



Display Solutions ^{1/2}

STATE OF THE ART PRESENTATION SOLUTIONS

Terminals

There is not always a need for full Kiosks or Touch Screens in which case a good LCD Monitor is a great display method. In an environment where the customer is being encouraged to sit down, perhaps relax with a coffee, and use a terminal as they would a PC with a mouse or Tracker Ball, a slick LCD display is ideal. The actual PC equipment can be hidden away to provide a very clean look and feel. This method of presentation conveys professionalism and enhances user experience.

If a touch screen is highly desired, there are a number of LCD touch screen displays available at a cost of approximately half what a kiosk will cost. Important to note is that you do not get a computer included.

Prices Range from: £600 - £1000 (with touch screen capability)

Kiosks

Kiosks are a very powerful point-of-sale tool and have been used for some years now. Until recently they have been out of the reach of most small businesses but with prices dropping below £2500 (for a fairly stunning glass model), they are certainly within the grasp of a small business with expansion and exposure in mind. As with all e-marketing tools, benchmark them against the cost of an advert in a magazine or newspaper to see the value for money.

Kiosks have essentially unlimited options such as connecting to the Internet (Broadband etc.), fitting web cams, streaming voice and video, adding scanners, adding printers and barcode readers etc.

For the design conscience, custom-built chassis are standard practice but looking for something pre-built first will lead to definite better value for money.

Prices Range from: £2500 - £12000



Display Solutions *2/2*

STATE OF THE ART PRESENTATION SOLUTIONS

Projectors / Holographic

Holographic displays are an outstanding way to present advertising messages and information at fairs and exhibitions, in shop windows, foyers, museums and other public places. In daylight (even direct sunshine), HoloPro projections possess exceptional brilliance and luminosity.

Offering bright-as-day and transparent features, this equipment opens up the way for entirely new types of application in the field of image presentation.

Plasma Screens

An extremely popular display method being used more frequently in retail outlets is the plasma screen which provides impressive picture quality on large format screens.

Plasma screens are best used for rolling presentation displays or as an extension of a terminal or kiosk whereby the user manipulates the kiosk and onlookers can see the results displayed on the screen.

These types of screens are best viewed from a distance owing to the loss of resolution when up-close, and therefore it is not recommended to think of them in terms of touch screen (although not impossible).

Prices have fallen dramatically in recent months and will continue to do so until basic models will be on a par with mid-range wide screen television prices.

Prices Range from: £1999 - £12000

Tablet PCs

The latest in PC technology is the Tablet PC which is a portable unit that is a cross between a laptop and a clipboard. Most of these come with the latest wireless networking standards making them ideal for a Trade Show environment. The displays provide high quality having both touch and hand writing capabilities.

Coming in at around the same price as a standard business laptop, Tablet PCs are by no means over priced and their hardware specification is often greater than in most laptops. They are a great alternative to have for presentations and meetings.

Prices Range from: £1500 - £2500