



With Planar® LookThru™ Series displays, glass can have all the benefits of interactive digital signage while allowing consumers to see the product or scenes behind the display. Planar LookThru Series displays are ideal for retail merchandising, corporate displays, museum exhibits, award or trophy cases in education or corporate settings, tradeshow exhibits and a wide range of other architectural applications.

### **Planar LookThru OLED Transparent Display**

The first-of-its-kind Planar LookThru OLED transparent display is a self-emitting display that utilizes cutting-edge Organic Light Emitting Diode (OLED) technology to eliminate the need for a backlight or enclosure, making it possible to create truly see-through installations in a virtually frameless glass design. Offered in 55" diagonal, the Planar LookThru OLED features bright, vibrant colors greater than 100 percent National Television System Committee (NTSC) performance, as well as wide viewing angles with no off-axis contrast or brightness limitations. The display provides Full HD resolution that allows for beautiful graphics and full-motion video. The Planar LookThru OLED is available in two different mounting configurations with optional touch screen interactivity, offering 32 simultaneous touch points. It can be used in both portrait and landscape modes, table top or ceiling mount, and can be tiled to create large, eye-catching video wall arrays. Corning® Gorilla® Glass is optically bonded to the transparent display using Planar® ERO™ (Extended Ruggedness and Optics™) technology to create a highly durable display and accommodate touchscreen usage in interactive applications.

### **Planar LookThru LCD Transparent Display**

Planar LookThru LCD transparent displays include the 32" diagonal Planar LookThru Display Box and the 32" diagonal Planar LookThru Open Frame Installation Kit display, both providing the opportunity to showcase real products while providing interactive information with a transparent LCD surface glass. Planar's proprietary Ultimate Color Illumination and Contrast™ (UCIC™) technology maximizes transparency while delivering vibrant colors that delight the discerning eye of brand managers. Planar LookThru LCD displays utilize Planar ERO to create a highly durable display and accommodate touch screen usage in interactive applications.



## COMPARING PLANAR TRANSPARENT DISPLAY TECHNOLOGY COMPARISON

Technology	Inherent benefits of core display technology	OLED	LCD
Transmissivity	<ul style="list-style-type: none"> <li>The perceived transparency of the display in test environment conditions</li> <li>Readability and viewability of objects or scenes in the background</li> </ul>	45%	12%
Sizes and configurations	<ul style="list-style-type: none"> <li>Active area on which to place video or imagery</li> <li>Mechanical design and level of integration required by integrator or client</li> </ul>	55" monitor for table, ceiling, or aligned mounting	32" display box and 32" open-frame
Bezel Width	<ul style="list-style-type: none"> <li>Mechanical design to allow for sleek enclosures and a modern look</li> <li>Small bezels allow tiled video wall applications, with use of a Planar VCS processor</li> </ul>	5mm/5mm/5mm/76mm	31mm/31mm/31mm/31mm
Color Gamut	<ul style="list-style-type: none"> <li>Color saturation for realistic imagery and video</li> </ul>	100% NTSC	72% NTSC
Protective Glass Surface	<ul style="list-style-type: none"> <li>Exposed surface ruggedized for public installation</li> <li>Strong and smooth touch surface</li> </ul>	Planar ERO with Corning Gorilla Glass	Planar ERO
Input Connectivity	<ul style="list-style-type: none"> <li>Input sources</li> </ul>	HDMI (4), DisplayPort (1)	HDMI (1) DisplayPort (1)
Touch Interactivity	<ul style="list-style-type: none"> <li>Creates new ways to engage customers</li> </ul>	32 Pt IR touch	Third-party only

### Planar LookThru OLED Transparent Display Configurations

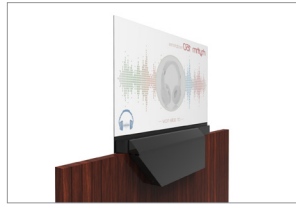
Note: All configurations available with interactive touch, offering 32 simultaneous touch points



Table Top (Standard)

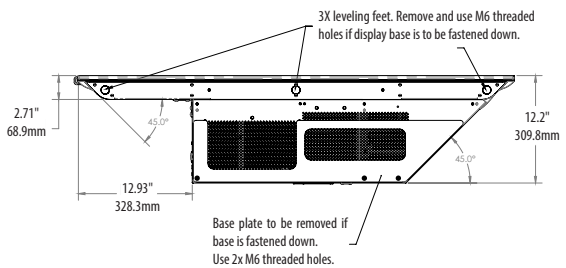
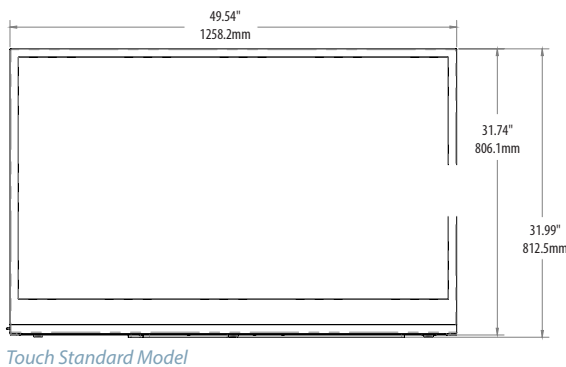
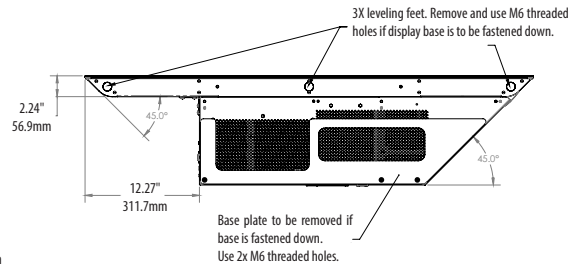
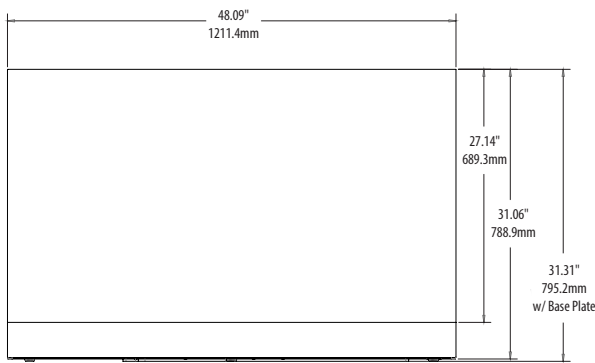


Ceiling Mount (Standard)



Straight Mount

### Planar LookThru OLED Transparent Display Standard Configuration for Table Top or Ceiling Mount



Note: Drawings for additional configurations available at [www.planar.com/lookthru](http://www.planar.com/lookthru).  
Optional Accessories to Include: Cable cover, merchandise shelf and mounting hardware.



When image experience matters.

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