

## Specktron Unveils Premium Video Wall Range

Written by Mark Atkinson  
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Specktron showcased its latest offerings at GITEX 2016 in Dubai, including its new **Premium Video Wall** in 47", 49" and 55" formats.



Their IPS panel features an ultra-slim 1.8mm bezel design and full HD resolution (1920 x 1080). Designed to operate within round-the-clock environments such as retailing, hospitality or commercial airports, the Specktron VWF series video walls boast 178 degree horizontal and vertical angle to keep the color representation and contrast consistent despite any angle.

"Our all-new video wall series are set to transform large-sized business presentation. In contrast to older technologies, Specktron VWF video walls minimize the gaps between displays so there is little to no image interruption than traditional displays. Instead, these offer one consistent image, placing buyers right ahead of the competition to create stunning video walls," explains Afshin Riazi, Specktron's Middle East general manager.

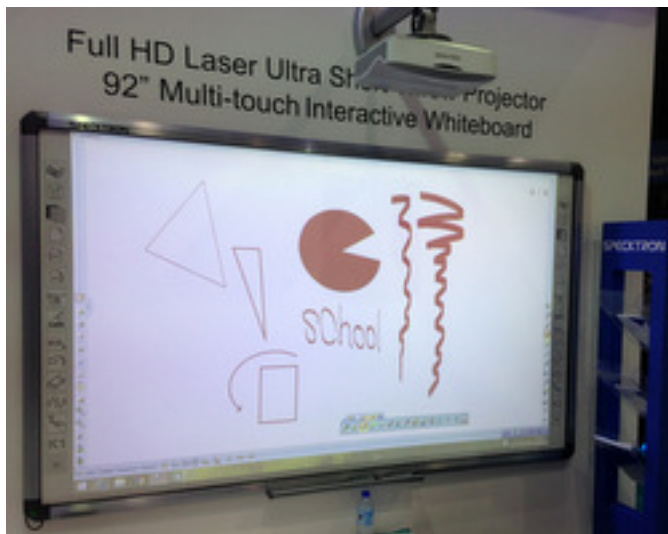
Also on display were Specktron's flagship **interactive learning solutions** – 84" interactive LED panel, 90" interactive whiteboard, interactive laser projectors, visualizers and point of sales solutions.

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Specktron demonstrated its **large format Interactive LED Displays**, a range which comes in six sizes from 55 to 98 inch. Their built-in PCs support both Android and Windows operating systems.



“The Interactive LED Display creates collaborative environments in classrooms, training rooms and meeting rooms,” says Riazi. “Its interactive panels can be used as a screen, for making notes, connecting online and other interactive purposes. It is the next generation to interactive whiteboards.”

For the first time at GITEK, Specktron showed its Full HD **Ultra Short Throw Laser Projector**. A main distinctive feature is its light source. “Normally, projector lamps need to be replaced after around 3000-4000 hours,” says Riazi. “This new projector is not only full HD, but has a new cutting-edge laser lamp technology which can last for 20,000 hours.”

Specktron’s **POS (point-of-sale) range** features fan-less and low maintenance technology, plus a range of sizes from high-end to portable, depending on the retail check-out space available. Options include an MRI scanner, or RFID technology for additional speed and

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accuracy.

In terms of Specktron's unique selling points, there are many big brands in the technology sector. But, feels Riazi, Specktron provides the key blend of quality, competitiveness and reliability through its state-of-the-art production processes.

"Through our unique range of large-format technologies, we can provide our resellers with an opportunity to make larger profit margins," he says. "We've seen a huge industry shift towards advanced audiovisual formats."

"We give our resellers full training support, both in the field and within our own in-house training facilities. We put our success down to collecting customer feedback through direct face-to-face engagement – and not least by monitoring our competitors."

"Technology is shaping all industries. Our role is to create and enable new opportunities for learning and engagement," concludes Riazi.

Specktron is present in more than 50 countries worldwide with more than 200 direct partners. Around 40% are within the European, Middle East and North Africa region. Specktron has championed the use of interactive touch technology for use in education, corporate, government and hospitality sector requirements.

Go [Specktron Champions Interactive Touch Large Format Displays and Interactive Laser Projectors](#)