

## Hyundai IT Shows Display Solutions at ISE

Written by Bob Snyder  
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Hyundai IT presented a number of special public display solutions for indoor and outdoor digital signage at ISE 2012.

Hyundai IT introduces a large public display (the 55" **D558FL**) dedicated to multi-screen installations. With almost seamless bezels (only 5.5 mm – two displays side-by-side) and the integrated video wall function makes the D558FL suitable for video wall installations. In addition the D558FL is featuring a full-LED backlight which ensures a high brightness of 700 cd/m<sup>2</sup> and a contrast ratio of 3000:1 and a Full-HD resolution of 1920x1080.

Presenting the new models **D471MLH** (47") and **D551MLH** (55") Hyundai IT dedicates these displays to environments characterized by high brightness or even direct sunlight conditions. Due to their High-Temperature Panels, they are able to operate in conditions of up to 105° C without blackout effects caused by overheating. In order to ensure the best readability of the screen contents, the new displays are featuring a brightness of 2300 cd/m<sup>2</sup> realized by full-LED backlight.

Hyundai IT's Super-Slim series (46" **D46EMS** and the 55" **D55EMS**) feature extremely slim housing with a depth of only 39.5 mm. In addition the display's weight is almost half compared to a standard public display. The Edge-LED backlight reduces power consumption by 40 – 50%.

Following the latest trend in display technology, Hyundai IT showed a 46" **Transparent Display** suitable especially for POS/POI installations, like shop windows and bus shelters. The 46" display has a resolution of 1366 x 768 px and a contrast ratio of 1000:1. The display's response time is at 8 ms and the vertical as well as the horizontal viewing angle is 80°. The transmittance of the display is around 12 - 15% by showing a color gamut of 5%. The 46" Transparent Display

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comes with an embedded USB player and optional touch screen function.

Further product on display at ISE 2012:

- new outdoor displays (IP66)
- public displays with built-in PC
- touch screen displays (single/multi touch)
- wide-view displays with a narrow bezel
- various stand-alone kiosk systems with new designs
- stereoscopic 3D displays / 3D video wall

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