

ADVANTECH

Digital information LCD displays

imotion[®]
100% outdoor



www.signpro.ws & www.prosign.ws

ADVANTECH

The communication expert

Advantech AE since 1987 - Pioneers and forefront runner in the Digital Signage World. Well known in the Greek market as the reliable One Stop supplier for every bits and pieces & Complete Solutions needed in innovative technological systems for all industry types, government, banking and insurance, security companies, educational institutes, construction companies, gaming etc. They supply Tough, Reliable, Flexible and Fit for Purpose ePlatforms - Automation - Industrial Computing - Equipment with full support for the Lowest Total Cost of Lifetime Ownership.



The outdoor specialist

Infinitus is EU based company specialized in production of all weather outdoor Full HD LCD digital information display totems. Mission of Infinitus is to provide reliable, robust and attractive Full HD LCD systems capable of operating in the most extreme environments.

As global pioneers and specialists in the development of all weather LCD enclosure technology, their products can present digital communication platform in any extreme outdoor environment including Russian winter, Middle Eastern heat or South East Asian humidity.

imotion® products are

Intelligent display systems developed to deliver and keep optimal environment for integrated electronics in outdoor locations exposed to sun.

- All-weather
 - Operating at temperature range between -40°C and +55°C
 - Operating at 100% humidity level, including downpours
 - IP65 waterproof, hermetically closed system protected from dust, dirt and moisture
 - Housing enclosure made of non-oxidizing material aluminum and steel
 - Intelligent Closed-Split HVAC system (Heating Ventilation Air Condition)
- 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 disables 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



Drawing attention at point of interest

imotion® is created to raise and hold attention at point of interest locations ranging in forms of:

- More complex digital advertising networks
- Or simpler one unit city or corporate info/promo points

imotion® based network is easily upgradable, allowing gradual network expansion.

imotion® platform possibilities allow high definition one-way or interactive mid to close range communication with use of add-on options such as touch screen, Bluetooth or Wi-Fi hotspot.

Reliable platform for outdoor digital communication

imotion® is Full HD LCD technology based all weather urban furniture display platform, designed to deliver high quality digital contents and raise the effectiveness level of communication to the target audience in any outdoor environment.



imotion 65" Landscape 3rd generation, October 2007 Installation at BTC shopping mall (Slovenia)

Fit to the need communication

imotion® platform for effective digital outdoor communication can be used for variety of applications fit to the needs of each organization. With available add-on options it is truly possible to obtain optimal tool for your digital outdoor communication. Many of alternatives can in general deliver digital mid-to-close range communication of advertising messages, relevant information and entertainment content. Potential applications differ in type of contents projected and sheer size of the networks and can exist in numerous alternatives such as:

One-way communication application

- Simple one unit one-way communication corporate information point
- Tens or hundreds of units advertising network
- Congress centre informative info network of few units
- Etc.

Interactive communication application

- One unit touch screen corporate info point with way finding functionality
- National advertising network of hundreds of units of Bluetooth and digital signage combined interactive communication
- Few units touch screen interactive ZOO infotainment point
- City Info point touch screen point network with tens of units invigorating environment
- Etc.

Some of the locations imotion® can deliver value: city walkways, office buildings, university campuses, entrances to stores, financial institutions, amusement parks, ZOO, mass transit stations, ski resorts, gas stations, shopping centers, casinos, golf courses, health resorts, recreation grounds, state frontiers, cruising ships, etc.



imotion® products can function as individual units as well as elements within bigger networks

Elevating outdoor communication to a higher level

Organizations in search of reliable, attractive and effective outdoor digital information display system for purposes of outdoor mid to close range communication, should consider imotion® product line as the media of choice.

Our customers want to use own or third party outdoor locations for purposes of generating revenues and improving service environment.

Generate (additional) revenues with

Sales of advertising time

- Deliver all the advantages of digital advertising into outdoor environment:
Fast pace of life demands for any communication to be flexible, fast and to be able to draw attention in polluted advertising environment
- Offer high effectiveness communication channel to advertisers in outdoor environment:
Advertisers aim to increase effectiveness of their communication and are in constant search of optimal methods
- Access to valuable locations offering high value proposition to location owners:
Location owners realize increasing value of location, demand best value proposition and have alternatives to choose from

Promotion of products and services

- Stimulate sales of your own and/or third party products or services on POI locations:
Make visible launch of your new product, communicate more complex services and deliver information on sales promotions before target customer enters the premises and starts being cluttered with other information
- Invite passersby to visit inner premises:
Create awareness and interest, using POI location to invite passersby into inner premises
- Prolong working hours at POI locations and deliver services and info also in the afterhours:
Deliver services and/or communicate your offer 24/7

Improve your service environment (enhance experience)

Inform and entertain target audience

- Attract target audience to the area with use of informative and entertaining contents:
Relevant information and entertaining content will attract audience, increase their overall satisfaction and make them prone to reception of additional communication input
- Communicate relevant information and help user to save time:
Help visitors to find their way around enabling them to save valuable time and cross sell your offer at the same time
- Position your corporate philosophy and your brand in minds of your target audience:
Use the outdoor media to strengthen organizational image communication
- Deliver necessary information to improve service processes:
Deliver important information already at the outdoor location and optimize your service process

Invigorate the outdoor environment

- Attractive urban furniture can influence passersby location perception:
Perception of organization environment starts in outdoor area and aesthetic urban furniture, similarly as the one at your home, influences the wellbeing of the user
- Interesting contents can help create emotions organizations want to project:
Use the opportunity to influence on emotions of passersby in outdoor environment and synchronize them to your existing story

Flexibility of digital signage enables communication truly fitted to your needs and imotion® product line is able to deliver messages in any outdoor environment according to your specific wishes.

Digital signage traits of dynamics, flexibility and easy content management allow combining of advertising, promotional, informational and entertainment contents. Therefore it is possible to easily adapt communication to daily audience flow dynamics as well as adapting to fast-changing audience behavior through time.

Most reliable all weather product on the market

imotion® technology is all about reliability. 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®. Our unique "Intelligent Closed- Split heating ventilating air conditioning" based enclosure technology is made to protect your investment as well as your good night sleep. Our advantages are most obvious in extremely warm, cold and humid environments.

All of our products are based on Intelligent Closed-Split HVAC system technology delivering:

- Widest operational temperature range between -40°C and +55°C
- Widest operating humidity level of 100%, including downpours
- Lowest fluctuation of inner system temperature and humidity
- No threat of vandals accessing the system via air openings

Smooth running of contents and inner system control are guaranteed by:

- Installed highest performance computer in this type of products
- Free inner system software ControlMotion Basic enables remote control and surveillance

Combination of all imotion® technology characteristics enable:

- System stability and reliability even in most extreme outdoor conditions
- Optimal functioning of enclosed electronics
- Low risk of critical system failures
- Mean time between failures is minimized

imotion® excels in heat management and is immune to effects of humidity and dust



Sun exposed on 52" portrait double side

Urban architecture design and craftsmanship

imotion® is 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 to customer requests.

5th generation product details



Audience measurement IP camera detail



Front Landscape mask with imotion® logo



Touch screen 65" landscape application

imotion® experience



Operational at an outside air temperature between -40°C and +55°C (dustproof, air-tight and waterproof)



Vandal Proof aluminum & steel housing with anti graffiti protection and laminated protection glass (6mm + 6mm)



50.000 hours minimum Life time



Sun Readable and Full HD resolution in combination with antireflective glass



Add-on Touch Screen Interactivity



Add-on IP Camera Audience measurement



Add-on Wi-Fi "hotspot" and/or internet connection



Add-on Bluetooth connection proximity marketing



imotion 65" / 52" / 46" Portrait and Landscape
One sided LCD display
Reliable platform for digital information and entertainment points



imotion 6
Portrait and Double sided
Strong advert applicati

Double sided imotion 52" Landscape and Portrait

High expense of digital display systems and complementary equipment is one of the highest obstacles of media owners when moving to digital outdoor. At Infinitus they have developed a product whose purpose is to optimize DOOH advertising locations, increasing its value and owners future revenues while decreasing investment ROI time.

Optimize digital communication at one location and communicate in both directions



Standard Configuration for Landscape and Portrait: Double side		
Display High brightness Public Information Display	Diagonal Size	52" (two LCD displays)
	Aspect Ratio	9:16
	Resolution: Landscape	1.920 x 1.080 px.
	Resolution: Portrait	1.080 x 1.920 px.
	Brightness	700 cd/m²
	Contrast Ratio	4.000:1
	Viewing angle	178° horizontal / 178° vertical
Display Area: Landscape	1.133 mm x 648 mm	
	895 mm x 1.132 mm	
Housing Steel and Aluminum Vandal-proof Enclosure (IP 65 standard)	Landscape Size (WxHxD)	1.403 mm x 1.630 mm x 400-470 mm
	Portrait Size (WxHxD)	370 mm x 2.160 mm x 400-470 mm
	Weight	300 kg
	Glass	6 mm + 6 mm laminated glass with antireflective coating
	HVAC Unit	Custom made Heating Ventilating Air-Conditioning device
	Electronic Control Unit	Regulates internal temperature and measures power consumption
Operating Parameters Engineered for Outdoor Environment	Magnetic Switch	Records unauthorized enclosure opening
	Operating Temperature	-40°C to +55°C
	Operating Humidity	100% (with dehumidifier)
	Protection Rating	IP66 for display and computer compartments
	Power Supply	AC 100-240 V, 50/60 Hz
Power Consumption	1.2 (min) - 2.2 kW (max) - Depending on HVAC operation	

* built to order option is available for double sided 40" and 65" Portrait and Landscape models

- Optimal use of a location
- Ideal for advertising DOOH application
- Perfect solution for walkways
- Cost efficient outdoor DOOH solution

imotion® 65" / 52" / 46" Portrait and Landscape - Single sided

Urban designed totems could invigorate your locations and present an effective communication tool.



Add-on options		
Interactivity	Touch Screen	Enables applications to respond to user input
	IP Camera	Enables impact measurement and advanced digital signage systems
Connectivity	Wireless Internet Access	Connects imotion® to the internet over a Wi-Fi (IEEE 802.11a/b/g/n) network
	Wireless Hotspot Wi-Fi	Provides access for users and additional communication channels for network owner
	Bluetooth Server	Enables proximity marketing and Bluetooth based interactive applications
Software	Preinstalled OS	Desired operating system installation
	ControlMotion Advanced	Allows centralized surveillance and control of multiple imotion® devices
Reliability	UPS	Uninterruptible power supply protects from sudden power loss and voltage swings
Vandalism	Anti Graffiti Protection	Special coating allows easy removal of graffiti without damaging surface
Design	Custom Design	Custom housing color design and custom branding

Green Management: EMC and RoHS

Standard Configuration for Landscape and Portrait					
Display High brightness Information LCD Display	Diagonal Size	65"	52"	46"	
	Aspect Ratio	16: 9 Landscape / 9:16 Portrait			
	Resolution: Landscape	1,920 x 1,080 px	1,220 x 1,080 px	1,366 x 768 px	
	Resolution: Portrait	1,080 x 1,920 px	1,080 x 1,920 px	768 x 1,366 px	
	Brightness	700 cd/m²	700 cd/m²	1,300 cd/m²	
	Contrast Ratio	2,500:1	1,000:1	2,500:1	
	Viewing angle	178° horizontal / 178° vertical			
	Display Area: Landscape	1,438 mm x 803 mm	1,152 mm x 648 mm	1,018 mm x 573 mm	
	Display Area: Portrait	803 mm x 1,438 mm	648 mm x 1,152 mm	573 mm x 1,018 mm	
	Housing Steel and Aluminum Vandal-proof Enclosure	Landscape Size (WxHxD)	1,726 x 2,987 x 300 mm	1,426 x 1,868 x 300 mm	1,250 x 1,950 x 290 mm
Portrait Size (WxHxD)		1,078 x 2,344 x 300 mm	970 x 2,180 x 300 mm	860 x 2,150 x 290 mm	
Weight		300 kg	200 kg	180 kg	
Glass		4mm + 4mm laminated glass with antireflective coating			
HVAC Unit		Custom made air-conditioning and heating device			
Electronic Control Unit		Regulates internal temperature and measures power consumption			
Magnetic Switch		Records unauthorized enclosure opening			
External Connectors		Sited in a Locked Compartment			
		2 x USB 2.0	Provide mouse and keyboard connectivity		
		RJ-45	Provides access to imotion® internal LAN		
Internal Connectors	Reset & Shutdown Buttons	Enable quick reboot and shutdown			
	Sited in HVAC Compartment				
	RJ-45	Connects imotion® to the internet			
	BNC	(Optional) composite video input			
	4-pin Mini-DIN	(Optional) S-video input			
Embedded Computer Industrial PC for Advanced Digital Signage Applications	AC Socket	Provides utility AC power			
	Terminal Block	Connects to the main AC electric power supply			
	Processor	Dual core AMD Athlon 2.8 GHz (Options: Intel technology)			
	Memory	2 x 1 GB DDR2 800 MHz (Options: 4 GB DDR2 800 MHz)			
Graphics	ATI Radeon HD 4550 with 1 GB of dedicated memory				
Hard Disc	320 GB SATA slim drive				
Sound	5.1 channel high definition audio codec				
Operating Parameters Engineered for Outdoor Environment	Operating Temperature	-10°C to +33°C			
	Operating Humidity	100% (with dewpoint)			
	Protection Rating	IP65 for display and computer compartment			
	Power Supply	AC 100-240 V, 50/60 Hz			
	Power Consumption	1.0 (avg) - 2.3 kW (peak)	0.5 (avg) - 1.0 kW (peak)	0.7 (avg) - 1.2 kW (peak)	
Software	ControlMotion Basic	Enables remote management and surveillance of imotion® devices			

Free add-on software ControlMotion Basic

Delivering additional reliability 24/7/365

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



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

Enables system operator to control:

- Brightness level
- Contrast level
- Sound level
- Turn panel on or off
- Turn sound on or off
- Set daily schedule of these activities
- Integrated computer
- imotion web connection configuration

Deliver info about:

- 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



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. Common services and activities you can expect are:

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 to your needs and requirements
 - Choosing optimal content alternative
 - 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



imotion®

100% outdoor

Reliable solution for any outdoor environment



Technology supplier:



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