

ViewSonic Shows 32" Transparent Display

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ViewSonic brought a 32" transparent display to show within its digital signage line at ISE 2012. And it's awfully hard to get a good photo of a transparent display...especially when it's advertising another display product on the screen (ViewPad, in this case).

The transparent display is for integrating window displays designs, vending machines, or merchandising. It creates a double layer merchandising effect: the first layer of transparent display showcases product highlights or content, while the second demonstrates the actual product. How cool is that?

ViewSonic plans to introduce a 42" transparent display as well. Both models will be in production in Q2 2012. Touch-screen can be added as option.

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