

Tammex



COMMERCIAL DISPLAYS

What is a Commercial Display?

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COMMERCIAL DISPLAYS AND DIGITAL SIGNAGE

Commercial Displays are engineered to be used on a long term basis, sometimes being on for 24/7. They are used to display business messages to your customers, advertising with in a retail environment and even a menu at your local McDonald's Restaurant. Commercial Displays usually have different connectors to your home TV that allows you to connect your PC to stream video and presentations with easy. To help you with your decision on buying a Commercial Display we have created this guide.

WHAT MANUFACTURERS MAKE COMMERCIAL DISPLAYS?

There are 5 main manufacturers of Commercial Displays. Panasonic, Philips, Samsung LG and Sony. These manufacturers are well position within the market as they also supply consumer televisions. With some modifications and sometimes complete new designs, there Commercial Displays are of very high quality and they make displays for all sorts of applications.



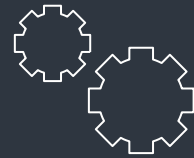
WHAT ARE DIFFERENCES BETWEEN A COMMERCIAL DISPLAY AND TV?

As mentioned earlier, Commercial Displays are designed to be kept on for a much longer period of time, some as long as 24 hours, 7 days a week. Commercial Displays have connections to allow you to connect to a RS232 device, network connection, wireless connection and HDMI connection.

WHAT CAN A COMMERCIAL DISPLAY BE USED FOR?

Commercial Displays also come with touch functionality built in or transformed with the use of a touch overlay. A touch overlay is a device that fits on to the Commercial Display to allow you to turn the Commercial Display into a touchscreen device. Touchscreens are used in shopping centres and airports to help customer find information they are searching for. Some of the uses for a Commercial Display are:

- Retail Advertising
- Menu displays in restaurants
- Flight & passenger details at airports
- Health videos in medical clinics.
- Company messages in a corporate environment
- Fashion displays in clothes shops



PAPER SIZES

- 22 Inch - 55cm
- 24 Inch - 61cm
- 28 Inch - 71cm
- 32 Inch - 81cm
- 42 Inch - 106cm
- 46 Inch - 117cm
- 47 Inch - 119cm
- 50 Inch - 127cm
- 55 Inch - 139cm
- 60 Inch - 152cm
- 65 Inch - 165cm
- 70 Inch - 177cm
- 75 Inch - 190cm
- 80 Inch - 203cm
- 84 Inch - 213cm



TALK TO AN EXPERT

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WHAT SIZES DO COMMERCIAL DISPLAYS COME IN AND HOW ARE THEY MOUNTED?

Commercial Displays start at 22 inch and go as big as 84 inches. There are many sizes in-between but the most popular sizes are 32 inch, 42 inch, 46 inch, 55 inch, 60 inch, 65 inch and 70 inch. Prices start from around \$700 for a 32 inch Commercial Display.

CAN COMMERCIAL DISPLAYS BE USED IN A HOME ENVIROMENT?

Yes they can. Commercial Displays usually come with a 3 year warranty making it a good choice for the consumer as they will not have to buy an additional warranty.

Panasonic PHILIPS

SONY



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