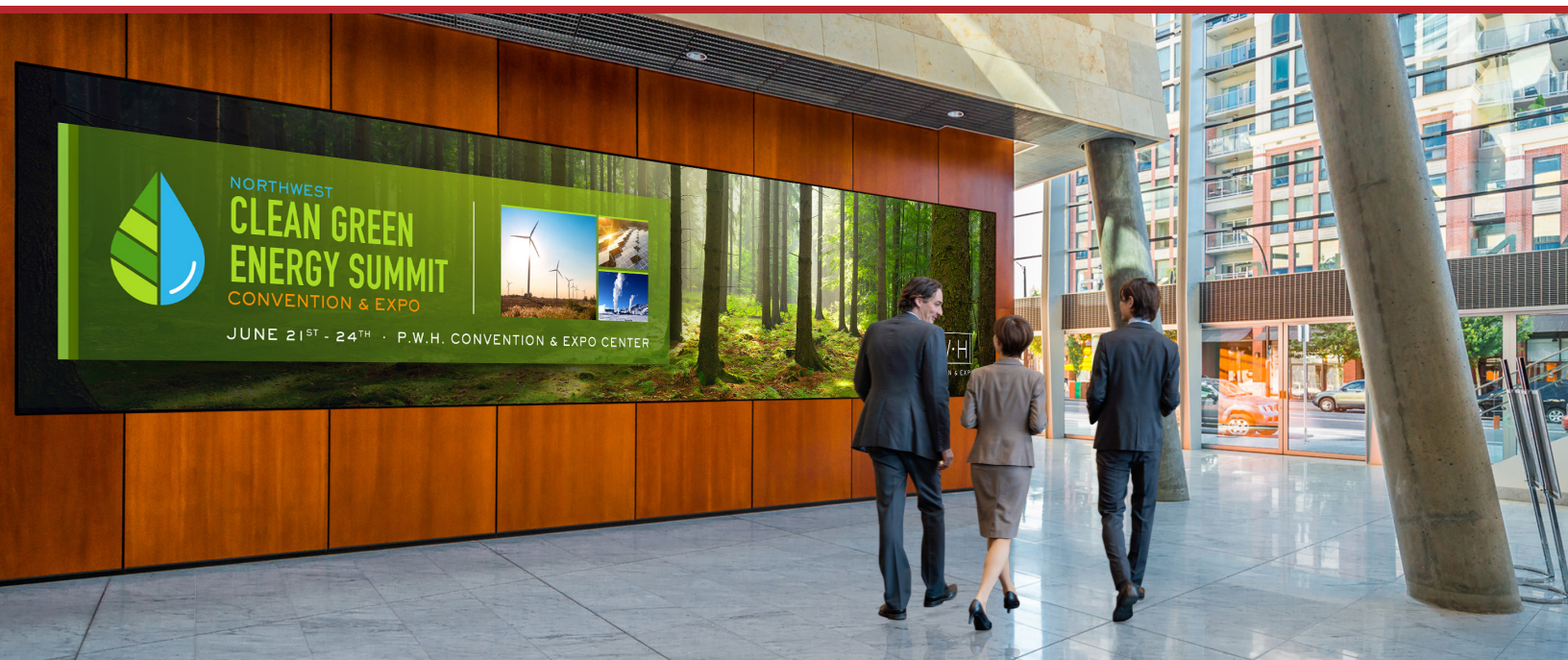




# Planar ERO-LED

Extended Ruggedness and Optics Technology



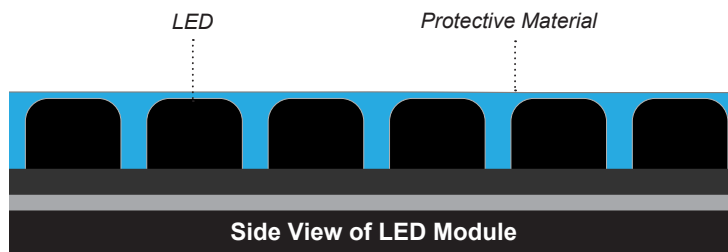
## Rugged and Optically-Optimized LED Video Walls

Planar® ERO-LED™ is a proprietary protective coating applied exclusively to best-in-class Planar® LED display products to deliver protection and durability in high-traffic, casual contact environments, as well as applications that encourage touch interaction. It is available in two options: Planar ERO-LED which has a glossy, smooth finish and Planar® ERO-LED Matte™. By adding the protective coating, organizations can deploy seamless LED video walls in more environments than ever before.

Planar ERO-LED enhances the visual performance of an LED video wall with significantly increased contrast in ambient light and improved off-axis performance. Visually, Planar ERO-LED Matte is virtually indistinguishable from untreated LED video walls.

## Proprietary Formula & Process

With Planar ERO-LED, experienced LED technicians completely encase LEDs with the protective coating material, creating a smooth surface. Planar ERO-LED Matte keeps the top surface of the LED exposed, providing a non-reflective viewing experience. Technicians apply the coating to LED modules at Planar manufacturing facilities to ensure outstanding quality and consistency. They apply the coating at the module (printed circuit board) level to allow for individual module removal and replacement, rather than removing an entire cabinet within a video wall.



### Planar ERO-LED

(Image is not to scale)

Planar ERO-LED is available in a variety of pixel pitches on many of the most popular front service and rear service Planar LED display products to leverage the reliable, high performance and cost-effective SMD LED technology and provide the broadest set of choices at a reasonable price.

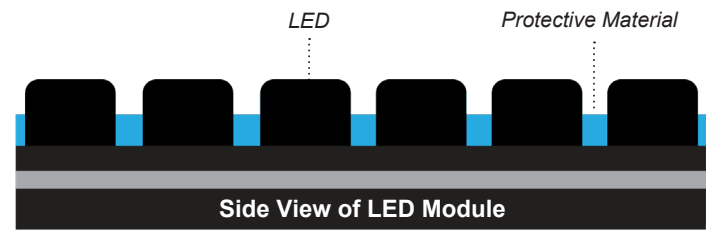
# Increased Protection

Adding Planar ERO-LED or Planar ERO-LED Matte to LED video walls provides ruggedness and protection from things like casual contact, front impact, edge impact, liquids, dust, electrostatic discharge (ESD) and humidity. Touch screen LED video walls for collaboration and interactive engagement become a more viable option when the protective coating is applied, as it reduces the chances of dislodged pixels and other damage.

# Improved Optical Performance

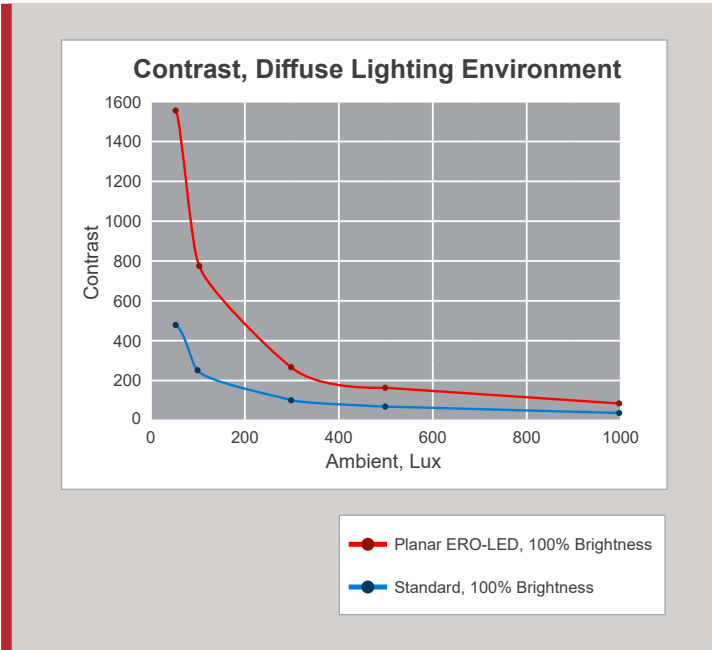
Visual properties on an LED video wall are enhanced when using protective Planar ERO-LED technology. At varying levels of ambient light, Planar ERO-LED delivers three times the contrast ratio of LED video walls without Planar ERO-LED. Planar ERO-LED also delivers smoother off-axis brightness drop and improved off-axis color uniformity.

Visually, a video wall with Planar ERO-LED Matte is virtually indistinguishable from untreated LED video walls. It delivers a non-reflective finish because the protective coating sits below the LED surface. Planar ERO-LED Matte offers improved protection compared to a standard LED video wall and is ideally suited for environments with windows and other light that may cause reflection.



## Planar ERO-LED Matte

(Image is not to scale)



PLANAR ERO-LED & PLANAR ERO-LED MATTE DIFFERENCES		
	PLANAR ERO-LED	PLANAR ERO-LED MATTE
Material	Proprietary Epoxy Resin	Proprietary Epoxy Resin
Surface Finish	Gloss	Matte
Coating Coverage	Fully Encased LED	Below LED Surface
Ruggedization	Premium Protection	Added Protection
Image Effect	Enhanced Contrast	Standard Performance
Used for Touch	Yes	Premium Experience