

ENDURING BRIGHTNESS ✨ FULL FABRICATION

Street Furniture

Retail

EV Charging Stations

Mixed Use

BoldVu®
by MRI

OUTDOOR LCD
PRODUCTS

Westfield

Welcome to
Westfield Century City

3:43 PM

CENTER DIRECTORY
TOUCH SCREEN TO BEGIN

55" Free Standing Display, Los Angeles

Since 2004

INNOVATION not IMITATION

Fully engineered, built, and tested under one roof.



Patented Technology

20 years of inventive solutions backed by greater than 550+ US and Global patents.

Proven Scalability

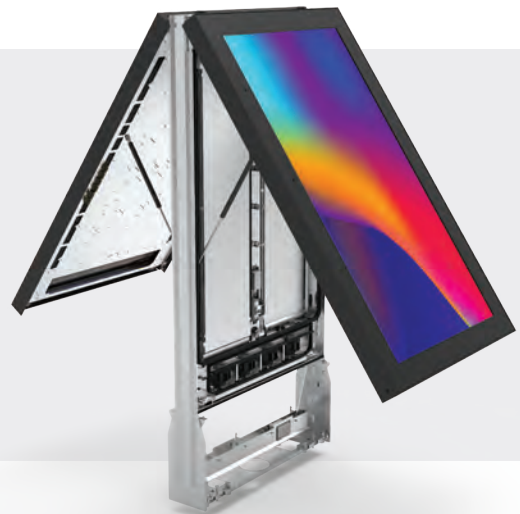
Over 26,000 screens deployed worldwide with more connecting every month.



BoldVu® was born from the American Panel Corporation, an OEM manufacturer of LCDs used in demanding, extreme applications like tanks, jets, and combat helicopters.

MRI's 220,000 ft² (20,000 m²) facility contains robotic metal working, welding, powder coat finishing, custom glass processing, SMT (Surface Mount Technologies) circuit board production, and LED backlight assembly.

BoldVu® Display Products are complete turnkey hardware solutions shipped fully assembled, configured, and ready to connect to power and data.



Superior Engineering...



Outdoor Ready

3500 nit brightness
-40°C to +50°C Operation
Anti-reflective glass
Closed loop cooling
No air filters



Protected

IP66 sealed
Rated IK10 laminated
impact resistant cover glass
Circuit protection
Lightning surge arrestor



Efficient

Smart on energy with
dynamically blocked
dimmed mini-LED backlight
cooled by a self-regulating
dual-loop fan assembly.



Quiet

Lowest noise in the
outdoor display industry.
Now 40% quieter
thanks to fan design
and chassis tuning.

...applied to a multitude of projects

STREET FURNITURE, TRANSIT, MIXED-USE, RETAIL, EV CHARGERS, CAMPUSES, STADIUMS



Panel Display Module (PDM)

Semi-custom and designed
to mount into a new or
existing structure.



Universal Mount Display (UMD)

Provided complete and
mounted on a wall, from
overhead, or below.



Free Standing Display (FSD)

Mounts securely to solid ground
using provided pedestal.
Withstands local wind loads.

Screen Sizes



55" BoldVu®

47.6" ↑ 26.8" ↔

Resolution 1920 x 1080 HD

1,276 in² (0.8 m²) content area

65" BoldVu®

56.2" ↑ 31.6" ↔

Resolution 3840 x 2160 UHD

1,776 in² (1.1 m²) content area

39% larger area than a 55"

75" BoldVu®

64.9" ↑ 36.5" ↔

Resolution 3840 x 2160 UHD

2,376 in² (1.5 m²) content area

86% larger area than a 55"

....34% larger than a 65"

86" BoldVu®

74.6" ↑ 42.0" ↔

Resolution 3840 x 2160 UHD

3,131 in² (2.0 m²) content area

145% larger area than a 55"

....76% larger than a 65"

....32% larger than a 75"

98" BoldVu®

85.0" ↑ 47.8" ↔

Resolution 3840 x 2160 UHD

4,063 in² (2.6 m²) content area

218% larger area than a 55"

....129% larger than a 65"

....71% larger than a 75"

....30% larger than an 86"



Display Configurations

Single-Sided

One digital display face.

Double-Sided

Two digital display faces back to back.

Single-Sided with Static LED Backlight

One digital face and an LED backlit face for a static poster.

Add-On Technology

Digital InfiniteTouch™

All-Glass PCAP touchscreen with digital controller.*

Cameras

USB or IP cameras hidden behind the display cover glass.

Comms Cap

Connectivity Gateways, Telecom devices, etc

*PolrVu and touch screen not available on 98" screens



Smart City 55" Free Standing Display, NYC



86" Panel Displays, London

TRULY
OUTDOOR

BoldVu® products are direct sun viewable, fully IP66 sealed, and engineered to provide superior visual performance in extreme environments.



QUALITY & PERFORMANCE

BoldVu® products exceed the lifespan of the 'tv-in-a-box' solutions that plague the DooH industry.

When factoring the replacement rates, maintenance trips, and power consumption of the competition, our turnkey product results in the lowest lifetime Total Cost of Ownership (TCO).

SMART & CONNECTED

Issues are quickly resolved via robust remote management, 300+ monitoring parameters, expert technical support, and available Service Level Agreements.

Standard Features

Feature

Benefit

Optical Design

BrightVu® - 3500 Nit Brightness	Maintains full brightness for 10 years, providing best ROI in the industry
BestVu® - Image Optimization	Provides superior viewing in all ambient lighting conditions
LifeVu® - Future-Proofing	Designed to provide over 10 years of usable life with no costly upgrades
PolrVu® - Polarized Sunglass Visibility*	Advertisements are always seen by all people in the area

Operational Enhancement

DynamicVu® - LED Block Dimming	Provides optimal image contrast and greatly reduces power consumption
GeoVu® - Brightness Control	Adjusts brightness based on seasonal solar patterns
AmpVu®, VoltVu®, WattVu®, PowerVu® - Energy Monitoring	Prevents false breaker trips, improves uptime, gives power consumption data
QuietVu® - Noise Reduction	Super-quiet design eliminates noise complaints

Mechanical Design

CoolVu® - Thermal Management	Handles all temperature extremes, even in direct sunlight
ToughVu® - Cover Glass	Provides low reflection, wide viewing angles, and IK10 vandal resistance
ReadyVu™ - Integration Ready	No on-site programming required, all software / IP configs at factory

Remote Management

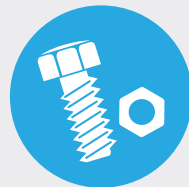
SmartVu® - Monitoring Entire Population	Cloud based asset management that “phones home” if problems arise
StatusVu® - Data & Diagnostics	Provides extensive self-monitoring of individual assets
AlertVu® - Proactive Alerting System	Automatic alert e-mailed to customer of onsite problem, such as door open
SureVu® - Video Monitoring	Is your content running and on display? With SureVu® you can be sure
LockVu™ - Sealed Unit Confirmation	Ensures all doors are firmly latched and sealed
ShockVu® - Impact Detection	Allows remote detection of abnormal impacts or vandalism
RemoteVu® - Remote Recovery	Provides for remote monitoring and auto reboot as needed
HumidityVu® - Dew Point Detection System	Detection and automatic mitigation of potential internal condensation
SealVu® - Monitoring Internal Air Pressure	To ensure maintenance of IP66 sealing - No water/dust
PopVu® - Proof of Play System	Ability to remotely view Ads / Content currently playing on the display

*PolrVu not available on 98" screens



Plug & Play

Deploys IP configured with software pre-loaded. Runs the most popular software and content management on Windows or Linux OS.



Ease of Install

Ships complete and ready to deploy. No added on-site hardware, software, or communications integration required.



Servicing

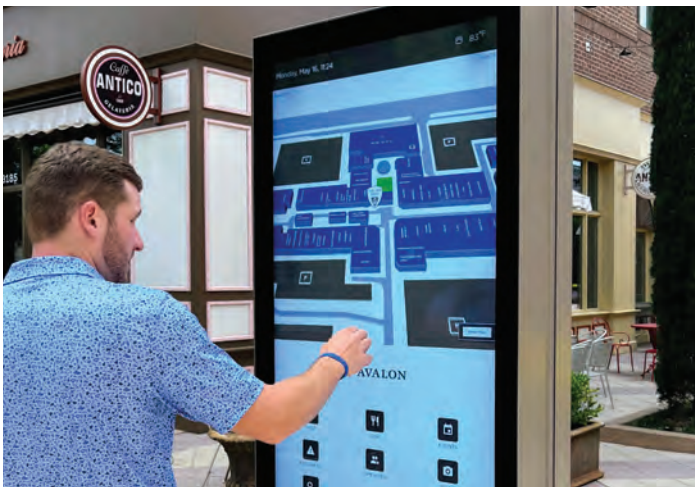
Units can be serviced in the installed position. Modular parts are swapped quickly. Filterless cooling with NO periodic maintenance.



Revolutionary Touch Technology

Digital InfiniteTouch™ provides the touch, feel, and responsiveness of a 5" - 10" smartphone or tablet on a 55" to 86" large format outdoor display.

Works in Outdoor Environments



All-Glass Touch Sensor

- Optically invisible capacitive sensor, no visible wire, glint, or glare
- Works with bare or gloved hands, on wet or dry surface glass



Digital Controller

- Immediate touch response
- No false touches



Extreme Responsiveness

- Ultra-low latency touch detection for lightning fast user experience
- 10X faster than other technologies



High-Durability

- Multi-layered, laminated stack of glass provides IK10 vandal resistance
- Crystal clear visibility



Unlimited Touch Detection

- High-frequency detection of entire touch surface, with unlimited simultaneous touch points



All Weather / All Temperatures

- Sealed and protected from the elements for extended performance in public spaces



Gloved hands are no issue with Digital InfiniteTouch™



QR CODE:
View the InfiniteTouch® video, by accessing the camera on your smartphone

SmartVu® | Service Level Agreements (SLAs)



Comprehensive support for BoldVu® Displays

With SmartVu® SLA Services, issues are quickly resolved via robust management / monitoring tools, expert technical support, and professional services.

With SmartVu® you can expect to:

- Gain deep visibility into the status of your displays
- Allow automated monitoring and alerts / notifications
- Resolve issues faster
- Reduce operational costs
- Maximize display up-time
- Minimize on-site service calls



SmartVu® SLA Levels

Beyond the standard BoldVu® Display Product Warranty, SmartVu® service coverage is available in two levels, SmartVu® Gold and SmartVu® Platinum.

SmartVu® Gold – a self-service model that provides:

- Proactive monitoring services
- Personalized technical support
- Customized training at our facility
- Individualized Alerts
- Zendesk Ticketing

SmartVu® Platinum – all the benefits of SmartVu® Gold with the added advantage of On-Site Field Service.

BoldVu® Displays Standard Product Warranty

BoldVu® Display Standard Product Warranty – 2 year term included on every BoldVu® Display. Covers repair or replacement of any confirmed Manufacturer's defects on all equipment components manufactured by Manufacturing Resources, Inc. ("MRI") (on-site labor excluded). Also includes technical support via telephone or email during standard business hours.

Why It Matters

Sustainability in all aspects of manufacturing matters to our customers, our community, our families, and the planet. Sustainability ultimately drives efficiency in production, streamlining manufacturing and in the end, lowering production costs through reduced waste and lower power usage.

What We are Doing

From the beginning days of MRI in 2004, we have had an EcoVu® philosophy. Everything in our products and processes are looked at not only from a product performance, longevity, reliability standpoint, but also as being as environmentally friendly as possible in production, deployment, operation, and eventual end-of-life disposal.

MRI is committed to the ongoing development of better internal manufacturing methods that lessen environmental impact while saving energy and natural resources. Each generation of BoldVu® Products has seen reductions in power usage, and reduced use of materials through on-going Engineering optimization. Our digital displays are durable and rugged, built for long life, with a 10-Year System Life, twice the industry standard. Less replacement, less waste.



RoHS and REACH Compliance

At BoldVu®, we adhere to a **Restriction of Hazardous Substances (RoHS)** and **Registration, Evaluation, Authorization and Restriction of Chemicals (REACH)** compliance.

RoHS version 3 directive is a restriction of 10 hazardous substances including lead, mercury, cadmium, chromium, and phthalates. BoldVu® products are evaluated through a third party for continued compliance. REACH involves the safety and traceability of chemicals in the supply chain; our compliance is conducted by a third party evaluation through Assent Compliance for Registration.

WattVu®

Less Power Consumption

With the same image size and brightness, BoldVu® typically consumes 30-50% less power than the competitive outdoor display.

Our new, 16th-Generation design is even more efficient, achieving a 15% reduction in unit power consumption from previous BoldVu® products and remains the lowest power consumption in the industry.

GeoVu®

Less Light Pollution

In addition to dynamic dimming throughout the 24-hr day, BoldVu® intelligent displays adjust brightness based on seasonal patterns and current weather conditions.

Limiting light pollution is of increasing importance as we learn the impacts it has on our health and environment.

QuietVu®

Less Noise Pollution

The 16th Generation BoldVu® fan design not only consumes less power, but produces 40% less noise.

Today's BoldVu® products typically produce <60 dBA SPL during the day and <45 dBA SPL at night.

CoolVu®

No Disposable Air Filters

A key component of our multi-Patent CoolVu® technology is the IP66 closed loop fan system used for cooling electronics. This design comes with a great benefit: no consumable air filters. That also means no periodic maintenance service calls and the least amount of truck visits in the industry.

Contact the BoldVu Business Development Team



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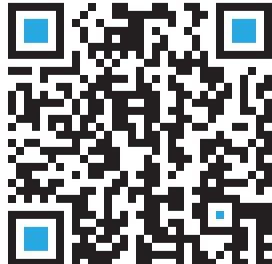
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Scan the code to see this booklet
online. Information therein may
reflect recent updates.



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