

- Sell more in-store at the point of decision
- Stylish front that excites Marketing
- Management and security that keeps IT happy
- Leverage existing mobile applications and digital marketing content
- Optimize deployments with cloud-based configuration, monitoring and scheduling



## I-Series Interactive Signage

The Elo I-Series interactive signage solution combines a commercial-grade touchscreen computer with cloud-based management software to deliver a brand experience at the shopper point of decision. The I-Series enables product brands and retail stores to leverage existing mobile applications and digital marketing content. Unlock apps from the app store and interactively show buyers why you're the best choice with a virtual salesperson on every shelf. Guide and influence the buyer's journey on an Elo I-Series touchscreen rather than running the risk of a crowd-sourced decision on the shopper's mobile device. Keep IT happy with wireless connections to separate and secure Wi-Fi or cellular networks.

The Elo I-Series delivers commercial reliability, integrated touch computing, and flexible mounting options designed to survive the rigors of retail environments and continuous public use. Available in 10-, 15- and 22-inch sizes, the I-Series can be flexibly mounted anywhere in stores, in portrait, landscape or table-top orientation using Elo wall, floor and table-top mounting accessories.

The Elo I-Series is perfect for shelf, aisle, kiosk or point of purchase display installations to deliver mobile applications,

proximity marketing beacons, contactless payments, promotional offers, pictures, videos, infographics and other website content when and where it matters most – in-store next to the product.

EloView™ cloud-connected software applications deliver remote visibility, control and scheduling to make sure the interactive signage sees your top selling items and correlates with other analytics to enable real-time, targeted promotions. EloView enables existing digital marketing content and mobile applications to be remotely distributed to I-Series devices in multiple locations via the cloud. Elo I-Series interactive signage can be controlled from a web browser to ensure consistent configuration and content.

The Elo I-Series interacts with shoppers through Bluetooth/BLE, NFC/RFID, magnetic strip reader, barcode scanner and other GPIO (General Purpose Analog I/O) accessories. High-performance quad-core mobile processors combine with high-definition graphics to deliver bright, beautiful and connected brand experiences.



### Benefits

- In-store interactive touchscreens that attract, engage and educate shoppers at the point of decision
- Unlock apps from the AppStore to integrate them with in-store point of purchase displays
- Guide and influence the buyer's journey rather than running the risk of a crowd-sourced decision on the shopper's mobile device
- Perfect for endless-aisle, cross-sell, up-sell, loyalty reward, remote specialist, and other self-serve interactive applications
- Professional-grade, all-in-one interactive digital signage designed for the rigors of public use
- Available in 10", 15" or 22" sizes with high-performance computing and graphics, integrated IPS display, and IntelliTouch Pro PCAP touchscreen
- EloView™ management software applications for simple, secure and managed deployments
- Modern design with flexible mounting in portrait, landscape and table-top orientation
- 2 year standard warranty. Optional extended warranty and advance replacement available in U.S. and EMEA

### About Elo

40 years ago Elo invented the touchscreen. Today we are re-inventing how you use them to shop, pay, work and play. A global leader with 20+ million retail and hospitality installations in 80+ countries around the world, our products are designed in California and built to last. The Elo touch experience has consistently stood for quality, reliability and innovation. Elo intellectual property is protected by a number of patent, trademark and design registrations globally.

## I-Series Interactive Signage

Specifications	10-inch model	15-inch model	22-inch model
Form Factor	Interactive Signage		
Bezel Color	Black		
Active Display Area (W x H)	8.5" x 5.3" (216.96mm x 135.60mm)	13.5" x 7.6" (344.16mm x 193.59mm)	18.7" x 10.5" (475.2mm x 267.3mm)
Dimensions* (W x D x H)	10.0" x 0.9" x 7.1" (255.37mm x 24.45mm x 181.07mm)	15.2" x 1.1" x 9.7" (386.7mm x 30mm x 248.13mm)	20.6" x 1.4" x 12.7" (523.8mm x 37.8mm x 323.9mm)
LCD Technology	Active matrix TFT LCD with LED backlight		
Display Technology	1280 x 800 (native) active matrix TFT LCD with LED backlight; Other resolutions supported	Full HD 1920 x 1080 (native) active matrix TFT LCD with LED backlight; Other resolutions supported	Full HD 1920 x 1080 (native) active matrix TFT LCD with LED backlight; Other resolutions supported
Aspect Ratio	16:10	16:9	16:9
Number of Colors	262,144	262,144	16.7 million
Brightness (typical)	LCD Panel 350 nits; with Projected Capacitive 297.5 nits	LCD Panel 300 nits; with Projected Capacitive 255 nits	LCD Panel 250 nits; with Projected Capacitive 215 nits
Response Time (Tr + Tf) (typical)	25 ms	35 ms	14 ms
Viewing Angle (typical)	Horizontal: ±85°; Vertical: ±85°	Horizontal: ±80°; Vertical: ±80°	Horizontal: ±89°; Vertical: ±89°
Contrast Ratio (typical)	800:1	700:1	1000:1
Power Consumption (typical at 110V at 60Hz)	ON: 13W; SLEEP: 3.4W; OFF: 0.2W	ON: 16.5W; SLEEP: 4.0W; OFF: 0.2W	ON: 33.6W; SLEEP: 4.0W; OFF: 0.2W
Input Power	110VAC 60Hz or 230VAC 50Hz via Elo supplied power adapter (included)		
Weight	Unpackaged: 1.43 lbs (0.65 kg) Packaged: 4.4 lbs (2.0 kg)	Unpackaged: 2.8 lbs (1.3 kg) Packaged: 6.8 lbs (3.1 kg)	Unpackaged: 8.1 lbs (3.7 kg) Packaged: 13.8 lbs (6.3 kg)
Shipping Dimensions (WxHxD)	13.3x9.7x6.5" (340x247x166mm)	18.2x12.9x6.6" (463x328x170mm)	24.4x16.9x8.6" (620x430x220mm)
Mounting Options	75 x 75mm	100 x 100mm	100 x 100mm
Temperature	Operating: 32°F to 104°F (0°C to 40°C); Storage: -4°F to 122°F (-20°C to 50°C)		
Humidity (non-condensing)	Operating: 20%-80%; Storage: 10%-95%		
Regulatory Approvals	UL, FCC, cUL, IC, CB, CE, CCC		
Industry approvals for device with cellular	PTCRB, GCF		
Warranty	2 years standard. On-site exchange (U.S. only) and extended warranty (U.S. and EMEA) available		
Processor	ARM A15, quad-core 1.7 GHz		
Memory (RAM)	2GB DDR3 RAM, 16GB EMMC Flash		
Connector	WiFi 802.11 a/b/g/n; Bluetooth 4.0 (BLE)/Beacon; 1x RJ45 Ethernet. GPIO Antennas included in the unit; 3G/4G Module(available separately)		
I/O Port	Micro HDMI output; Microphone; Micro SD slot; 3G/4G LTE (Micro SIM card holder); Audio output; Gigabit Ethernet; GPIO support; USB stick support		
AV capability	Front-facing HD webcam; Integrated Earphone Out with Microphone input; Stereo speakers		

\*See dimensional drawings for details

## EloView™ Features

EloView Portal	<ul style="list-style-type: none"> <li>Log in and manage accounts</li> <li>Remote set up</li> </ul>	<ul style="list-style-type: none"> <li>Application delivery</li> <li>Control of ON/OFF</li> </ul>
EloView Device Client	<ul style="list-style-type: none"> <li>Lock screen to kiosk mode</li> <li>Automatically play scheduled app</li> </ul>	<ul style="list-style-type: none"> <li>Lock control buttons (HOME and POWER)</li> <li>Control panel accessible via password that allows network set up and local device settings</li> </ul>



To find out more about our extensive range of Elo touch solutions, go to [www.elotouch.com](http://www.elotouch.com), or call the office nearest you.

### North America

Elo Touch Solutions  
1033 McCarthy Boulevard  
Milpitas, CA 95035

### 800-ELO-TOUCH

Tel +1 408 597 8000  
Fax +1 408 597 8001  
customerservice@elotouch.com

### Europe

Tel +32 (0)16 70 45 00  
Fax +32 (0)16 70 45 49  
elosales@elotouch.com

### Asia-Pacific

Tel +86 (21) 3329 1385  
Fax +86 (21) 3329 1400  
www.elotouch.com.cn

### Latin America

Tel 786-923-0251  
Fax 305-931-0124  
www.elotouch.com

Elo Touch Solutions, Inc. reserves the right to change or update, without notice, any information contained herein; to change, without notice, the design, construction, materials, processing or specifications of any products; and to discontinue or limit production or distribution of any products. Elo (logo) and Elo Touch Solutions are trademarks of Elo Touch Solutions, Inc. Copyright 2015 Elo Touch Solutions, Inc. All rights reserved. DS000104, rev B 03/15

