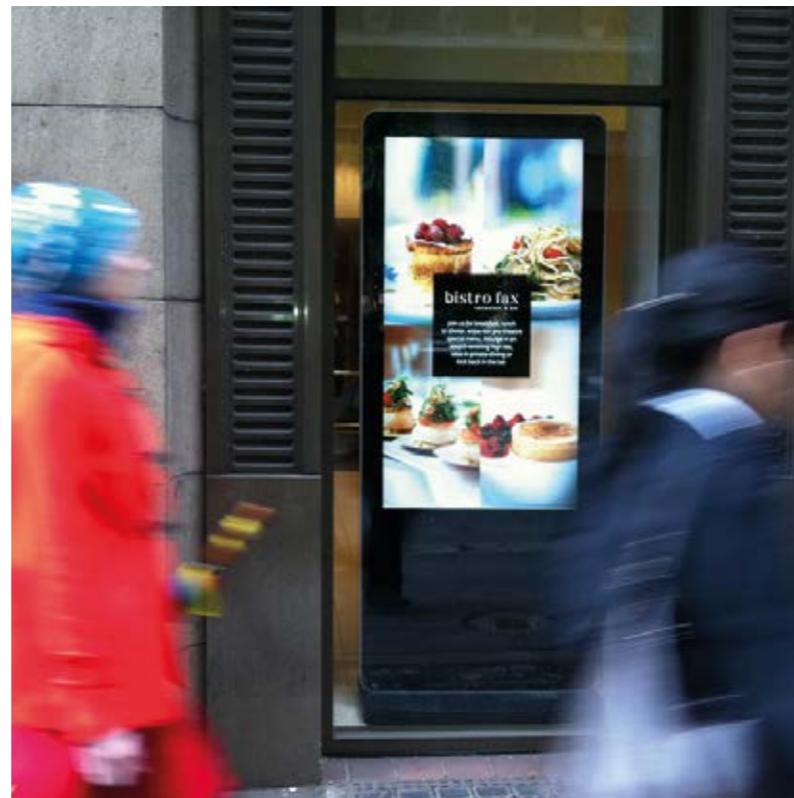
For a flexible digital signage solution, freestanding displays are the answer. These displays are extremely portable, so you can have them in reception areas, shopping centres, communal spaces and foyers. All you need is a plug socket and a decent Wi-Fi connection.

Digital signage works just like a poster to promote your latest offers or to cross-sell other products and services. Unlike a static poster that displays a single message, digital signage allows you to display multiple messages.

Want to change your message throughout the day? No problem. With our content scheduling you can make your sales messages ultra-relevant based on the time and day.

With a range of screen sizes, you can choose the right freestanding display for your venue; single-sided or double-sided, with or without touch screens to create a truly interactive user experience. These displays are available for internal or external use, with tamper resistant glass to avoid accidental or malicious damage.

**SCREEN SIZES:** 50", 55", 65"



-  BRIGHTNESS 450 CD/M<sup>2</sup>
-  TEMPERED GLASS PROTECTION
-  24/7 COMMERCIAL USE
-  3-YEAR MANUFACTURER WARRANTY
-  PORTRAIT OR LANDSCAPE

-  TECHNICAL SUPPORT
-  CLOUD-BASED CMS READY
-  BUILT-IN MEDIA PLAYER
-  WIDE VIEWING ANGLE
-  INTEGRATED CASTORS

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# DIGITAL MENU BOARDS.

Do you want full control of your menu? Do you want the ability to switch seamlessly from breakfast to lunch and evening offers? Would you like to be able to change prices and dishes with just a few clicks? If the answer is 'yes', digital menu boards are what you have been searching for.

Now commonplace in fast food restaurants, cafes and coffee shops, digital menu boards are the most flexible way to present your food and beverage offers. With the ability to change instantly, menu boards can draw attention to meal deals, special offers and promotions to maximise customer interest.

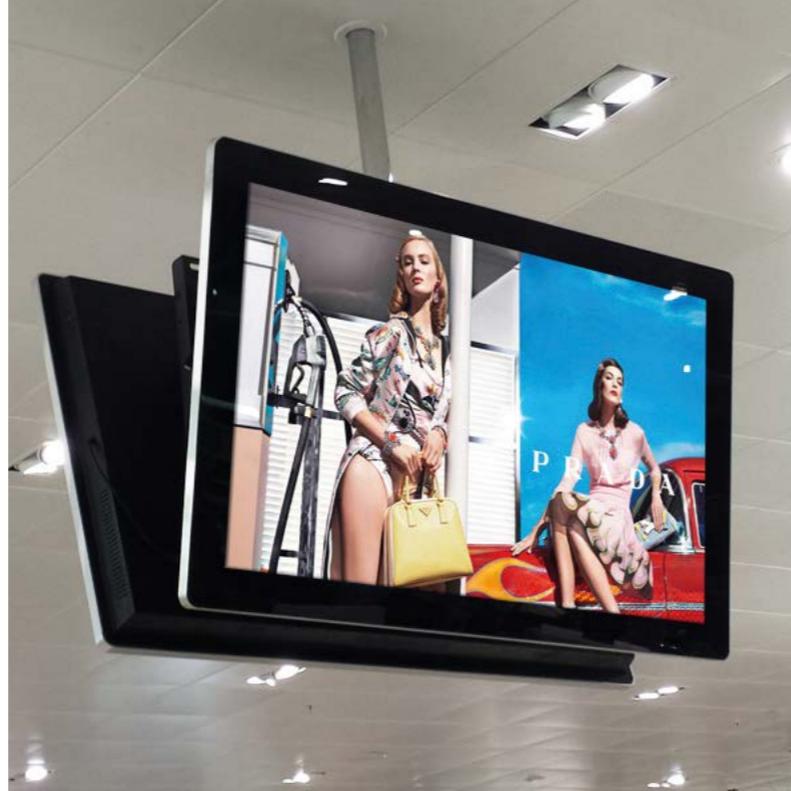
Synchronising screens can turn multiple displays into a giant, ultra-wide display that will mesmerise customers at the point of sale. With research showing digital advertising displays to be 400% more engaging than the static equivalent, isn't it time your menus went digital?

With our cloud-based content management system you can quickly and easily edit menu items or add, remove and change prices. No specialist software or training is required - we can have you up and running in a matter of minutes. Expensive re-prints will be a thing of the past with an eye-catching and easy-to-edit digital menu board display.

**SCREEN SIZES:** 32", 43", 50", 55"



-  **BRIGHTNESS 450 CD/M<sup>2</sup>**
-  **24/7 COMMERCIAL USE**
-  **3-YEAR MANUFACTURER WARRANTY**
-  **PORTRAIT OR LANDSCAPE**
-  **TECHNICAL SUPPORT**
-  **CLOUD-BASED CMS READY**
-  **BUILT-IN MEDIA PLAYER**
-  **NARROW BEZEL**



# DIGITAL ADVERTISING POSTERS.

Posters are a great way to promote products and services within your venue. Imagine a poster that is 400% more engaging, that draws the attention and has your customer's eyes glued to the content. Digital posters can do this and more by using bright, colourful and moving images to stimulate your customers' thoughts and ideas.

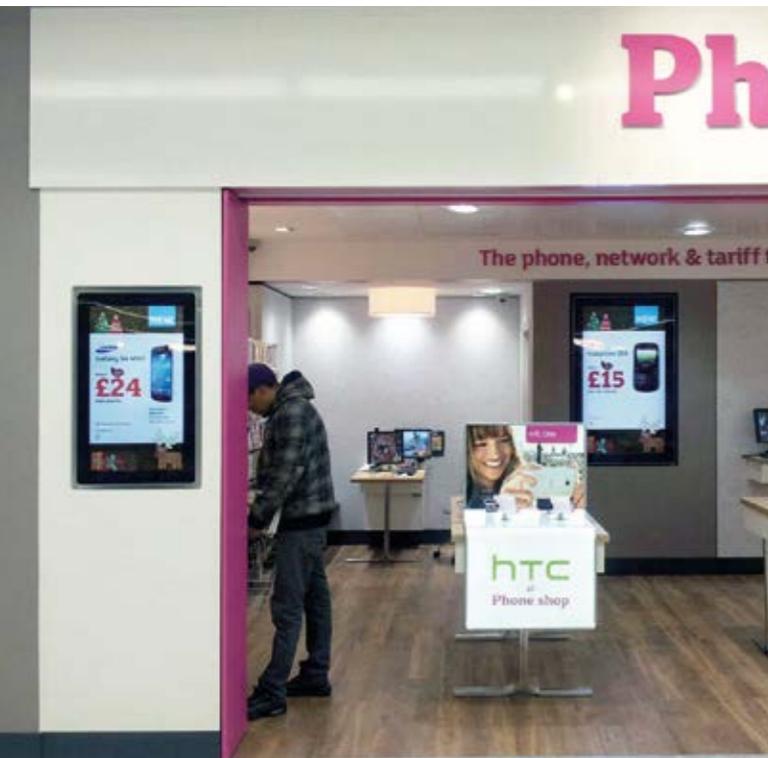
Why have one poster when you can have as many as you want? A static poster displays a single message - a digital poster can change every 10 seconds or whatever duration you decide. This means the space reserved for a single advertising message can now be used to display multiple ads, posters and videos without taking up further space.

Available in a range of sizes, you can fit a digital poster almost anywhere; from the counter by your cash desk to changing room walls, serving areas and more. We offer digital signage posters with a tempered glass screen that provides protection from the knocks and bumps that can be expected in high footfall areas. Now with a narrow bezel these ruggedised screens offer both a modern sleek appearance with the durability to withstand accidental and malicious damage.

Want a poster outside? No problem. Digital advertising posters are available with a full IP65 rating making them weather-resistant and suitable for outdoor use. So, if you want to take your digital signage outside your premises, these are the displays for you.

**SCREEN SIZES:** 19", 22", 32", 43", 50", 55"

-  **BRIGHTNESS 450 CD/M<sup>2</sup>**
-  **TEMPERED GLASS PROTECTION**
-  **24/7 COMMERCIAL USE**
-  **3-YEAR MANUFACTURER WARRANTY**
-  **PORTRAIT OR LANDSCAPE**
-  **TECHNICAL SUPPORT**
-  **CLOUD-BASED CMS READY**
-  **BUILT-IN MEDIA PLAYER**
-  **WIDE VIEWING ANGLE**
-  **NARROW BEZEL**



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# OUTDOOR DIGITAL A-BOARDS.

New high brightness digital A-boards at 1500 cs/m2 will get your message seen. Built to be portable and suitable for any environment, digital A-boards allow you to take your marketing and advertising anywhere. This battery operated, weatherproof 43" displays will instantly attract passing trade and help convert them into sales.

Developed for mobile caterers, outdoor cafés, bars and restaurants, digital A-boards take the concept of pavement advertising to an entirely new level. Placed outside your venue or taken with you to festivals and events, digital A-boards are an excellent way to get your message across.

Gone are the static posters that disintegrate and smudge when the rain beats down on them. Instead you have these bright, vibrant and colourful displays, running a playlist of your sales and promotional messages – anywhere you want.

Lightweight and on wheels for easy manoeuvrability, it is easy to position these impressive advertising displays anywhere. The integrated battery allows you to run each A-board for up to 27 hours from a single charge, enough to cover a full day and night of trading.



-  **IP65-RATED ENCLOSURE**
-  **27 HOUR RUNNING TIME**
-  **ANDROID MEDIA PLAYER**
-  **1500 CD/M<sup>2</sup> HIGH BRIGHTNESS**
-  **WIDE VIEWING ANGLE**
-  **ROBUST FIXED DESIGN**
-  **LOCKING BAR**
-  **AMBIENT LIGHT SENSOR**
-  **ISOLATED BATTERY HOUSING**

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# INTERACTIVE MEETING ROOM DISPLAYS.

Is your meeting room projector or monitor outdated? Do you continually search for cables and adapters so that people can connect to the display? Would you like to get rid of the keyboard and mouse and use it like a tablet? If your answer is 'yes' we have the solution.

Our MeetingPad range of interactive displays bring together a high-definition monitor, whiteboard and PC into one device. Gone are the cables thanks to the built-in ScreenShare that allows you to wirelessly cast your mobile, tablet and PC to the display. You simply connect to your local wireless network, download the app and you are good to go. With the addition of a PushShare dongle, you can simply connect any device via HDMI and connect wirelessly to the display, without connecting to the local network.

Throw the keyboard and mouse in the bin and start using the interactive touch screen interface, that behaves just like using your mobile phone or tablet. Annotate PowerPoint presentations, make notes or draw sketches just like using a traditional whiteboard, with the supplied digital pens, or simply using your finger.

These interactive meeting room displays come with a powerful Android operating system and MeetingPad software as standard. This gives you all of the functionality out-of-the-box without the need for additional software. With the addition of a Windows 10 PC card you can add the display to your network, just like any other computer.

Your board room will become a state of the art place where your team can brainstorm, collaborate and share ideas, with an interactive meeting room display. Available in for sizes from 55" through to a whopping 86" display; all in 4K ultra-high definition - you won't miss a thing on these displays.

**SCREEN SIZES: 55", 65", 75", 86"**

-  **4K DISPLAY**
-  **BOARDROOM COLLABORATION TOOL**
-  **WIRELESS MIRRORING**
-  **5 YEAR WARRANTY**
-  **SMART PEN INCLUDED**
-  **ANTI-GLARE GLASS**
-  **20 TOUCH POINTS**
-  **INTEGRATED SPEAKERS**
-  **OPTIONAL OPS PC**
-  **SLIM BEZEL**

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# TOUCH SCREENS & KIOSKS.

Create better engagement with your customers with interactive touch screens and kiosks. These displays feature the same technology as the latest smart phones making it easy for customers to interact with the content. Tap the screen to navigate around, enter details using the on-screen keyboard or to order and pay for goods.



## TOUCH SCREENS

The touch interface can be added to almost all our digital signage products, making the choice of applications unlimited. A digital poster can become interactive allowing the user to move around the content as you would a website.

## KIOSKS

Create your own directories, store guides and wayfinding solutions with a touch screen kiosk. Increasingly popular in shopping centres, leisure complexes and office complexes, a touch kiosk can enhance the experience of visitors to your venue.

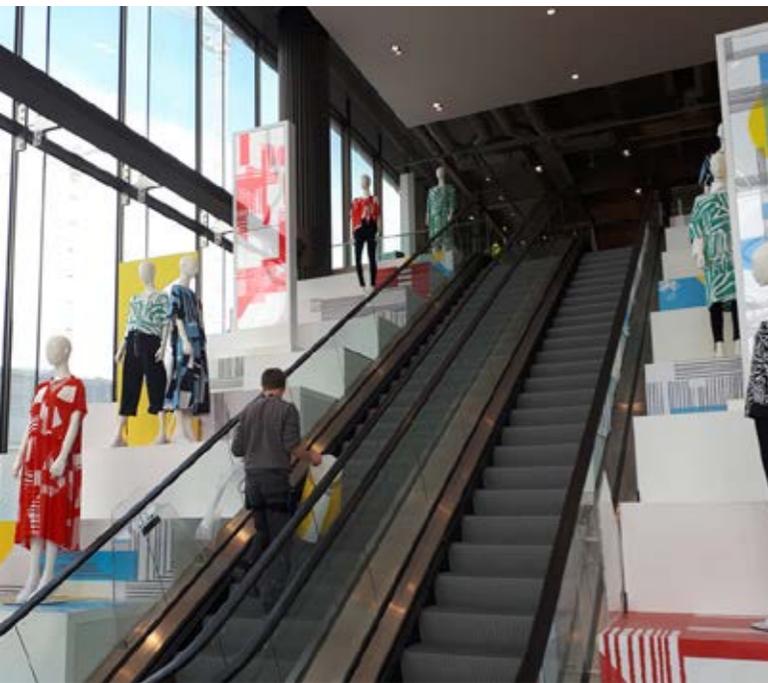
## SELF-SERVICE

Popular in high street retailers and fast-food restaurants, self-service kiosks take the interactivity of touch one step further. After browsing and selecting products on-screen, the transaction can be completed and paid for via a built-in card terminal.

Whatever your application, we can help you create a fully interactive experience from browsing to payment and everything in between.

-  24/7 COMMERCIAL GRADE
-  ANTI-VANDAL GLASS
-  MULTI-POINT PCAP TOUCH
-  EASY ACCESS MAINTENANCE
-  W500CD/M<sup>2</sup> IPS PANEL
-  OPTIONAL SOFTWARE
-  INTEGRATED SPEAKERS
-  3-YEAR WARRANTY





# VIDEO WALLS.

Are you looking for a large digital display to make a real impact? Video walls use multiple screens to create stunning, attention-grabbing displays of almost any size. Screens are tiled together in a grid system to suit your space and the image is split to create one, giant display.

What makes video wall displays different is that the bezel or frame of the screen is extremely thin. This means that when placed together in a grid, the joins between each screen are just 0.88mm and become barely noticeable from a normal viewing distance.

Our video wall displays have an integrated matrix processor which allows the image to be broken into sections and displayed on the relevant screen within the video wall. This lowers the cost of creating a video wall saving the cost of additional hardware and makes installation simpler.

Every video wall is slightly different, depending on your specific requirements. If you are considering a video wall, talk to us and let us design a solution specifically for you.



**NARROW  
0.44MM BEZEL**



**RS-232 CONTROL**



**LIGHTWEIGHT  
DESIGN**



**ECO-FRIENDLY  
POWER TIMER**



**LANDSCAPE OR  
PORTRAIT**



**RELIABLE  
DISPLAYS**



**TEMPERATURE  
CONTROL**



**EASY INSTALL  
HANDLES**



**ANTI-GLARE PANEL**

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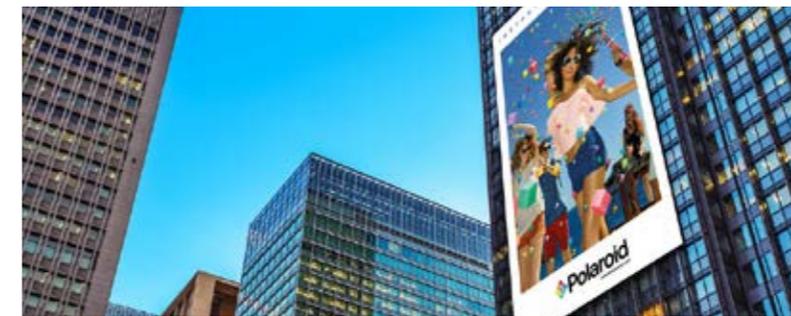
# INDOOR AND OUTDOOR LED.

LED was once reserved for large scale outdoor advertising due to the maximum resolution that could be achieved. Now technology has advanced to the point that LED is now a viable option for video walls of all sizes indoors and outdoors. While larger pixel pitches are best suited for outdoor viewing, the super-fine HD pixel pitch solutions are suitable for meeting room presentation screens.

Modular in design, LED consists of small individual cabinets that are mounted together to create a display of any size. The denser the pixel pitch, the closer the display can be seen without seeing the individual LED components.

This modular system is extremely flexible with applications for leisure complexes, shopping centres or simply as part of your external signage. The displays are connected to a media player that allows you to schedule and play your content in the same way as other digital signage.

Due to the bespoke nature of LED we recommend a site survey to advise on each installation. Please talk to us today about your next project.



SEAMLESS VIDEO WALLS



MODULAR DESIGN



EASY INSTALL & MAINTENANCE



ULTRA HIGH CONTRAST RATIO



W550CD/M<sup>2</sup> IPS PANEL



ULTRA QUIET OPERATION



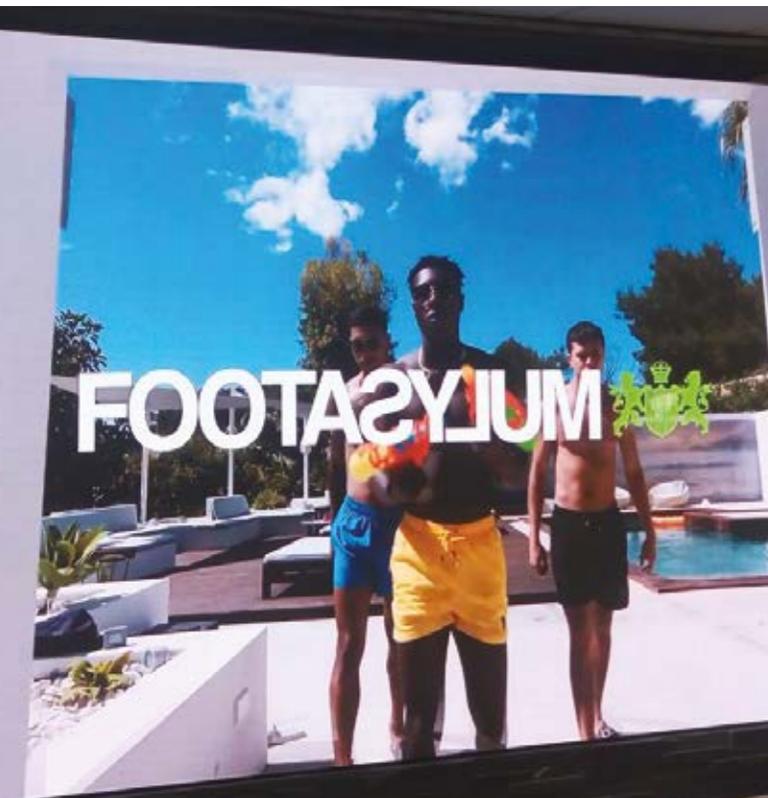
END-TO-END PROJECT MANAGEMENT



COMPREHENSIVE QUALITY CONTROL



UK STOCK HELD



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# ULTRA-WIDE STRETCHED DISPLAYS.



Sometimes standard screen sizes don't quite do the job. You need something that is wider than a single screen without having to go for a video wall. If you want to create something a bit different, why not use a super-wide stretched digital display?

Whether used in portrait or landscape orientation these ultra-wide displays offer something different for retail, hospitality, and corporate environments.

Unlike the LED alternative, these displays offer full high definition giving clearer image and fine details. This high resolution is essential to be able to read text at close proximity and also produces the best results when showing video. Our newest 76" goes a step further, providing 4K ultra HD at a width of nearly two metres. These displays perform perfectly in brightly lit retail environments and can be used as posters, directories or simply to create a stunning visual feature.

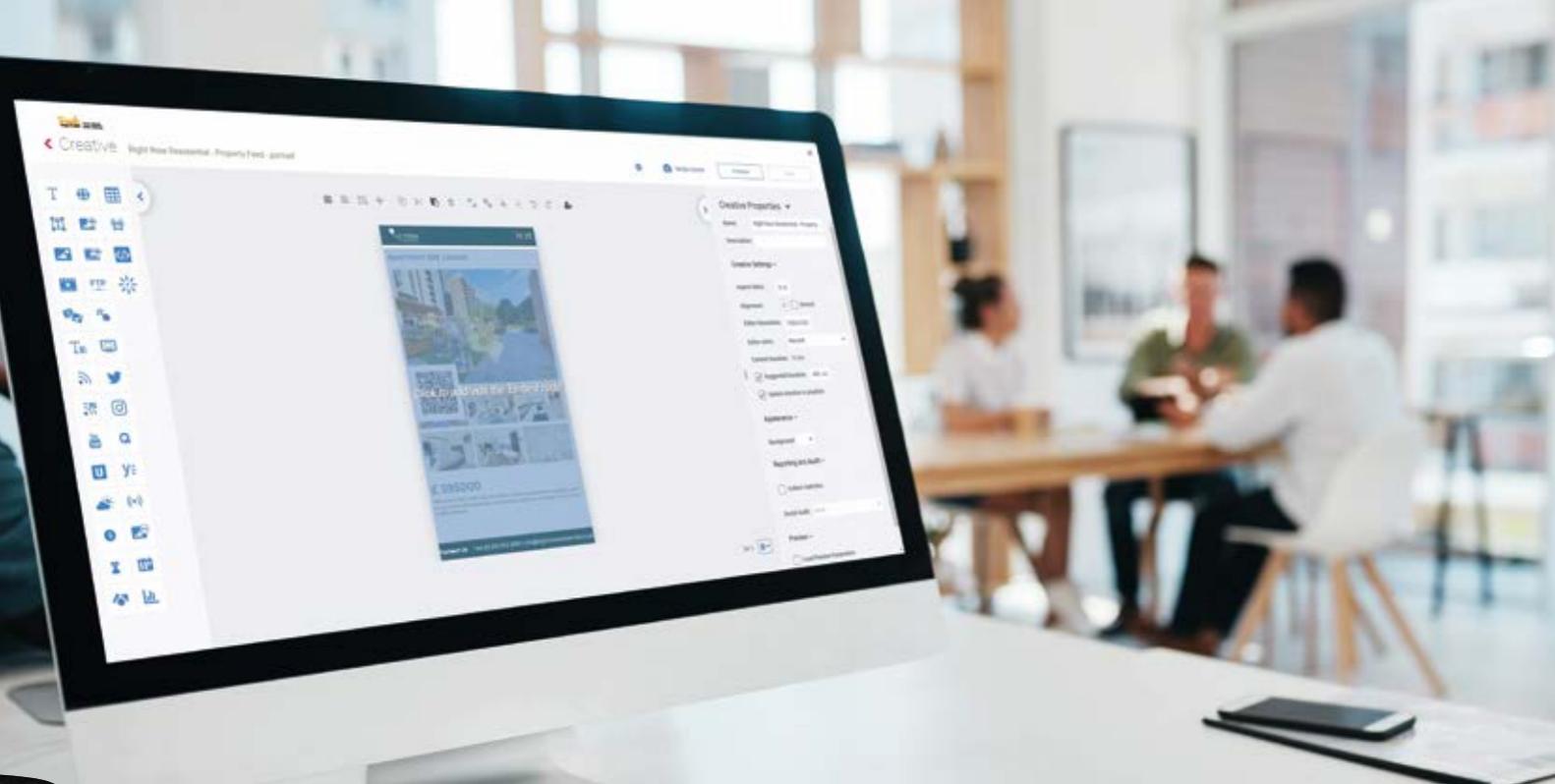
Available in 28", 37" and now 76" there are so many suitable applications you are only limited by your imagination. When connected to our DS Studio cloud-based content management system you can create, edit and schedule content remotely to these and any other displays within your account.



-  HIGH BRIGHTNESS UP TO 1000 CD/M2\*
-  24/7 COMMERCIAL USE
-  3-YEAR MANUFACTURER WARRANTY
-  PORTRAIT OR LANDSCAPE

-  TECHNICAL SUPPORT
-  CLOUD-BASED CMS READY
-  BUILT-IN MEDIA PLAYER
-  WIDE VIEWING ANGLE

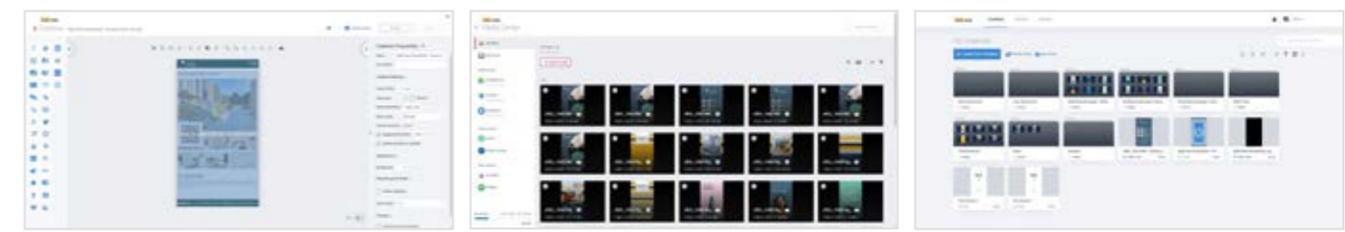
\*37" DISPLAY 1000 CD/M²



# CLOUD-BASED CONTENT MANAGEMENT SYSTEM.

Would you like a simple way to design, edit and schedule content for your digital displays? Do you want something intuitive and easy-to-use that doesn't need special computer programmes or apps? Our cloud-based content management system (CMS) is the answer. All you need is your favourite internet browser and an internet connection to be able to fully control everything on your digital signage displays. Say goodbye to USB drives, messy cables or connections to a PC. Your digital signage displays and CMS connect seamlessly and wirelessly via the cloud.

*Ask for a*  
**FREE**  
*demo today!*



## EASY TO USE

Creating content is as easy as drag and drop. Upload posters, flyers, photos, and videos to your account and then drag them to where you want them. Re-size, move and manage your content with ease. Changing text, colours and fonts is just like editing a Word or PowerPoint document.

## WIDGETS

You can insert videos from YouTube, link your Twitter, Facebook and Instagram posts and stream live TV content using the built-in widgets. These are drag and drop tools that allow you to create your ideal display without any technical coding or training. With over 40 widgets available, you can design your content to suit your specific needs.

## SCHEDULING

Imagine the ability to change your messages based on the time of day, week or month. Time campaigns to start and end on specific dates, or repeat on a schedule that works for your business. You can do all this using the simple scheduling tool. Simply decide on your schedule and leave everything else to be taken care of automatically.

## MULTIPLE SCREENS & LOCATIONS

Do you need more than one screen? Do you have branches in different locations? Control everything from one place, where you can access every screen in any location. This makes it easy to manage multiple screens in different branches with just a few clicks.

## LIFETIME HELP & SUPPORT

If you or your team need a hand we are here to help. We offer telephone and email technical support with every aspect of using the CMS. No offshore call centres. No ticketing systems. Just a team of real people who are happy to help when you need us, for the lifetime of your CMS.

## PROPERTY FEED

Would you like to automatically show your current properties without having to do anything? Our property feed integrates with the major agency CRM systems - including Vebra, Alto, Expert Agent, Jupix, DezrezOne, Rezi, BLM/Rightmove and LetMC - to seamlessly display your available properties on your digital signage display.

## USER MANAGEMENT

You can decide who can edit and manage your digital signage content. From a single user with access to everything, through to a delegated team of users with specific access rights - everything is in your control.

## CONTENT CREATION

While you can create and manage content yourself, sometimes you just want to get a professional to do this for you. At any time you can use our in-house design team to create and upload content for you. This can be anything from a static poster through to an eye-catching, moving animated motion graphic. Just ask and we will give you a quote.

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**EVERYTHING**  
YOU NEED... FOR A BRAND  
THAT *Sticks!*

Incorporating

**nettl**  
of Luton