



# GlasLED

Clear vision, bright future

## Make yourself visible with the ShopFront 2.5

Strengthen your brand and make a lasting impression on your customers by using the ShopFront P2.5. Our ShopFront offers a unique and eye-catching way to showcase your products and services, helping you increase your sales. No matter the environment, your message will always stand out thanks to its high light emission, resolution, and vibrant colors. The sleek, light and modern design ensures that the display fits perfectly in any room and behind or in front of any window. With easy installation and user-friendly controls, the ShopFront P2.5 is the ideal choice for any business looking to excel. Transform your marketing strategy and experience the benefits of powerful visual communication.



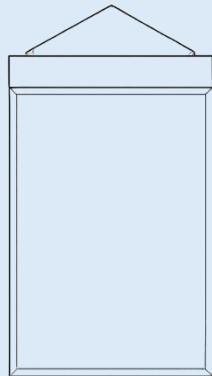
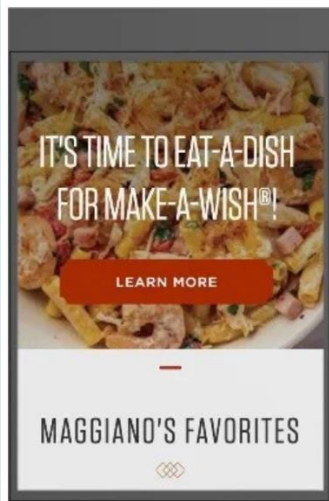
**Visual communication  
is no longer optional  
it's essential.**

Find out today how our **Shopfront P2.5** can improve your communication with customers to the next level.

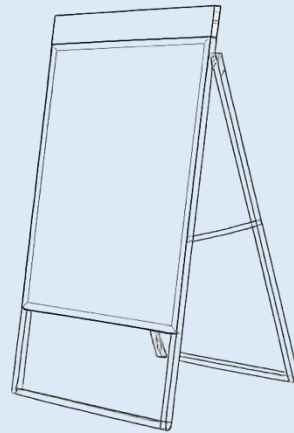
## IN SHORT



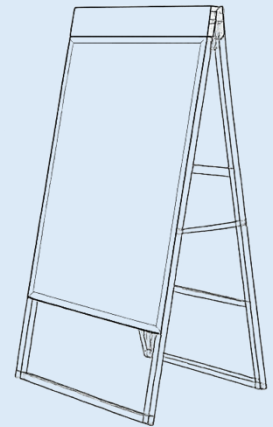
Our 25 years of experience has enabled us to develop the ultimate ShopFront. A ShopFront is not just an ordinary digital screen; It is an autonomous, portable LED screen that is capable of displaying videos, text and images and can be easily connected to a 220V socket and consumes only 75Watts per hour. Its design and versatility make it a groundbreaking innovation that leaves a lasting impression.



**Hang up  
(Default)**



**Single-sided stand  
(Optional)**



**Double-sided stand  
(Optional)**



Video



Foto's

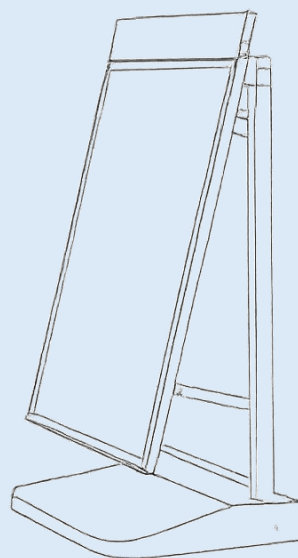


Live

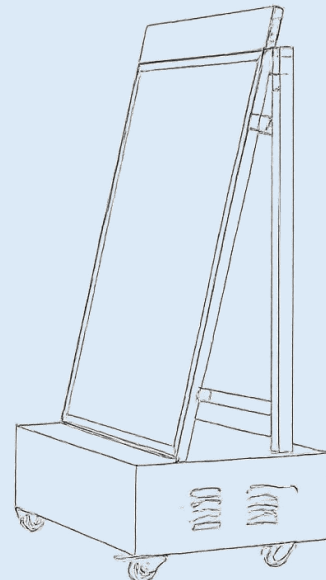


Teksten

- The frame of the ShopFront is made of anodized, light-weight and durable aluminum and has a very slim design.
- The screen consists of GOB-LED panels with a Pixel pitch of 2.5mm and has a total resolution of 240 x 368 px. While the XL version has a total resolution of 240 × 368
- The screen has a brightness of up to 3000Nit, making it excellent at compensating for indirect sunlight.



**Watertank  
(Optional)**



**Lithium battery  
(Optional)**



PC



Mobiel



4G



Player

- The panel can be powered by a standard 230V AC connection.
- With the built-in control, it is possible to connect to your Android/IOS device or PC, both locally via Bluetooth and remotely, via our Cloud platform,
- It offers various playback options including standalone, mirroring and you can link 10,000 ShopFronts in a network and with a resolution of 240x368 your message is always clear in view
- The screenshot feature allows you to see what's visible on your ShopFront from anywhere in the world.



## Shopfront – intelligent control, always connected

Shopfront distinguishes itself not only by its design and energy-efficient consumption, but especially by the special heart of the control-system. Thanks to our advanced control, there is no need for an external computer or video processor.



The integrated SIM card ensures that Shopfront is always connected to the cloud. This allows you to update your screen with new content no matter where you are in the world. Do you have a chain with hundreds of branches? At the touch of a button, you can provide all locations with new offers or up-to-date information at the same time.

In addition, you can easily create groups to provide specific branches with targeted content. Local managers can – if set up – provide the screen with a local offer via their mobile phone. Ideal when products are approaching their expiration date or need to be sold quickly to avoid waste.

If desired, we take care of Breaking News, Amber messages, weather and traffic.

### Model:

Display configuration:

Pixel Pitch:

Display resolution:

Dimensions:

Brightness:

IP Rating:

Weight:

Input:

Power consumption:

Power consumption:

RAM:

### SF-2.5

Single-sided

2.5mm

224x320

602x920

2500-3000 nits

IP 65

6 kg

AC100-240V

Max. 200W

75W

256MB

### SF-2.5 XL

Single-sided

2.5mm

240 × 368

640x960

2500-3000 nits

IP 65

9 kg

AC100-240V

Max. 220W

100W

4TB

### SF-2.0 XL

Single-sided

2mm

320x480

640x960

2500-3000 nits

IP 65

9 kg

AC100-240V

Max. 220W

110W

4TB





## CONTENT & MANAGEMENT

### **ShopFront – Simple operation, maximum control**

The ShopFront is controlled by the SF08 controller, a smart card that replaces an entire computer. This compact, powerful card is equipped with a 4G SIM card or an eSIM (for European coverage), and can also connect to the internet via WiFi.

### **Connect easily, manage anywhere**

Once the ShopFront is online, the screen can be controlled remotely from anywhere in the world. Content such as videos, images, and text is easily uploaded via the cloud and displayed instantly. When you have access rights to a ShopFront, you can add, change or delete content directly from your computer or mobile phone. Thanks to an intuitive content management system, you can create schedules (cycles) and arrange access management for different user levels:

- Head office – full control of all screens
- Franchisee – manage own locations
- Shop Manager & Assistant – customizing local content

### **Full control over your screen**

Via the online dashboard, you can see the health of the screen at a glance: like temperature, internet connection, current brightness and more. This enables predictive maintenance and prevents malfunctions. With one click, you can turn the screen on/off, adjust the brightness manually, or activate autobrightness.

### **Always connected, always up-to-date**

Thanks to the SIM card, you always have internet access, even without local WiFi. With one touch, you can take a screenshot of what's currently playing – ideal for monitoring and reporting.

### **Maximum safety**

Our infrastructure is equipped with extensive layers of security against hacking attempts, unauthorized access and data breaches. All connections are end-to-end encrypted and the platform is continuously monitored for suspicious activity.

### **Fast and reliable – European servers**

All data and content is processed via servers in Europe, ensuring maximum speed, high availability and compliance with EU privacy legislation (GDPR). This ensures a stable connection and displays content without delay.

Scalable up to 10,000 screens

Whether you have one Shopfront or a network of thousands, The system remains fast, safe, clear and simple

ShopFront combines powerful hardware, blazing-fast European servers and top security with **easy-to-use** Software – **for maximum impact, minimum effort.**





## GOB LED Technology for Sustainability

GOB (Glue On Board) is an advanced protection technique in which the LED surface is provided with a transparent, strong epoxy layer.

This layer fully protects the LEDs from dust, moisture, bumps and scratches, without compromising image quality. We have developed a special GOB machine for the ShopFront, so that the entire surface of the ShopFront is provided with GOB in one go.

This offers several advantages:

- IP65 protection – completely waterproof and dustproof, suitable for both indoor and outdoor applications.
- Seamless appearance – no visible lines between the modules, which ensures a clean and uniform image.
- Thermal stability – reduces the influence of temperature and heat on the LEDs, which extends the lifespan and keeps performance stable.
- With this approach, the ShopFront not only becomes more aesthetically pleasing, but also more durable and reliable for long-term use, even under harsh conditions.



*The SMDs are embedded in an epoxy resin, which protects them from dust and moisture and creates a durable bond.*

*The SMD components are soldered to the circuit board. and may cause a short circuit in the event of humidity. In the event of a collision, the SMD components can come loose.*

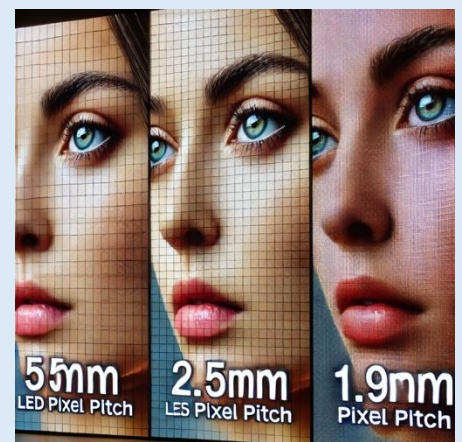
### Pixel pitch and resolution

Our ShopFronts come in three different resolutions.

Pixel Pitch 2.0 XL	320 x 480 pixels
Pixel Pitch 2.5 XL	240 x 368 pixels
Pixel Pitch 2.5	224 x 320 pixels
Pixel Pitch 5mm	125 x 368 pixels

### Certification

Our ShopFront's have been extensively tested and equipped with all quality marks by a renowned laboratory.

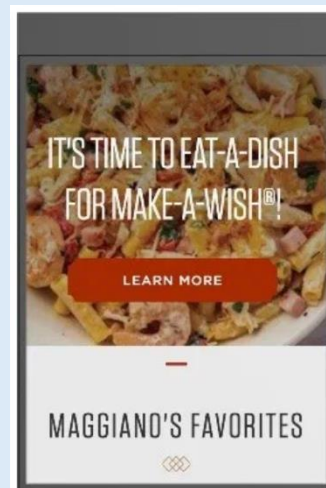




## Scope of delivery ShopFront:

ShopFront is the ultimate solution for modern store communication. This digital screen not only offers flexibility, but also contributes to a more sustainable environment by eliminating printing and saving on materials.

Your ShopFront comes with suspension rings, hanging cord, power cable and a manual for quick and easy installation.



2 Hanging rings



1 Suspension Cable



1 Power Cable



1x Manual

**1x ShopFront**

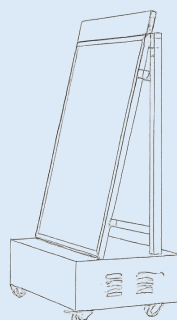
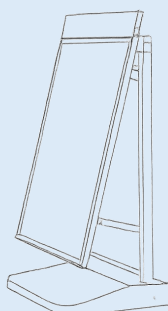
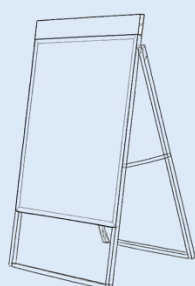
## Prijzen en mogelijkheden:

Aantal	Model	Pixel pitch	Screen Matrix	Measurement	Net weight	Packaging dimensions	Gross weight	Price (€)	Total
1	ShopFront	2,5mm	224x320	602x920 mm	6 kg	980*650*60mm	7.1 kg	€ 2,450.00	€ 2,450.00
1	ShopFront XL	2.5mm	256x384	660x1080 mm	9 kg	980*650*60mm	10.1 kg	€ 3.000.00	€ 3.000.00
48	ShopFront's	2.5mm	224x320	602x920 mm	288 kg	980*650*60mm	340.8 kg	€ 2,100.00	€ 100.800,
48	ShopFront's XL	2.5mm	256x384	660x1080 mm	432 kg	980*650*60mm	484,8 kg	€ 2,600.00	€ 124.800,

## Optional accessories:

Naam	Omschrijving	Prijs (€)
Standard ShopFront	Single standard	€ 250.00
	Double standard	€ 300.00
Lithium battery	TPB-P600W, 600Wh /150000mAh, (Weight: 6KG)	€ 1,000.00

All prices are valid until further notice. Prices can be obtained without prior may be changed by market conditions, currency fluctuations or other factors beyond our control.



24 stuks



### Levertijden:

Vanwege de hoge populariteit van ShopFront is de levertijd momenteel langer dan de gebruikelijke 14 dagen. Neem contact op voor up-to-date levertijden en eventuele versnelde leveringsopties.





## Cloud Subscription Service

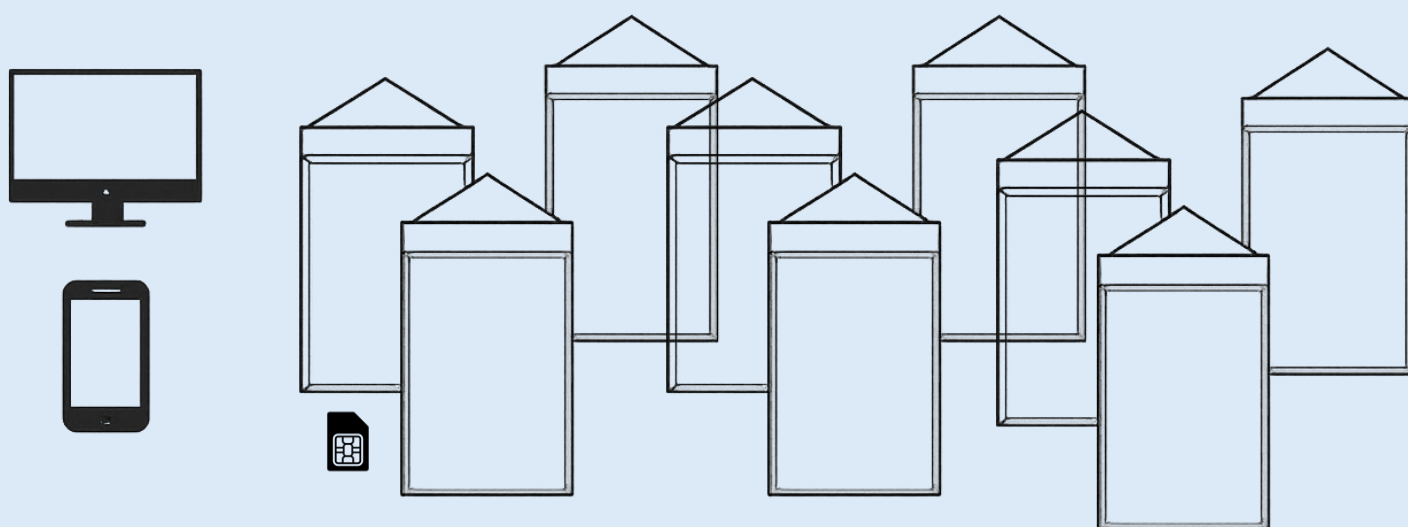
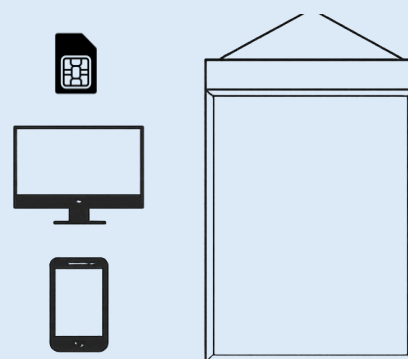
Including:

4G SIM card & data plan – always online, even without local WiFi  
Cloud CMS use – easy content management, anywhere in the world  
Remote monitoring – real-time status check and proactive fault management  
Hot-swap replacement within 48 hours – in case of defect, immediate replacement unit  
Software Updates & Security – Automatic Updates and End-to-End Encryption

Customer benefits:

Lower purchase threshold  
Certainty about operation and connectivity  
Always up-to-date and secure  
Fast service in case of malfunctions

Monthly service fee: **€ 29.95 p/m**



We can centrally manage up to 10,000 Shopfronts in our network

### **Levertijden:**

Vanwege de hoge populariteit van ShopFront is de levertijd momenteel langer dan de gebruikelijke 14 dagen. Neem contact op voor up-to-date levertijden en eventuele versnelde leveringsopties.



# ShopFront XL

## Your Digital Advertising Partner for From only €150 per month!

For only €150 per month, you can lease a Shopfront and become completely carefree:

### What do you get as a tenant?

- High-power high-brightness LED display (3,000 NIT) for maximum visibility
- Central control via a simple online, cloud-based, content management system
- Always connected thanks to a built-in SIM card for reliable connectivity and real-time updates
- Various templates to show your own promotions and offers
- Access to Canva content creation application worth 100€
- Live weather, traffic and breaking news – up-to-date information to keep your customers' attention

Support from professionals for advice and content creation

Hot-Swap, the ShopFront is broken, a new one will be shipped within 48 hours

Remote monitoring – we monitor the health of your ShopFront and ensure optimal performance

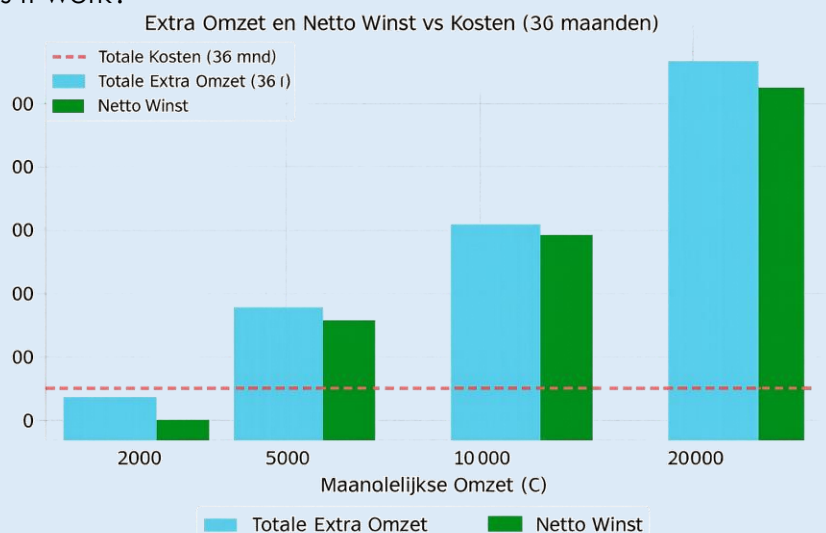
Extra income: We sell your unused airtime

Make your screen work for you – we sell the airtime you don't use to third-party advertisers

Reduce your monthly costs – with this income, your rent will be lower

100% unbundling – we take care of the advertising sales, so you can focus on your business

How does it work?



Including:

Hardware – ShopFront XL on loan

On-site installation – assembly, adjustment and functional test

On-site training – explanation of operation, CMS and content optimization

Content control & advice – monthly check and optimization proposals for maximum visibility and effectiveness

4G SIM card & data plan – always online

Cloud CMS usage – including updates and management options

Remote monitoring & hot-swap service – 48-hour replacement in case of defect

Software updates & security – automatic updates and maximum data security

One-time deposit of €500 – will be paid upon termination, after 36 months, refunded

Contact us today and find out how ShopFront transforms your store!

### Levertijden:

Vanwege de hoge populariteit van ShopFront is de levertijd momenteel langer dan de gebruikelijke 14 dagen. Neem contact op voor up-to-date levertijden en eventuele versnelde leveringsopties.





## Business Case 1: Increased Sales in the Store

By installing THREE strategically placed ShopFront screens in the store, the customer experience has greatly improved, which led to a significant increase in turnover. The screens were placed at the entrance, popular product sections and the cash register, where they immediately attract attention and inform customers about new products, offers and seasonal promotions. The bright colors and high resolution of the ShopFront screens provide an eye-catching visual experience, Helping customers stay longer and engage products.

ShopFront's flexibility allows the content to be can be easily and quickly adjusted, so that promotions always relevant and up-to-date. This dynamic displays have not only contributed to a modern image of the store, but also resulted in an increase in the of 20% in the sale of promoted products and a Overall revenue growth of 15%. This shows the strong ROI of ShopFront and emphasizes the benefits of dynamic visual communication in a retail environment.

It is impossible to predict whether the Netherlands will become champion. With the help of ShopFront it is always possible to respond to current events.



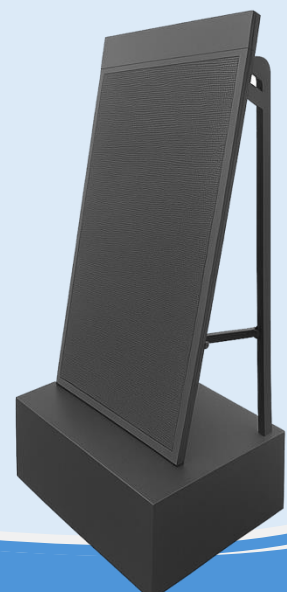
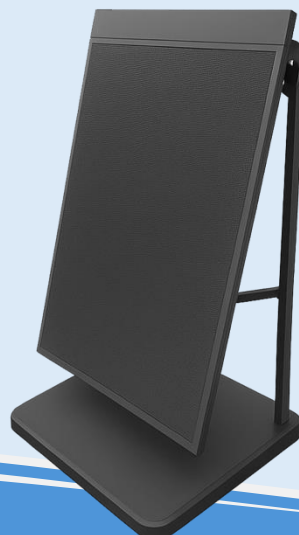
## Business Case 2: More Success at Trade Shows

By placing two ShopFront screens on an exhibition stand, the visibility and appeal of the stand was significantly increased. The screens were used to present dynamic content, such as product demonstrations, company information and special trade fair offers. This caught the attention of passers-by and led to more interactions with potential customers. The vibrant colours and razor-sharp resolution conveyed the message convincingly and made the company stand out positively among competing stands.

ShopFront's flexibility made it possible to adapt the content to the exhibition environment in real-time, resulting in a 25% increase in visitors to the booth and a 30% increase in generated leads. This successful trade show participation highlighted the importance of visual communication and demonstrated that the investment in ShopFront screens offers a high ROI, both in terms of brand awareness and customer conversion.

Contribute to a More Sustainable Environment with ShopFront!

With a ShopFront LED display, you are choosing a waste-free future. No print, no materials – just flashy digital content that you can customize on the fly. This not only saves on costs, but also reduces waste. Smart and sustainable communication, every day!



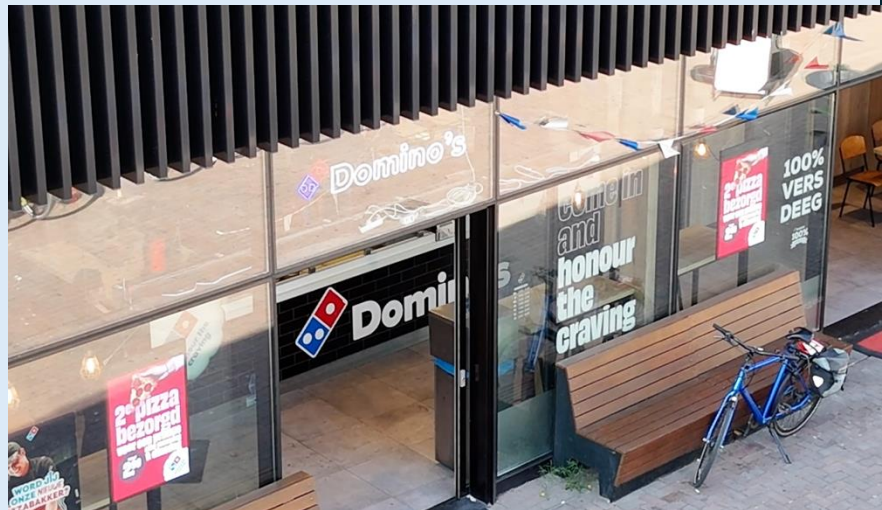


### Business Case – Domino's Pizza

94% of Domino's Pizza's sales are made online, while the majority of their more than 300 locations are located in high-profile locations. This offers huge potential for brand visibility and direct customer communication.

We have placed two Shopfronts in the Hollandspoor The Hague location. This enables the local manager to prevent waste: as soon as products approach their expiration date, an additional discount can be communicated immediately. This increases resale, reduces waste and generates additional sales.

The visibility of the branch is significantly increased, leading to more Run-up and higher conversion. Both the franchisee as the Domino's organization can be directly and centrally communicate with customers, allowing Promotions and offers in real time be visible to passers-by.



## CONTENT & CREATION

Your content is of great importance and that is why we offer a professional solution for managing your ShopFront. With our cloud solution, you have full control over your content, wherever and whenever you want. No hassle with complicated software or technical settings, we take care of everything for you. You can easily upload your videos and photos to your screen with just a few clicks. The cloud solution provides soft transitions for a smooth presentation. With your personal Passcode allows you to manage your content from anywhere. Even if you don't have a ready-made clear images, you can use [www.canva.com](http://www.canva.com) Create a professional video quickly and easily or create and personalize image, without technical knowledge.

Our service goes beyond just your message. In addition to your own content, we also take care of the Automatic display of current weather and weather traffic information of your area, breaking news and time, date and company logos, all aligned on your wishes.

With our cloud solution, you are always in control of your content. You can check in real-time if everything is displayed correctly and easily take a screenshot of what is currently playing. Optional camera integration allows you to take a real photo or video of the screen to check how it looks on location.



# QUESTIONS & ANSWERS



## **What is a ShopFront?**

ShopFront is a freestanding, portable LED display that can display videos, images, and texts in high brightness. It is ideal for shops, trade shows and events and works directly on a standard 230V socket. The average energy consumption starts from 75W per hour.

## **2. What models are available?**

P2.0 – Pixel Pitch 2.0 mm, recommended viewing distance 2–15 m (indoor).

P2.5 – Pixel Pitch 2.5 mm, recommended viewing distance 2–10 m.

P5 – Pixel Pitch 5.0mm, suitable for longer viewing distances.

## **3. Can a ShopFront be used outside?**

Yes. All models are IP65 rated and are waterproof and dustproof. In direct sunlight, readability may decrease.

## **4. How bright is the screen?**

Up to 3,000 nits of brightness for optimal visibility, even in bright daylight. The brightness is adjustable.

## **5. How much does a ShopFront weigh?**

P2.5 model: ±6 kg XL model: ±9 kg

## **6. What is the power consumption?**

Average 75W (P2.5) or <100W/m<sup>2</sup> (XL). Maximum 200W depending on use.

## **7. How do I manage the content?**

You can upload your own videos, images, texts and animations via our user-friendly app or the cloud platform – locally or remotely.

## **8. Can I link multiple screens?**

Yes. Link up to 10,000 screens in one network and manage them centrally or in groups.

## **9. Do you offer technical support?**

Yes. Our support team provides assistance with installation, use, and troubleshooting.

## **10. Who installs the ShopFront?**

You can do the installation yourself (DIY) or call in our team for installation and training.

## **11. Can I rent instead of buy?**

Yes. ShopFront can be rented from €150 per month including installation, maintenance and content management.

## **12. Do you also help with content creation?**

Yes. We provide creative content and strategy advice. After purchase, we will help you set up and upload your content free of charge.

## **13. How quickly can I put new content on the screen?**

Thanks to the built-in SIM card and cloud connection, you can upload or modify new content from anywhere in the world in seconds. Changes will be immediately visible on your screen(s).

## **14. Can I monetize ads with my ShopFront?**

Yes. Unused airtime may be sold by us to third-party advertisers. This will reduce your monthly costs and make the screen work for you.



We show you what  
you want to say!



# GLASLED

Clear Vision. Bright Future

Experience the power of  
ShopFront for your business.  
Contact us today for a  
demonstration and find out  
how to get your message on  
in an impressive way.



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