

peerless-AV[®]

Driving Technology Through Innovation



Entré Computer Solutions Installs Peerless-AV[®] Xtreme[™] Displays to Drive Business and Traffic into Its Office

CASE STUDY
April 2015



The Challenge

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In the summer of 2014, Entré Computer Solutions, a provider of IT services, decided to make a move towards entering the business of outdoor digital signage. The company's current building is non-descript, and both drive-by traffic and customers alike had trouble recognizing the nature of its business. By integrating an outdoor digital signage solution, Entré would be able to promote its business, along with the products it sells. The staff at Entré wanted to find a way to showcase the solution and be seen as a leader in the audio-visual business.

Being located in a suburb of Chicago, the Entré team knew they needed to integrate a product that would be able to withstand all types of weather – from a hot humid summer day to a below-zero snow day. The team also needed a solution that was cost-effective as funding was a concern. Last, Entré's staff knew they needed a solution that complied with local signage laws before implementing anything on the side of the building.



With all of the weather obstacles, Entré turned to Peerless-AV, another local Chicago-area business, for an all-seasons solution. Because Peerless-AV's Xtreme™ Outdoor Displays are completely weatherproof, Entré knew that even with the inclement Chicago-weather, the displays would be able to withstand any of the elements.

In working with Peerless-AV, the Entré team decided to install a 2x2 video wall on the front of the building. Entré's sales and marketing staff worked diligently to create a very specific pre-installation testing plan, which included staging the four Xtreme™ Displays along with an HP I5 computer with quad graphics cards and content from Navori Content Management Solutions and Accuweather.

Peerless-AV® Xtreme™ Outdoor Displays Feature:



Weather Resistance

The Xtreme™ Outdoor Display's fully-sealed weatherproof design completely seals all inside components including cable entry, providing the utmost protection against outdoor conditions such as rain, snow, sleet, dust, insects, and even pressure washing.



The Xtreme™ Display is IP68 rated, which means the internal components are completely protected against outdoor elements such as water, dirt, or dust. The operating temperature ranges from -40°F to 140°F, ideal for the temperatures in Illinois. Plus, the patented Dynamic Thermal Transfer™ system passively cools and thermally heats the display, eliminating the need for filters, vents, or fans.



Visibility

Visibility is not a concern with the Xtreme™ Outdoor Display. The optically bonded display is equipped with ambient light sensors to automatically and gradually adjust the screen's brightness based on the surrounding conditions, providing a clear, crisp picture, even in direct sunlight.



Security

The Xtreme™ displays are equipped with anti-reflective, impact-resistant safety glass that protects the screen against damages.

This critical testing phase allowed for us to ensure the systems all worked well together and we were able to work out any bugs before the actual installation. I highly recommend pre-staging to anyone whenever possible. It made for a smooth operation.



**Cathy Niliaram, VP & Sales Consultant, Entré
Computer Solutions**

The Results

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Since the deployment, Entré Computer Solutions has been more than pleased with the result. Keeping the content simple has attracted visitors, but has not distracted drivers. By creating co-op funds with vendors, Entré has been able to pay for the system and introduce its capabilities to customers. The company has been using the video wall to display vendor information, announcements, and special information, which have increased conversation points with customers.

The easiest way for us to sell Peerless-AV is by using their products. Seeing a fully functioning outdoor video wall in the middle of a blizzard will make a believer out of anyone. I am very much looking forward to our next project using Peerless-AV Xtreme™ Displays.

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Cathy Niliaram, VP & Sales Consultant, Entré Computer Solutions




About Peerless-AV®

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For over 75 years, passion and innovation continue to drive Peerless-AV® forward. We proudly design and manufacture the highest quality products, ranging from outdoor displays to complete kiosk solutions, digital signage mounts to wireless systems. Whether a full-scale global deployment or custom project, Peerless-AV develops meaningful relationships and delivers world-class service. In partnership with Peerless-AV, you are trusting an award-winning team of experts who will support your business every step of the way. For more information, visit peerless-av.com.



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