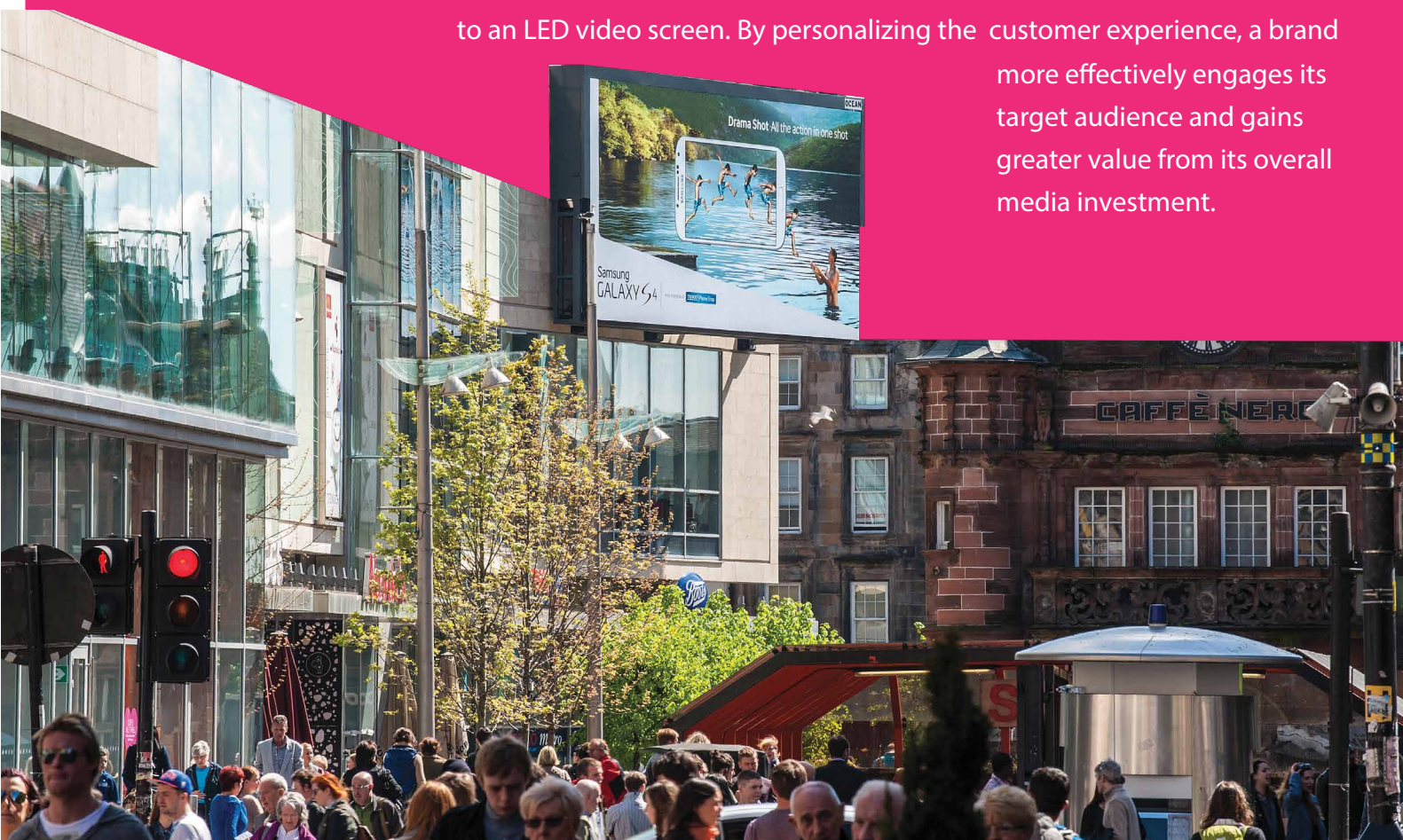


1

Cross-platform displays enable interactive advertising campaigns and enhance the consumer experience

To bring customers an interesting and interactive shopping experience, marketers are encouraging customers to engage with in-store video screens using their smart phone or other digital device. Some retailers offered discount vouchers to customers who logged in to the brand's wi-fi page via the big screen. Other brands display games to attract customers' attention and allow for immediate interaction with the tablets connected to an LED video screen. By personalizing the customer experience, a brand

more effectively engages its target audience and gains greater value from its overall media investment.



The First True Full Range of SMD LED Video Screen for Outdoor Application

- Wide range of pixel pitch - 8mm/10mm/12mm/16mm
- Wide viewing angle - 160° (Hor.)/ 110° (Vert.)
- Ultra High Brightness - 6,000nits
- Excellent Color and Brightness Uniformity
- Remote Diagnostic

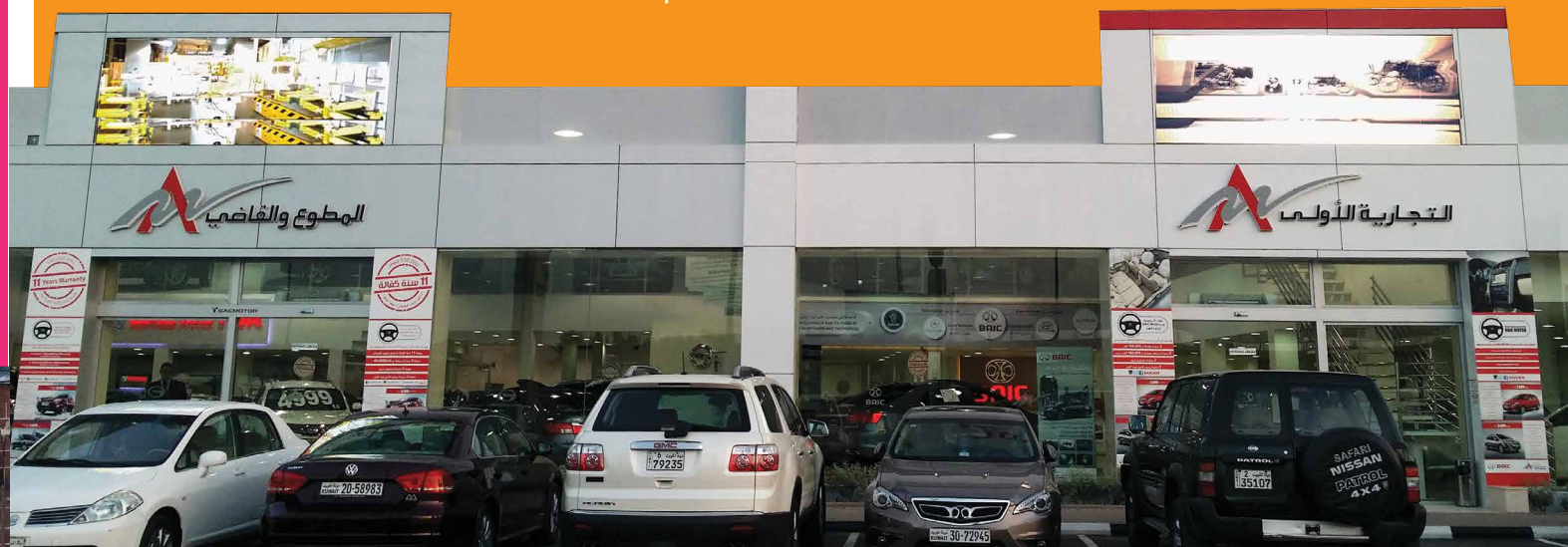
Impact series



5

Cloud computing enables instant and convenient operation

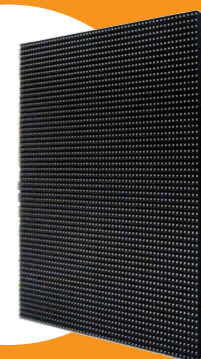
Easy operation is essential for LED screen users. Today's operation interfaces are simpler and more user-friendly, making screen management easy for everyone. Cloud computing enables web-based control, so users can adjust video screens anytime, from anywhere. For example, a Car showroom in Kuwait manages their Lighthouse LED video screen via an Internet interface, making daily store operation efficient and convenient.



A Revolutionary Solution for DOOH

- Wide Viewing Angle - 160° (Hor.)/ 100° (Vert.)
- Ultra High Brightness - 6,000nits
- Weatherproof - IP65
- Easy Installation
- High Contrast - 3,000:1
- Lightweight and Ultra-slim

Rev



For further details of Lighthouse products, please visit our website www.lighthouse-tech.com or contact your nearest Lighthouse office.

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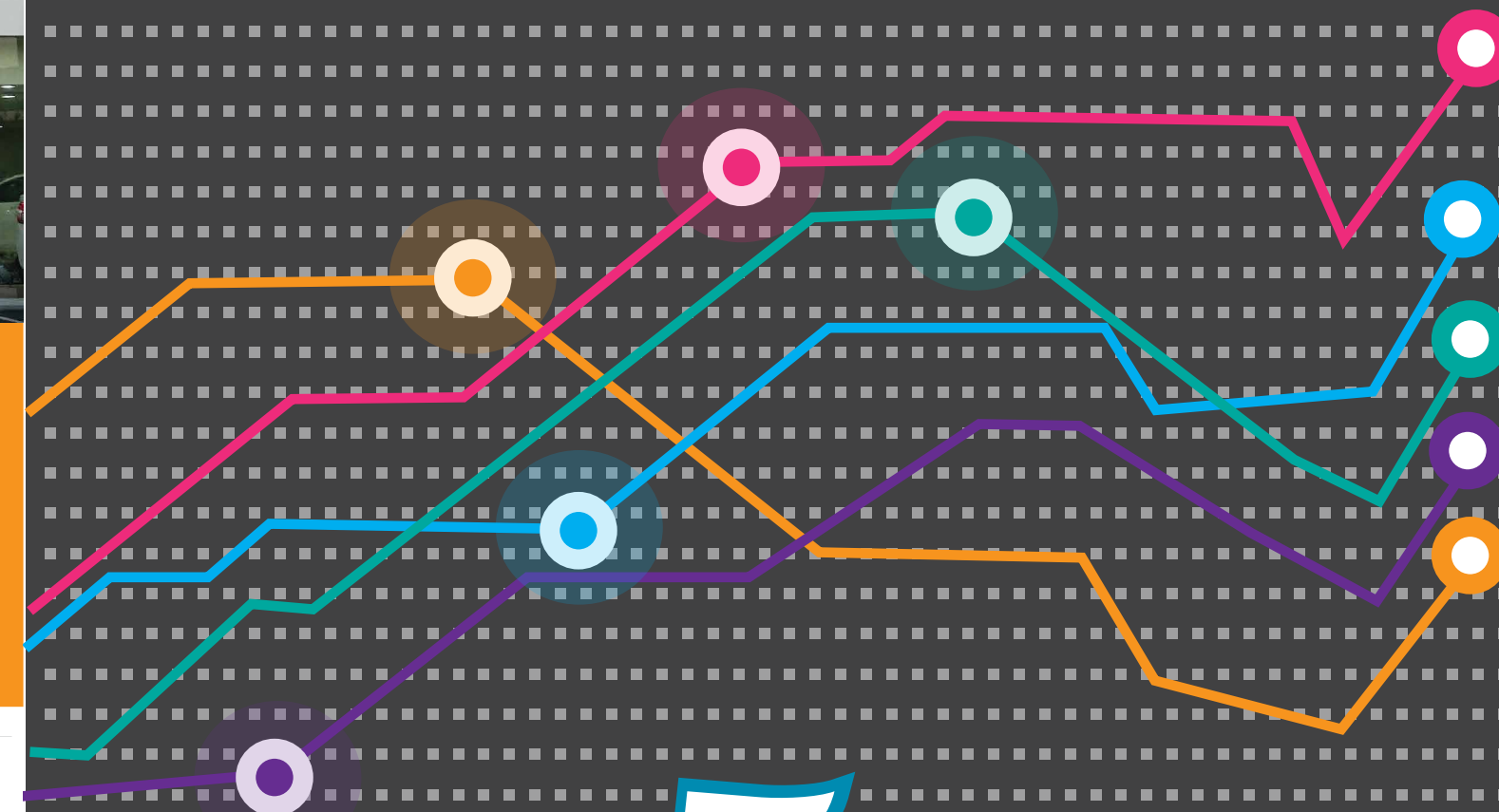
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LIGHTHOUSE
CREATE IMPACT

IN-VIEW Issue 50



5 LED VIDEO DISPLAY TRENDS

2

Small pixels deliver immersive image quality

Audiences today demand higher image quality. More and smaller pixels deliver an immersive, seamless, and subtle image, even when standing close to the screen. Lighthouse's XT2.5 screen consists of 160,000 pixels for each square meter, whereas a 6mm screen has only 27,889 pixels per square meter. Every day in Hong Kong's busiest district, Lighthouse's 2.5mm video screen delivers unparalleled image quality at minimum viewing distances to thousands of passersby.



A Truly Immersive Experience

- Full range of pixel pitch - 2.5mm/3mm/4mm/6mm/10mm
- Ultra-slim and lightweight
- Immersive image quality - M4 Technology
- Easy Installation and servicing
- Use of high quality SMD lamps
- Meets all standard



3

High-definition formats

High-resolution displays are comprised of pixels indistinguishable from one another by the human eye, at a much closer distance than standard displays. Lighthouse installed the 4K outdoor LED screen at Churchill Downs, home of the Kentucky Derby. Measuring 52m (W) x 27.2m (H) [170.6'(W) x 89.21'(H)], the massive display broadcasts Churchill Downs' exciting horse races in vivid detail. 8K FUHD (7680 x 4320) is the new display resolution standard, and eventually may be the successor to 4K resolution.



The Next Generation LED processor

- Support for resolutions up to 4096x2304
- Web software loaded enables the wireless control
- Edge brightness adjustment for seam control
- Operation record storing
- FCC, CE, ETL and ROHS compliance
- Multi-window display in a single screen or separate screens



LCM-4KS

4

Creative use of LED video displays wows customers

Brand managers and retail shop owners are focusing on store design to enhance the shopping experience and improve customer engagement. Store designers often turn to creative LED video screen formats and shapes to envelop shoppers in an extraordinary visual experience. Sun & Sand Sports at the Dubai Mall is a good example. In the center of the store, curved video screens hang above a round floor screen, helping the store manager create a compelling atmosphere for brands and promotional themes.



Take the Stage

- Wide Viewing Angle - 140° (Hor.)/140° (Vert.)
- Curvable with Flexible Joint Structure
- Black-Faced SMD LED
- True Calibrated High Brightness
- Lightweight and Slim Design
- Unsurpassed Image Quality

X3

