



## Introducing the ThruVu™ Digital Cooler



This innovative digital cooler replaces the conventional front door glass with a transparent Digital LCD Display which allows clear viewing of the product while simultaneously running full HD dynamic content. The ThruVu™ Digital Cooler is truly a turn-key solution that includes all required software and hardware.

- Fully Integrated Hardware & Software
- Innovative 55" Transparent LCD
- Plug & Play Branded Solution
- Cloud-based Content Management
- Easily Engage Customers through Dynamic & Mobile Content

# ThruVu<sup>®</sup>

## Digital Cooler

Designed & built by:



Powered by:



## Hardware

### LCD Technology:

- 55" LCD Display, portrait orientation
- 1920 vertical x 1050 horizontal nominal active resolution
- Runs full HD portrait video content
- Transparent full viewing of products inside through the LCD display

### TransVu™ Enhancement:

- Provides 6% haze to enhance graphics on display
- Provides pure colors / contrasts on graphic images regardless of the products on the shelves inside
- Allows for full 178° viewing angle with no loss of image quality

### FlavorVu™ Lighting Adjustment:

- Reduces irradiated light levels that do not enhance "skunking"
- Minimalizes prolonged lighting exposure for bottled products

### Front Door Assembly:

- Unique LED Light assemblies inside IGU (Insulated Glass Unit)
- Allows for uniform illumination of products on the shelves
- 55" LCD Cell integrated between front and rear IGU glass, Argon filled, with Super Spacer™ and hot butyl
- No exposed lighting or wires

### MRI Digital Controller:

- Intelligent digital controller board
- Allows for remote monitoring of ThruVu™ Digital Cooler
- Communicates with integrated cooler / temperature controller

### Free-Standing Cooler:

- 19.08 cubic feet capacity
- Cooler box temperature range: 26.6°F (-3°C) to 30.2°F (-1°C)
- Dimensions: 80.35" height x 30.38" width x 27.75" deep

### General Specifications:

- 120 V / 60 Hz Power - 10 Amps maximum
- UL 471, CSA C22.2#120, NSF certified
- US DOE: 10CFR Ch.11 certified per Test Procedure ARI Standard 1200-2008
- 2 Year Warranty

## Software

### AerWave Cloud-based Management Platform:

- Enterprise-class digital signage software for managing all digital media across your network
- Drives any screen, anywhere
- Accessible via Chrome, Safari, IE, and Firefox
- Seamless integration of dynamic and location-specific content

### Software Features:

- Supported content: Video (MPEG, AVI, Quicktime, H.264), Audio (MP3, WAV), Images (JPEG, GIF, PNG), External Websites, Live TV/Video Input (PAL, NTSC)
- User Interface: Drag-and-drop as well as WYSIWYG editors
- Calendaring: Graphical media scheduler allows unlimited control over time and recurrence of content
- User Management: Role-based access control
- Security: Firewall-friendly and fully secure, high-bit encryption
- Playlists: Intermix different types of content with intelligent playback control
- Updates: Content updates, system upgrades, and backup via 24/7 connection to central server

### Interactive Widgets:

- Applications to engage viewers and incorporate real-time, dynamic and user-generated content into your customer engagement experience
- Mobile Interactivity: Allows consumers to engage a brand through social media, email, Beacon/BLE, SMS, mobile apps, QR codes, etc.

### Network Features:

- Network Management: Fully virtualized, cloud computing infrastructure with low latency and high availability for unlimited players and users with 24/7 backup of data
- Connectivity: Players can connect via wired Ethernet, wireless LAN, mobile cell card or work without connectivity
- Monitoring/Reporting: Real-time monitoring and reporting of all players