



## **Vestel Extends Reach of More Businesses with New Range of Stretched Displays**

Vestel is set to extend the reach and potential of more businesses with a new range of 37" and 86" stretched displays. Making digital transformation a more viable reality, the new NB Series takes customization to new heights, offering a series of flexible designs, which are both easy and cost-effective to adopt and install.

### **For Wider Variety of Applications**

Designed to commercialize every available space, both screens can be used for vertical and horizontal orientations as well as face up installations. Ideal for a wider variety of applications, they are easy to install between clothes rails and shelves as well as over the tops of fridge and freezer counters in supermarkets.

### **Higher Brightness Levels**

With a 700 Nits brightness level for the 37" display and a 500 Nits level for the 86" larger model, they are also designed to overcome the challenge of ambient lighting. This makes them perfect for high impact marketing in window displays, mirrored and highly reflective changing rooms and all-glass airport terminals and foyers. They can also offer optimum visibility in harshly lit environments, such as bars and restaurants.

### **Enhanced Picture Quality**

For leisure and hospitality verticals, the displays can ensure the perfect fit, providing higher resolution options to suit different viewing distances. The 86" screen offers extra sharp 3840 x 600 picture quality, making it the best choice for content that is intended to be seen in exceptional detail from even the closest distances. The 1920 x 540 picture perfect display is ideal for longer distances. Like the larger screen size, it offers a highly versatile and scalable solution that can be adapted over time. Thanks to all the displays' ultra-narrow bezel widths of 3.5mm, they promise to ensure distraction-free viewing.

### **Video Wall Displays**

Daisy chainable with their DisplayPort inputs and outputs, both screens can be installed in side by side configurations for seamless border displays.

## **Life-like Colour Vibrancy**

Providing exceptional colour accuracy and vibrancy, the displays come with native contrast ratios of up to 4000:1 in the case of the 37" screen.

## **Eclectic Architecture**

Designed for eclectic architecture, old and new, all three displays can digitalize any indoor environment, neatly fitting the pillar columns of museums and train stations. Suitable for critical operations, their 24/7 operation also makes them highly dependable.

## **System-on-Chip Technology**

Offering tablet-like functionality, the displays come with System-on-Chip technology to ensure hassle-free access to cloud content management systems. Users can also remotely schedule functionality using RS-232 or LAN control

## **Enhanced Reliability**

To further enhance their reliability, they are designed with features, such as pixel shifting technology to reduce the risk of residual image burn-in. They also come with signal failover protection, automatically switching input sources to display pre-selected content if the intended signal should ever be lost.

Content may also be quickly launched via USB and secured with the USB security feature, which ensures that any memory stick can be locked behind the display panel.

UK Head of the Vestel B2B Division, Mark Dew, comments, "With this range, we're making it easier for businesses to invest in digital signage. Designed to fit every space, every application, these displays overcome the usual barriers to adoption, ensuring that allocated spend will always deliver the optimum return on investment."

**-ENDS-**

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### **Vestel B2B**

Vestel is the world's number 1 producer of interactive flat panel displays. As one of the top 3 global manufacturers of TVs and displays, we keep up with demand by making 1 screen every 2.5 seconds. We power the potential of more businesses and establishments, leveraging our scale, technological expertise and proximity to Europe to bring you extra competitive edge with the latest high-quality solutions. Well-known in both the global digital signage and hotel TV sectors, we have emerged as a market leader, enabling customers of every size to overcome issues around integration and interoperability as well as the initial cost of ownership. Follow our journey @VestelB2B.

### **Vestel**

One of the top three global TV producers, Vestel has earned its position as a global market leader, consistently building upon its reputation for delivering manufacturing excellence. Highly acclaimed across multiple sectors, the Vestel Group is renowned for its expertise in manufacturing, technology development and marketing as well as in the development and distribution of consumer electronics, professional displays, mobile technologies and household appliances.

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