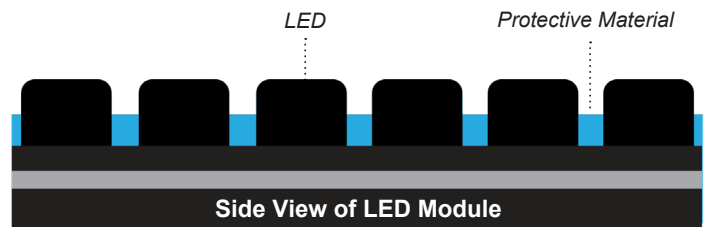




Planar® ERO-LED™ (Extended Ruggedness and Optics™) is a proprietary protective coating applied exclusively to best-in-class Planar® LED display products to deliver protection and durability in high-traffic, casual contact environments, as well as applications that encourage touch interaction. By adding the protective coating, organizations can deploy seamless LED video walls in more environments than ever before.

## Proprietary Formula & Process

Experienced LED technicians apply the coating between individual LEDs, below surface of the LED leaving the top surface of the LED exposed, providing a non-reflective viewing experience. 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. Technicians apply the coating to LED modules at Planar manufacturing facilities to ensure outstanding quality and consistency. Planar ERO-LED is available in a variety of pixel pitches on select Planar LED display products.



### Planar ERO-LED

(Image is not to scale)

## Increased Protection

Adding Planar ERO-LED to LED video walls provides enhanced 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.

## No Reflection

Visually, a video wall with Planar ERO-LED is virtually indistinguishable from untreated LED video walls. It delivers a non-reflective matte finish because the protective coating sits below the LED surface. Planar ERO-LED 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.