



News

Entertaining Digital Signage E-Shelf enabled by DisplayLink

[DisplayLink demo the Retail Mini LCD Shelf edge solution on its booth at CES 2012](#)

Gilching, Bavaria - Germany, January 10th 2012 – DisplayLink shows the revolutionary LCD display shelf solution developed by its European Design Center Display Solution AG within their booth at the USB Tech Zone (booth #30769) at CES 2012. The new USB-controlled Digital Signage Multi-Cell Mini LCD TFT Modules directly for E-Shelves at POS are based on DisplayLink Technology.

An innovative concept alternatively to static content for price tags that has been highly-anticipated. Display Solution's Mini TFT Screens in shelves features high-resolution, colorful photos and smooth video playback, giving consumers up to the minute details on any given product. Connect up to 168 Displays on just one PC without any additional graphics card.

"The drudgery of shopping can sometimes be a grind," said John Cummins, DisplayLink senior vice president of sales and marketing. "By providing real-time feeds, Display Solutions Mini TFT modules makes the experience an entertaining and informative expedition."

Mini USB/Multi Cell LCD TFT System Specifications

- Up to 12 4.3" displays composed of modules (MCM Multi Cell Modul) each with 2 or 3 LCDs
- Resolutions of 960 x 272 to 5280 x 1632
- Simple USB set up with market-leading DisplayLink USB virtual graphics control graphic chip
- Connects up to 14 units and up to 168 displays via 14 simple USB interfaces from a single computer depending on required performance
- Energy-efficient
- Durable & reliable

The digital shelf edge could be used horizontally for Retail shelf information as well as vertically for digital floor information in elevators. Content shown like a single long display or split into individual labels for ultimate targeting. Remotely managed and quickly updated via Digital Signage Software Network.

In addition to retail, other markets can benefit from the Mini Cell's text, video and photo real-time information display like Gaming and POI.

About Display Solution

Display Solution, based in Gilching, Bavaria, Germany, is a leading developer and marketer of customized LCD solutions for existing and future markets, combining leading-edge screen and electronic technologies. Products range from single components to complete system solutions built around TFT displays for commercial and industrial use with applications in such areas as digital signage, point-of-sale, point-of-information, automation, measurement engineering, medical instruments, and other mobile and embedded applications.

www.display-solution.com/en

About DisplayLink

[DisplayLink Corp.](#) is a hardware and software company that offers a unique technology to enable easy virtual graphics connectivity between computers and displays over standard interfaces such as USB, wireless USB and Ethernet. DisplayLink technology is used in dozens of globally branded PC accessories including monitors, universal docking stations, display adapters, projectors, and zero client systems that make expansion of the desktop visual workspace possible, at significantly lower cost and energy usage than traditional solutions.

DisplayLink is ranked the fourth fastest-growing EMEA Company by Deloitte, and was awarded the CES 2011 Best of Innovation Award Honoree in the Enabling Technologies category for its forthcoming Interactive Networked Graphics for SuperSpeed USB. For more information and product details, visit [DisplayLink Shop](#) and follow DisplayLink on Facebook and Twitter. www.displaylink.com

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