

Coca-Cola®



TRANSPARENT LCD - The Glass Door with TLCD



Transparent Display Refrigerator Door

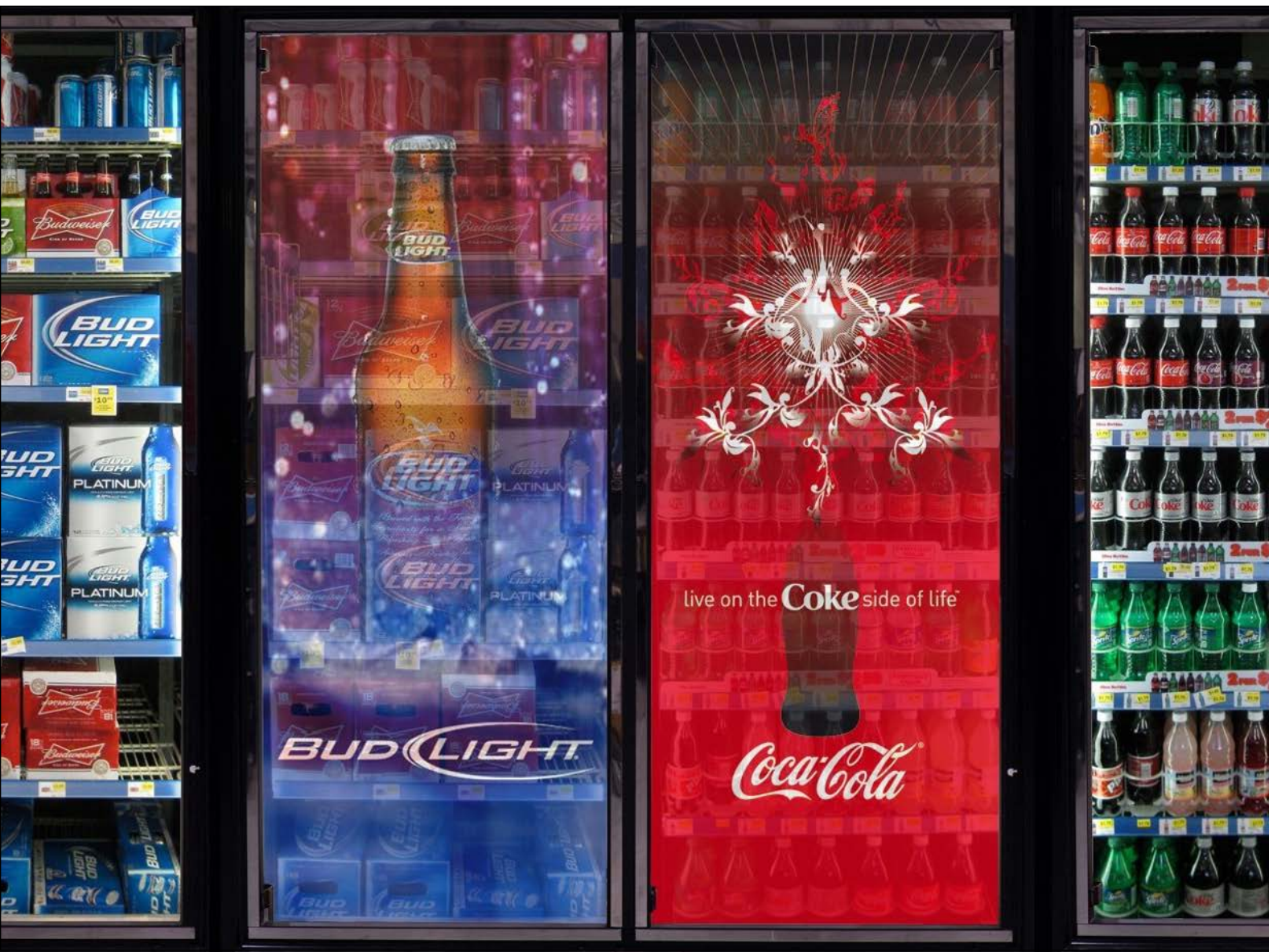
Prepared for: *Coca-Cola*

Transparent Display Refrigerator Door

Transparent Refrigerator door is designed for indoor use at Convenience and Grocery stores. This “high-performance” Digital TLCD Display replaces the conventional door glass with a transparent display assembly that allows for normal viewing through the glass, but with the ability to run video content in a “see through” manner.

This Display System is comprised of three major components:

1. The transparent LCD;
2. A direct replacement LED lighting system, including required power supplies, mounted on the rear of the cooler door frame which provides sufficient front illumination of the merchandise displayed in the cooler to make it highly visible thru the TLCD.
3. The CMS Server.





Technical Specification:

- This double hollow glass door with TLCD is three piece of glass double hollow structure.
- The 1st and 3rd pieces glass are clear tempered glass with black silk screen.
- The middle glass is Low E glass with electric heating.
- By adjusting the heating power , we can ensure that the hollow glass door is not dewing at -25 degree .
- Clear float tempered glass with black printing + Aluminium strip (2 sets) + TLCD
- Low-E tempered glass with electric heating + Aluminium strip (2 sets) Clear float tempered glass with black printing

The Glass Door Frame are the sand surface oxidation of aluminium alloy frame , Top and bottom gate shaft is stainless steel material , date cables and electric hearing wires from door to door shaft .

LCD Technology:

- 47" IPS TLCD - Sunlight readable
- Portrait Orientation
- 1920 vertical x 1080 horizontal Nominal Resolution
- Runs standard video content - same as a standard LCD Display
- Transparent design - clear for viewing of beverages behind the TLCD Glass
- TLCD is protected front and back with bonded clear glass overlays
- To replace standard glass in front door assembly
- Includes front door assembly

LED Edge Lighting

- (2) LED Edge Light assemblies -attached inside the LCD glass on the left and right edges
- Provides sufficient backlight for LCD viewing when cooler door is closed
- Allows for automatic / immediate dimming of LED lighting when cooler door is opened

Player / Connectivity

Android 4.2

- | | |
|------------------|--------------------------------------------------|
| • OS | - All winner Cortex A9 quad-core 1.6G |
| • CPU | - Mali400MP (quad-core) |
| • GPU | - Memory: 2GB DDR3 & ROM: Internal 4G Nand Flash |
| • Memory & Flash | - 1G DDR3 |
| • Video out | - HDMI, CVBS/YPbPr,VGA |
| • Wi-Fi | - Embedded |
| • Ethernet | - 10/100M |
| • Keyboard/Mouse | - Support |



Effectiveness as a Promotion Tool

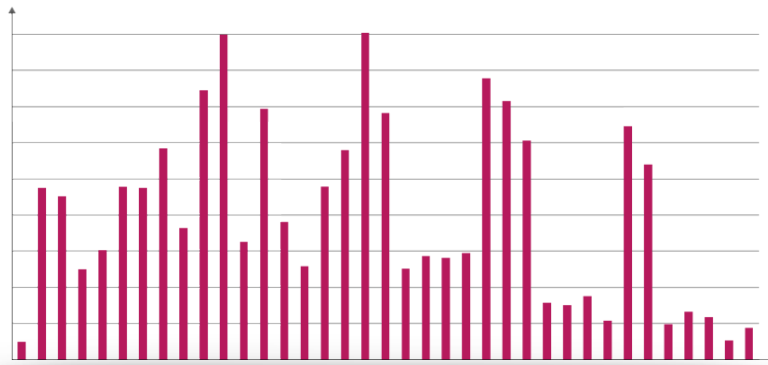
Based on LGE Pilot test with Sports brand

Effectiveness as a Promotion Tool

Pilot summary

Avg. 200 / day visitors touch the transparent display

- Total numbers of touch : 74,531
- Total numbers of visitors who had touched display : 7,400

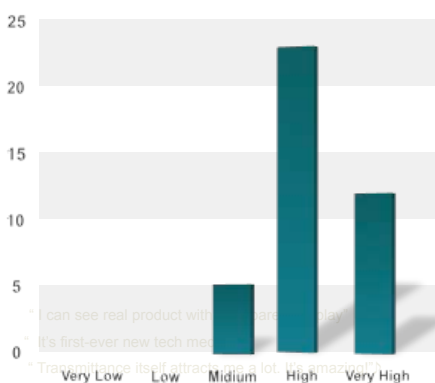


Customer's awareness level

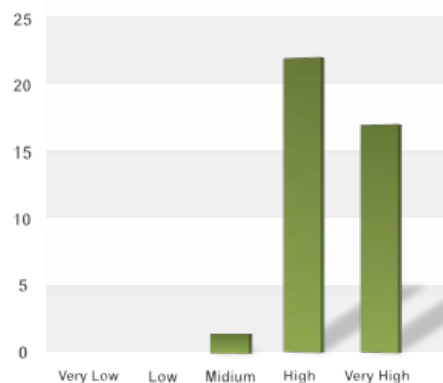
Customer awareness level is higher than exiting POP materials and normal signage

Awareness level (4.4 / 5.0)

Compared to POP materials



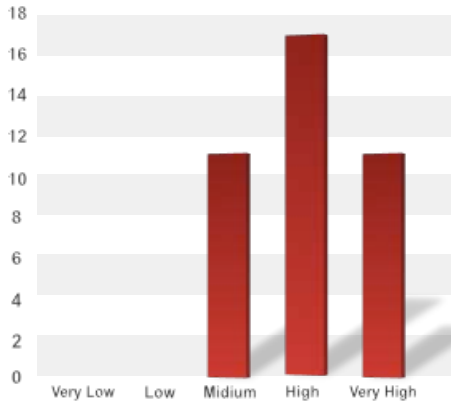
Awareness level (4.2 / 5.0)



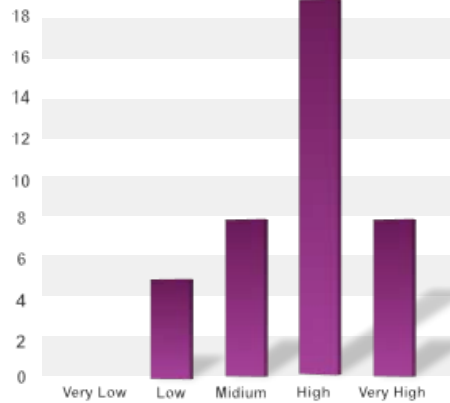
Brand recognition & Intention to purchase level

- Level of brand recognition & intention to purchase are high

Brand Recognition Level (3.9 / 5.0)



Brand Recognition Level (3.9 / 5.0)



Retail



Beverage



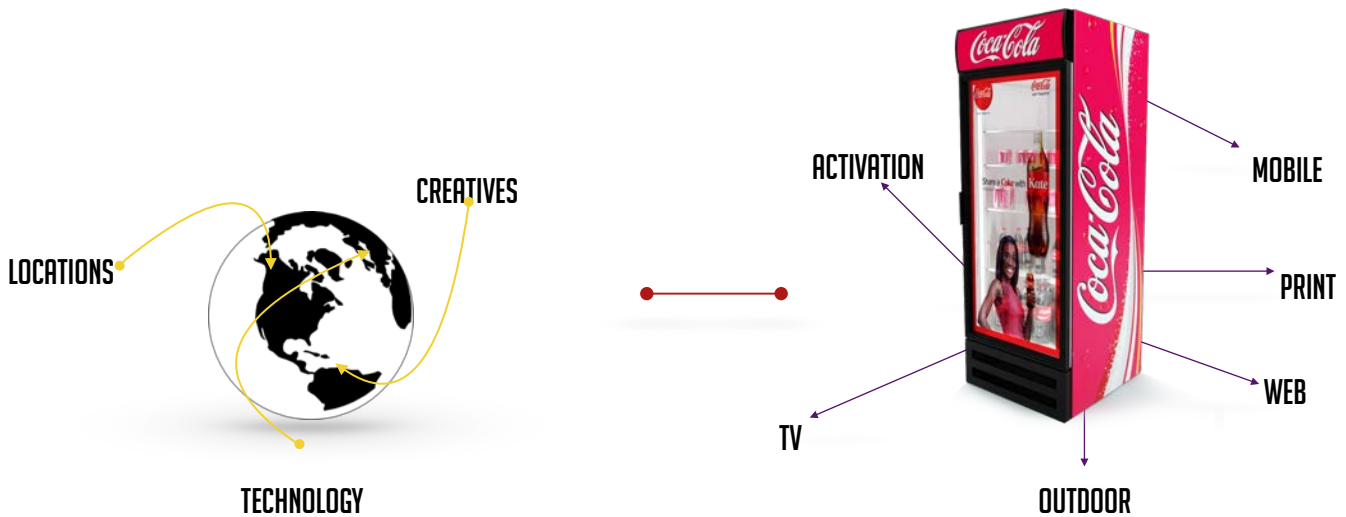


Transparent LCD installed as a Fridge door - a new way of product presentation where the product can be seen through coloured high resolution video. Your target audience can look right through the transparent display door, able to see what is being displayed inside the fridge at the product itself, and the animated message on the display. These combinations are more impactful than a 3D display, once the material and the virtual are working together. A moving billboard the right mix of the latest in technology and robust design solution have become even more remarkable and have now successfully deployed on a commercial scale, as today's most innovative and effective interactive advertising platform.



Signage's interactive and networked screens offer brands the opportunity to integrate all their media activities

The screens offer brands the medium to integrate their branding activities at the location



The combination of the right locations, customised creative and cutting edge technology enables to become the centre of all brand activities



Leveraging cutting edge technology we control and monitor our screens from a central location and uniquely program them to minimise spillage



1. CENTRALISED MANAGEMENT

Make Campaign Live in 48 hours



- Develop promotions in a central location
- Distribute files across network in a few hours
- Display ad in all locations

2. CUSTOMISE MESSAGE BY LOCATION & TIME OF DAY

- Uniquely program each screen
- Target communication as much as possible



Via mobile and web integration, our innovative and interactive solution helps brands connect with consumers across various dimensions

3. MOBILE INTERACTIVITY

- Send your message to the screen in real time
- Consumers can engage one-on-one with the screens thereby giving brands an opportunity to weave themselves into this unique experience

4. REAL TIME UPDATES

- Live content (news, sports) Special Offers, Promotions, Camping and etc.

REAL TIME UPDATES

