

visualplanet™

Case study

Enduring extreme
environments



Enduring extreme environments

visualplanet's partner Hantarex has integrated the touchfoil™ into some very durable outdoor Totem. The 300+ units are enduring extreme environments across Europe, including Point of Information wayfinders in Russia and ticketing machines positioned in airports and railway stations.

Russia has been ranked as the third region/country worldwide within USA and after UK and France, to focus and invest over Digital Signage big projects and networks. By boosting up their Digital Signage, the country confirms its commitment toward this new communication media. Visualplanet are delighted to be chosen to support this growing market.

A network of these kiosks has been deployed in Sankt Peterburg, in the largest waterworks power station in the region. Consisting of double sided 46" Touch Screen Multimedia Totems, with High Brightness and IP65 compliance to stand to an Outdoor environment of -40°C extreme low temperatures they are likely to have to endure whilst being stationed in Russia.

The purpose of this particular network of displays is to create a wide range of interactive signage sustained centrally for remote communication. The displays turn an otherwise unutilised outdoor area into points of interest, the kiosks can display a wealth of information about the area, the history of the waterworks and how it works, alongside any key visitor information or specific site updates. The interactive element is useful for keeping both visitors and employees of the waterworks informed. The digital network means the waterworks can centrally manage the totems and keep them regularly up to date so they are both extremely informative and current saving both on time and cost.

The external positioning of these displays meant that it was crucial to create totems that are both robust and reliable, with a zero maintenance touch sensor to withstand the public facing placement.

The Outdoor totems, with a stainless steel base and a heavy duty anti-vandal, these IP65 structures are reinforced with special clamps and safety lock predisposition, making them the perfect solution in outdoor rugged environments. The displays have been manufactured using the latest high grade



commercial panels providing superb image performance and long life expectancy. Due to their positioning it is highly important that these totems meet the required international IP standard rating for enclosures and electrical equipment resistance to dust and liquids. These totems are rated IP65 where, 6 = dust rating; no ingress and 5 = limited ingress permitted, totem can withstand low pressure jets of water from all directions.

The touchfoil works seamlessly with kiosks specifically designed for outdoor use. Positioned behind the glass the touchfoil is safely concealed and protected from the impact of the external environment and therefore doesn't affect the totems IP rating.

VISUALPLANET, NOT JUST ADDING TOUCH

The screens selected for the totems are high brightness to compete with ambient light and guarantee the best optical displays for a high quality user experience.

External environmental conditions such as high levels of UV can affect display quality so therefore it is highly important to protect the LCD displays from UV rays to increase the life span of interactive solution to maintain quality and reduce costs. Fortunately the touchfoil is available as a UV blocking variant, which comes with an optically clear protection layer already added which blocks 98% of UVA and UVB sunrays to protect LCD panels against the risk of long-term exposure to UV, which saves both time and money as it removes the need to apply separate protection.

The touchfoil is ideal for digital out of home signage as operation is unaffected by direct sunlight, dirt, dust, moisture and even chewing gum making it ideal for public facing displays. It is even possible to use whilst wearing gloves.

The deployment of digital signage has proved to be very useful for exposing the corporate identity of the waterworks, displaying current information, data capturing as well as acting as a source of entertainment for visitors.





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