



DIGITAL (LED) STANDEES



- **Model:** (a) 2401 Slim X (b) 2411 Standee Pro
- **Power Supply:** 15A
- **Power Consumption:** N.A.
- **Display Screen Size:** (a) P2.5 (Indoors) 2401 Slim X size 19" W x 75.5" H (b) P2.5 (Indoors) Stand-style 2411 Standee Pro size 24" W x 72" H
- **Image Aspect Ratio:** 1080x1920
- **Brightness (Nits):** N.A.
- **Cabinet:** Black Colour, Diecast Cabinet
- Supports Videos / Image / Text / GIFs without Audio
- Control via Bluetooth & Mobile Application
- **Weight:** 38 kgs including the Frame
- 2 Year Warranty for LED Panel*

**Terms Apply*

Got questions about our Digital Standee? Check out the FAQs

- 1. Can we customize the content on Standee and add audio or play live?** Yes, it is D.I.Y programmable content. Using Mobile App or its Desktop Software, you can put Videos / Image / Text / GIFs without Audio of upto 4GB. In case you wish to add audio, need to plug into the jack separately for output. It does allow live streaming or direct internet video broadcast via laptop or set top box but the viewing will be limited due to the size restriction. The content does support Unicode. Also to note, in case of more white-coloured visuals, the power consumption and heating will be a little higher compared to other colour visuals.
- 2. Is this screen viewable from extreme closeness?** The ideal viewing distance is 6ft onwards and would look legitimate upto 200ft. In case it still looks blur check with the creative size dimension and ensure its as per the specified size & format.
- 3. Is it weather or water proof?** No, its not waterproof as it is meant for Indoors. In case you have placed it Outdoor, please ensure to keep it away from water or fire.
- 4. Does it require any special training to operate / update this?** No, they are more of plug and play products but without remote. Using its Mobile App or its Desktop Software, you can manage it on your own. Also, we do provide a basic virtual / in-person training during installation to get you started. Additionally, they are equipped with auto-start feature that ensures quick & seamless uptime when turned on. In case you still need assistance either to transfer data from Pen Drive / HDMI or anything else, ask us separately.
- 5. Is it easily movable?** Since it weighs approx. 38 kgs including the frame, ideally you would need 2 or more people to move it.
- 6. Can we do a split screen or slicing?** Yes
- 7. Do you have colour options for the back/sides?** Our standard model of Standees has black-back cabinets with black coloured back support in iron and side frames in GI sheet. This ensures for anti-rusting and anti-scratch of textures But if you wish for some different colour, please get in touch with us separately.
- 8. Can we update multiple Standees across various location using 1 Mobile App?** Yes, you can have 1 app manage content across multiple devices. Geographically you need to be in the proximity of 15ft of device without obstruction. You can add / edit / remove content from single phone but the only catch is it will 1 device content at a time and not simultaneously. Though our application is cloud-based with a robust content management system (CMS) we do not offer centralized access and control of displays across multiple locations ie. you need to place our products in proximity for multi-device management.
- 9. What are the variations of your Standees? and its cost?** We have two models: **2401 Slim X** and **2411 Standee Pro**. For our standard SALES price of **2411 Standee Pro**, click [here](#). We provide along the required Processor and 2 Years warranty for LED Panel (not on the metal frame or Processor). In case someone wishes for extended warranty by additional 2 years, it can be done at an extra cost. We do not have any Minimum Order Quantity (MOQ) for now. We also offer **2401 Slim X** for RENTALS. For Rental rates, click [here](#).
Note: We are only into SALES / RENTALS of Standees and not undertaking Media Sales project.
- 10. Does it need any additional Hardware Accessories?** Yes, it requires a Processor / Controller which we provide along whether for its for SALES / RENTALS.
- 11. Why are Digital Standees so expensive as compared to Flex Standees?** We believe that the value of Standees is by the impact it can fetch for a marketer versus static Standees. It's eye catchy and can stand out with a bang. It also allows dynamic communication thereby reducing the burden to explain your product/service to your prospective T.A. / T.G. As per us, it is not just a Standee but one of the most powerful POS Marketing tool. Also, when breaking down the cost by an average life span of 4 years, the marketing cost may seem every penny worth.
- 12. Does it require any specific local body Permission/Compliance before display?** In case its placed for your own marketing whether Indoors (includes within private premises of Building Lobby, Mall, Events, etc.) it does not require any permission. But if you plan to place it Outdoors and run multiple brand ads across it, kindly check for the local Government norms.

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13. **Why go for LED Standee and not a TV one?** TV Standees are good for indoors and good for viewing of upto an average 20ft. LED Standees are clear even for distance of upto 200ft. Plus incase of any issue with TV panel, you need to replace it entirely unlike LED ones which can be repaired for that specific part. The brightness in daylight and reflection are additional issues.
14. **Can you customize Standee size?** Yes, we can take on customization. Do reach out to us and we can take this forward.

