

PRESS RELEASE – ENGLISH

SCREEN.

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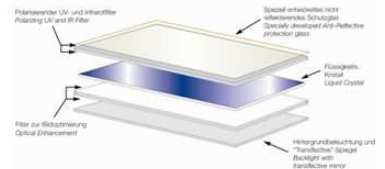
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Je heller die Umgebung, desto kontrastreicher das Bild.
The brighter the surroundings are, the more contrast the picture shows.



Breakthrough in Outdoor Digital Signage!

The specialists for digital audio-visual electronics, SCREEN NT have built upon their experience and reputation in Outdoor Digital Signage.

With their newly introduced SUNLIGHT System they are now presenting the first large LCD-displays, which are also ideal for use in direct sunlight.

The patented SUNLIGHT System even makes use of the extra sunlight to add extra illumination to the TFT display via its transreflective backlight system, which adjusts automatically to surrounding light levels – also saving energy whenever possible. At the same time, a specially developed treated front glass filters out damaging UV and infrared light and protects the screen against vandalism.

“This heralds a new era in Digital Signage”, proclaims SCREEN NT Marketing Manager, David Fearnley. “All the advantages of LCD-Displays can now be enjoyed in show windows and outside”.

The SUNLIGHT Displays are already available in 32” to 52” screens and larger versions, up to 82 inches are in development.

SCREEN NT Ltd: Breakthrough in Outdoor Digital Signage!

The specialist for digital audio-visual electronics, SCREEN NT has built upon its experience and reputation in Outdoor Digital Signage and introduces the innovative **SUNLIGHT Displays**.

What’s so special about SUNLIGHT-Displays?

In recent years digital information panels and advertising screens have become an integral part of our everyday life, be it the indispensable information screen in the main station, the luring POS display next to the products in the supermarket, or the welcome video diversion in the dentists waiting room. This booming industry has been christened “Digital Signage”.

But has it ever occurred to you, that although we’ve now become almost reliant upon such multi-media displays, you hardly ever see them in a show window or out in the open? In such locations, you still tend to find classic printed posters or old fashioned LED tickers ...no sign of modern LCDs.

There are good reasons why normal LCD screens have - up until now - not been suitable for outdoor use:

- they can hardly be read in strong sunlight
- the expensive and extremely UV-sensitive LCD cells are quickly damaged beyond repair by strong sunlight.
- most LCD display glass screens and housings cannot withstand the extremely varying weather conditions outside.

But now SCREEN NT introduce their SUNLIGHT Displays, the world's first large LCD Displays, which can be subjected on a long-term basis to direct sunlight conditions, whether inside or out.

How can that work?

After years of experience in Outdoor Digital Signage, the German-based manufacture has developed an LCD Display enhancement system, which can stand up against the sun as well as outside weather conditions.

The first part of the system is an adapted transreflective backlight system. The transreflective layer actually makes use of the extra sunlight to increase the brightness and contrast of the picture. The brighter the sun, the brighter the picture. A built-in sensor automatically regulates the backlight to ensure optimal lighting and to reduce energy consumption where possible.

This already solves the problem of screen brightness and contrast, but not the annoyance of reflection and glare, or UV damage.

In cooperation with a German glass-optics manufacturer, a special protection glass was therefore developed for the SUNLIGHT displays, which not only drastically reduces reflection and glare, but also filters out harmful UV and infrared light.

To ensure that the whole system is also weather proof and safe from vandals, the screen, along with cooling system and optional PC controller and network components are encased in a sturdy metal housing.

The result:

A SUNLIGHT Display which is:

- readable in strong sunlight
- resistant to long-term UV damage
- self-adapting to surrounding light levels
- able to save energy
- completely weather proof
- safe against vandalism

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