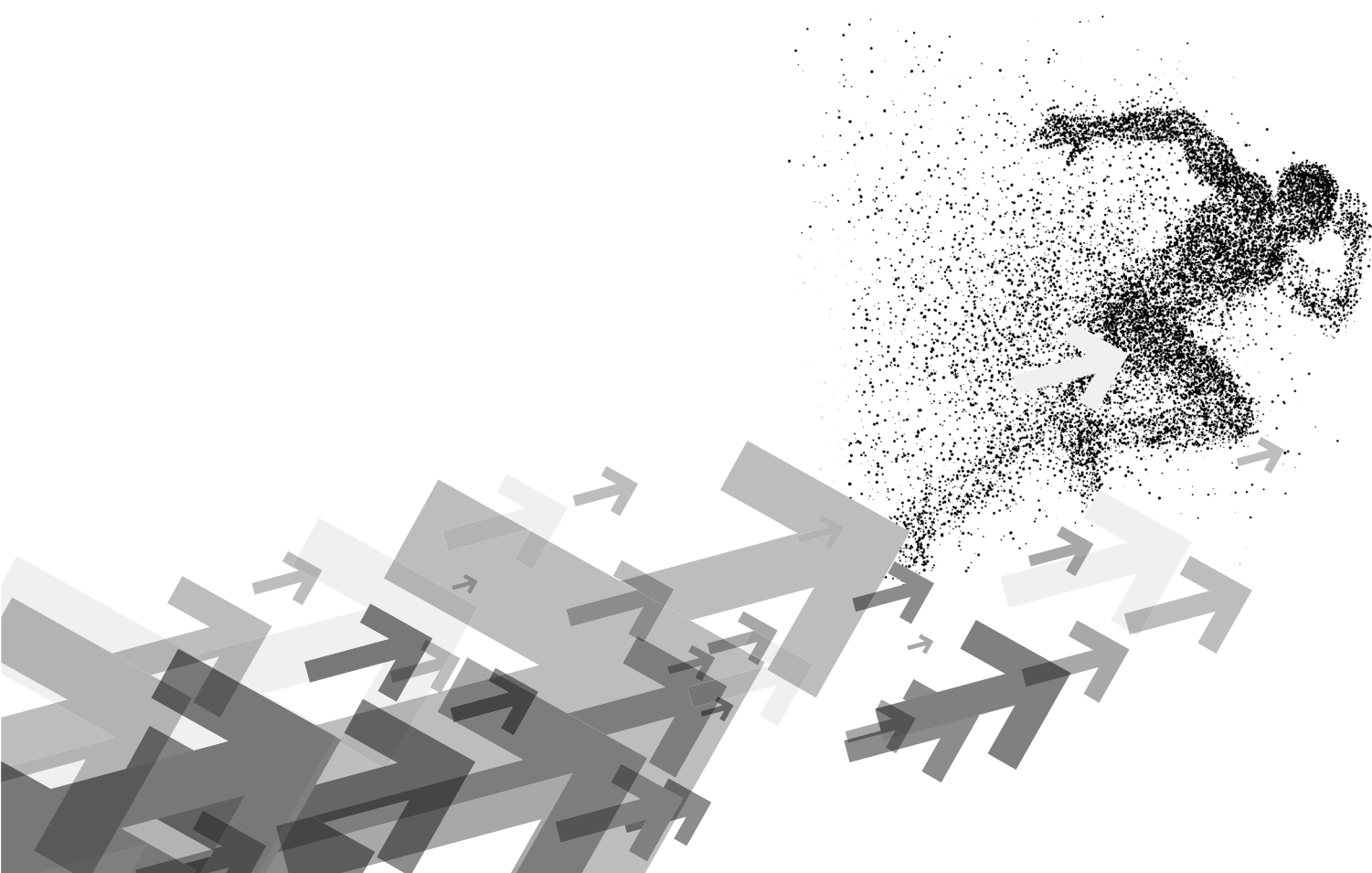


POLET RETAIL

**The role of Digital Signage is to convey the brand's story
and enhance the ambiance of the store**



INDOOR RETAIL INDUSTRY

In moments when a customer chooses between online and traditional in-store shopping, it is crucial to offer them a new value that will make them choose to shop in-store, further connect them with the brand and lifestyle, and provide dynamic store experience through video content.

As printing costs have been increasing and changing content has become more challenging due to human factors, digitizing the retail space has also become essential.

Advantages:

- Costs are lower in the long run compared to printing costs
- Possibilities for quick campaign changes, even during the day
- Creation of different content for special sales events, e.g., Black Friday

The role of Digital Signage is to convey the brand's story and enhance the ambiance of the store.



LINDEX



SKECHERS



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INDOOR RETAIL INDUSTRY

Checkout LED Display Screens

Checkout displays represent the most efficient way for a brand to communicate with customers. They enable the delivery of a clear brand identity message, current or future discounts or promotions, as well as lifestyle communication. With our POLET P100 and P200 media players, we enable message playback targeted to specific user groups (based on gender and age).

The most common dimensions for medium-sized stores are 2.4 x 1.6 m, 3.2 x 1.8 m, and 2.9 x 1.8 m, while for larger stores, dimensions are 5 x 2.4 m and 5 x 2.6





INDOOR RETAIL INDUSTRY

Technical Specification

The most common dimensions 2.4 x 1.6 m

Model	Polet FP2.5N		Polet FP2		Polet FP2G/Module protection from physical damage	
Distance Between Pxels (mm)	2.5		2		2	
Number of Pixels on m ²	160 000		250 000		250 000	
Brightnes (cd/m ²)	1000 nits		1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840		1920-3840		1920-3840	
Ingress Protection Rating	IP 25		IP 25		IP 65	
Working Temperature	-30~+65'		-30~+65'		-30~+65'	
Power Consumption (W/SQM)	650		700		650	
Average Power Consumption (W/SQM)	280		300		290	
Modul Dimension (mm)	Lenght	2240	Lenght	2240	Lenght	2240
	Height	1600	Height	1600	Height	1600
	Deepness	0.1	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.2		1.8		2.2	
Screen Resolution	Lenght	896	Lenght	1120	Lenght	1120
	Height	640	Height	800	Height	800
Aspect Ratio H:V	3:2		3:2		3:2	



Technical Specification

The most common dimensions 6.4 x 3.2 m

Model	Polet FP2.5N		Polet FP2		Polet FP2g/Module protection from physical damage	
Razmak izmedju dve tačke – piksela u mm	2.5		2		2	
Number of Pixels on m²	160 000		250 000		250 000	
Brightnes (cd/m²)	1000 nits		1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920–3840		1920–3840		1920–3840	
Ingress Protection Rating	IP 25		IP 25		IP 65	
Working Temperature	–30~+65’		–30~+65’		–30~+65’	
Power Consumption (W/SQM)	650		700		650	
Average Power Consumption (W/SQM)	280		300		290	
Modul Dimension (mm)	Lenght	6400	Lenght	6400	Lenght	6400
	Height	3200	Height	3200	Height	3200
	Deepness	0.1	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.2		1.8		2.2	
Screen Resolution	Lenght	2560	Lenght	3200	Lenght	3200
	Height	1280	Height	1600	Height	1600
Aspect Ratio H:V	2:1		2:1		2:1	

LED Display on Pillars and Integrated within Furniture

The role of such display screens is to provide dynamism and atmosphere to the store, to tell the brand's story, and to connect the customer through brand's lifestyle.

As printing costs have been increasing and changing content has become more challenging due to human factors, digitizing the retail space has also become essential.

Advantages:

- Costs are lower in the long run compared to printing costs
- Possibilities for quick campaign changes, even during the day
- Creation of different content for special sales events, e.g., Black Friday

The most common dimensions: 1.2 x 3 m and 1.6 x 3.2 m



INDOOR RETAIL INDUSTRY



Technical Specification

The most common dimensions 1.6 x 3.2 m

Model	Polet FP2.5N		Polet FP2		Polet FP2g/Module protection from physical damage	
Distance Between Pxels (mm)	2.5		2		2	
Number of Pixels on m²	160 000		250 000		250 000	
Brightnes (cd/m²)	1000 nits		1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate (osvezavanje slike)	1920–3840		1920–3840		1920–3840	
Ingress Protection Rating	IP 25		IP 25		IP 65	
Working Temperature	–30~+65’		–30~+65’		–30~+65’	
Power Consumption (W/SQM)	650		700		650	
Average Power Consumption (W/SQM)	280		300		290	
Modul Dimension (mm)	Lenght	1600	Lenght	1600	Lenght	1600
	Height	3200	Height	3000	3200	3200
	Deepness	0.1	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.2		1.8		2.2	
Screen Resolution	Lenght	640	Lenght	800	Lenght	800
	Height	1280	Height	1600	Height	1600
Aspect Ratio H:V	2 : 1		2 : 1		2 : 1	

INDOOR RETAIL INDUSTRY

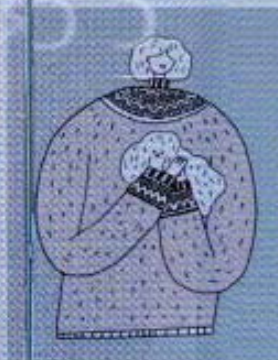
LED Display Screens in Mall Windows (Indoor)

LED display screens are the perfect choice when it comes to attracting new customers to a store, whether it is located in a shopping mall or a busy pedestrian area. The visibility of the screen is 20 times greater, compared to a lightbox or a traditional printed billboard. In the average fifteen seconds that a consumer passes by the store, the screen can convey the brand's story, lifestyle message, or store promotion through a video message.

The most common dimensions: 5 x 2 m, 6 x 2.4 m, and 4 x 2.4 m



LINDEX



INDOOR RETAIL INDUSTRY



Technical Specification

The most common dimensions 5 x 2 m

Model	Polet FP2.5N		Polet FP2	
Distance Between Pxels (mm)	2.5		2	
Number of Pixels on m ²	160 000		250 000	
Brightnes (cd/m ²)	1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840		1920-3840	
Ingress Protection Rating	IP 25		IP 25	
Working Temperature	-30~+65'		-30~+65'	
Power Consumption (W/SQM)	650		700	
Average Power Consumption (W/SQM)	280		300	
Modul Dimension (mm)	Lenght	4800	Lenght	4800
	Height	1920	Height	1920
	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.2		1.8	
Screen Resolution	Lenght	1920	Lenght	1920
	Height	768	Height	960
Aspect Ratio H:V	0.4:1		0.4:1	

LED Display Screens in Pedestrian Areas (outdoor) and Mall Windows (outdoor)

LED display screens are the perfect choice when it comes to attracting new customers to a store, whether it is located in a shopping mall or a busy pedestrian area. The visibility of the screen is 20 times greater, compared to a lightbox or a traditional printed billboard. In the average fifteen seconds that a consumer passes by the store, the display screen can convey the brand's story, lifestyle message, or store promotion through a video message.

The display can be placed inside the store or on a new structure outside the store. If it is situated outside the store, permission from the local authorities is required. PoletLED designs and carries out constructions for such displays.

The most commonly used models are PH4, PH5, PH5.95, PH8, or PH2.5 for high-level stores.

The most common dimensions: 5 x 2.6 m, 4 x 2.4 m, and 3 x 2 m.



OUTDOOR RETAIL INDUSTRY



Technical Specification

The most common dimensions 4 x 2.4 m

Display	Polet FP2.5		Polet FP4		Polet FP5	
Distance Between Pixels (mm)	2.5		4		5	
Number of Pixels on m ²	160 000		62 500		40 000	
Brightness (cd/m ²)	5500 nits		5500 nits		5500 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920~3840		1920~3840		1920~3840	
Ingress Protection Rating	IP 65		IP 65		IP 65	
Working Temperature	-30~+65'		-30~+65'		-30~+65'	
Power Consumption (W/SQM)	650		700		650	
Average Power Consumption (W/SQM)	350		350		350	
Screen Dimension (mm)	Length	3840	Length	3840	Length	3840
	Height	2400	Height	2400	Height	2400
	Deepness	0.1	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.5m		4m		5m	
Screen Resolution	Length	1536	Length	960	Length	768
	Height	960	Height	600	Height	480
Aspect Ratio H:V	1.6:1		1.6:1		1.6:1	

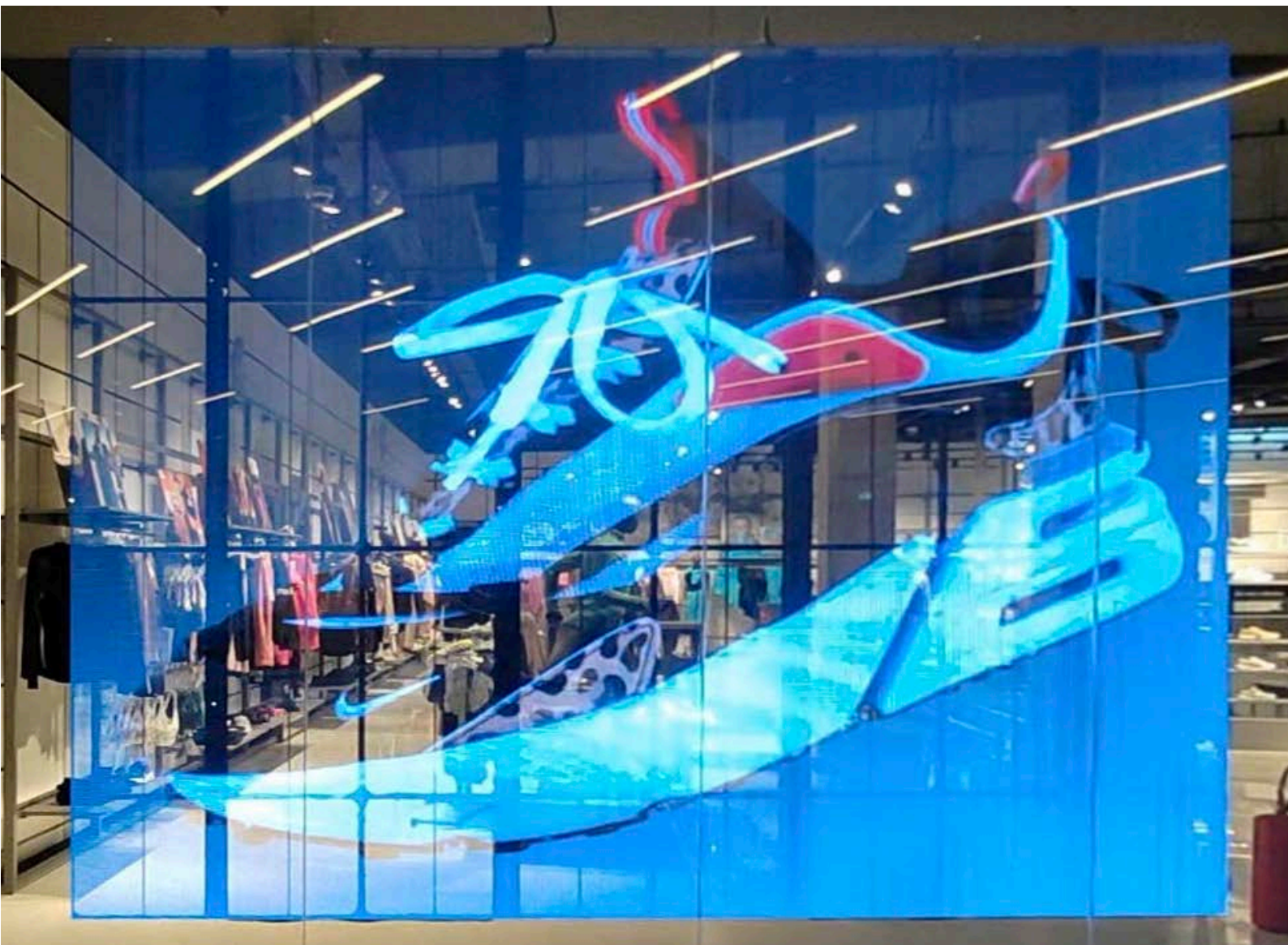
INDOOR RETAIL INDUSTRY

Transparent Display Screens in Windows

When it is important to attract new customers to a store in a shopping mall or a busy pedestrian street and achieve the effect of the video reaching the customer, while allowing them to see through the shop window, transparent displays are used.

The visibility of the display is 20 times greater, compared to a lightbox or a traditional printed billboard. In an average of fifteen seconds that a consumer passes by the store, the screen can convey the brand's story, lifestyle message, or store promotion through a video message.

Dimensions: 5 x 3 m, 5 x 2.5 m, and 5 x 3.5 m.





INDOOR RETAIL INDUSTRY

Technical Specification Indoor (1 x 1 m)

Model	Polet FP3.9N		Polet FP7.8	
Distance Between Pxels (mm)	3.9		7.8	
Number of Pixels on m ²	60 516		15 129	
Brightnes (cd/m ²)	1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840		1920-3840	
Ingress Protection Rating	IP 25		IP 25	
Working Temperature	-30~+65'		-30~+65'	
Power Consumption (W/SQM)	650		700	
Average Power Consumption (W/SQM)	280		300	
Modul Dimension (mm)	Lenght	960	Lenght	960
	Height	960	Height	960
	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	4		7.5	
Screen Resolution	Lenght	246	Lenght	128
	Height	246	Height	128
Aspect Ratio H:V	1:1		1:1	



Technical Specification Outdoor (1 x 1 m)

Model	Polet FP7.8	
Distance Between Pxels (mm)	7.8	
Number of Pixels on m ²	15 129	
Brightnes (cd/m ²)	5500 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840	
Ingress Protection Rating	IP 65	
Working Temperature	-30~+65'	
Power Consumption (W/SQM)	700	
Average Power Consumption (W/SQM)	300	
Modul Dimension (mm)	Lenght	960
	Height	960
	Deepness	0.1
Recommended Screen View Distance (m)	7.5	
Screen Resolution	Lenght	128
	Height	128
Aspect Ratio H:V	1:1	

INDOOR RETAIL INDUSTRY

LED Entrance Portals and Irregular Display Screens

In a sea of stores, sometimes it is necessary to radically stand out from the competition. LED portals captivate passers-by in shopping malls and provide strong added value to the brand, making customers feel more valued for purchasing that brand. Each portal is individually designed, and tailored to create a unique experience.

Also, PoletLED designs and constructs displays in the form of circular domes and other geometric forms.

Dimensions: Width 6 m, Height 3.2 m, Depth 2 m.



Technical Specification

The most common dimensions

Model	Polet FP2.5N		Polet FP2		Polet FP2g/Module protection from physical damage	
Distance Between Pxels (mm)	2.5		2		2	
Number of Pixels on m ²	160 000		250 000		250 000	
Brightnes (cd/m ²)	1000 nits		1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840		1920-3840		1920-3840	
Ingress Protection Rating	IP 25		IP 25		IP 65	
Working Temperature	-30~+65'		-30~+65'		-30~+65'	
Power Consumption (W/ SQM)	650		700		650	
Average Power Consumption (W/SQM)	280		300		290	
Modul Dimension (mm)	Lenght	5760	Lenght	5760	Lenght	5760
	Height	3072	Height	3072	Height	3072
	Deepness	1920	Deepness	1920	Deepness	1920
Recommended Screen View Distance (m)	2.2		1.8		2.2	
Screen Resolution (px)	Lenght	2304x768	Lenght	2880x960	Lenght	2880x960
	Height 2x	1228x768	Height 2x	1536x960	Height	1536x960
Aspect Ratio H:V	3:1 2x 4:3		3:1 2x 4:3		3:1 2x 4:3	

INDOOR RETAIL INDUSTRY



CHERS

SKECHERS THE UNO



INDOOR RETAIL INDUSTRY

Activation Display Screens

These displays are intended to engage users in stores, whether they are playing a brand's game on the screen or running on a treadmill through a digital environment created to showcase the brand. These displays represent a combination of software, displays, and a video environment created in accordance with the brand's lifestyle.

Dimensions: Width 1.6 m, Height 3.2 m, Depth 2 m.

The most commonly used models are Polet 1.53 Pro, Polet 2, and Polet 2.5





INDOOR RETAIL INDUSTRY



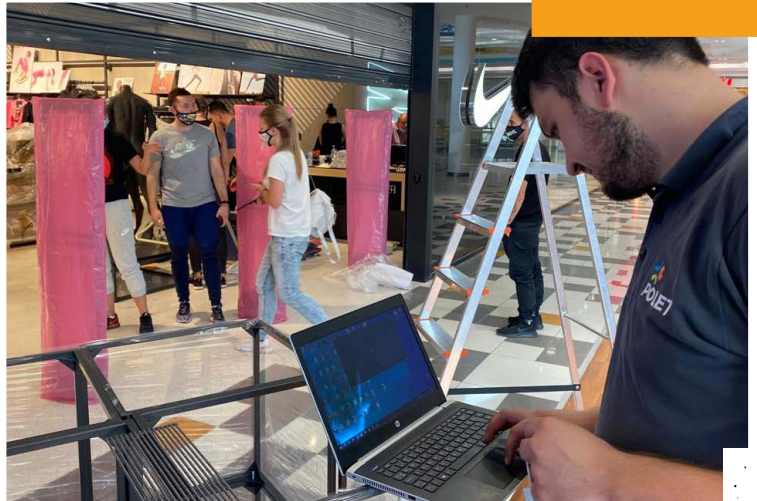
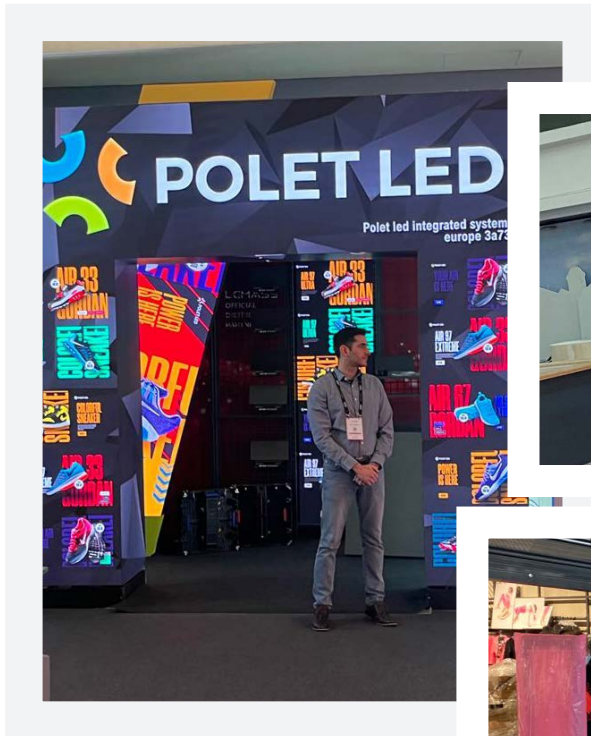
Technical Specification

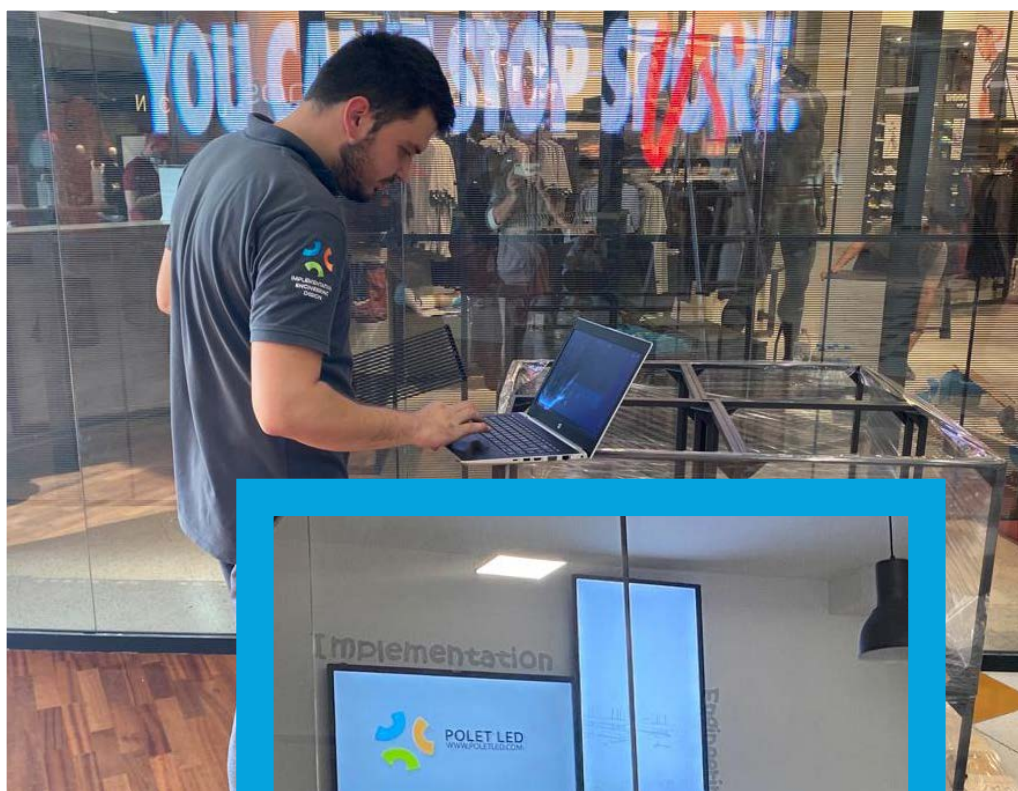
The most common dimensions 1,6 x 3.2 m

Model	Polet FP2.5N		Polet FP2		Polet FP1.53 Pro	
Distance Between Pxels (mm)	2.5		2		1.53	
Number of Pixels on m ²	160 000		250 000		427 186	
Brightnes (cd/m ²)	1000 nits		1000 nits		1000 nits	
Angel of View (Level 50% Brightnes)	Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)		Horizontal: 140° (70° from center); Vertical: 140° (70° from center)	
Refresh Rate	1920-3840		1920-3840		1920-3840	
Ingress Protection Rating	IP 25		IP 25		IP 25	
Working Temperature	-30~+65'		-30~+65'		-30~+65'	
Power Consumption (W/SQM)	650		700		700	
Average Power Consumption (W/SQM)	280		300		300	
Modul Dimension (mm)	Lenght	1600	Lenght	1600	Lenght	1600
	Height	3200	Height	3200	Height	3200
	Deepness	0.1	Deepness	0.1	Deepness	0.1
Recommended Screen View Distance (m)	2.2		1.8		1.5	
Screen Resolution	Lenght	640	Lenght	800	Lenght	1040
	Height	1280	Height	1600	Height	2080
Aspect Ratio H:V	0.5:1		0.5:1		0.5:1	

INDOOR RETAIL INDUSTRY

For over 30 years, we have been delivering impeccable engineering, design, and implementation. At present, Polet has over 100 products, at least half of which can be delivered within a timeframe of less than 15 days to any location in Europe.







POLET LED

In 2023, on its 30th anniversary, Polet adopted the GoGreen agenda formed in two directions:

- Polet will support the recycling of old display screens and provide customers with a discount for the option of purchasing new devices by trading in their old ones. Additionally, free recycling will be offered to all third-party users. In the course of its development and design, Polet aims to give new life to as many components from old devices as possible, particularly in the creation of new lighting products. The focus of the GoGreen agenda is on reducing electricity consumption through the further development of PWS (Power Save) LED display screens, as well as the development of outdoor display screens with a solar-powered system.
- The second part of this agenda will involve supporting events that promote people's engagement with nature. Since the Polet development center is located in Zlatibor, the focus will be on supporting programs that encourage staying in Zlatibor and the Tornik Ski Center.

As part of this agenda, it is planned that by 2025, the production in Braneško polje will have been covered by energy from its own solar power plant for at least nine months. Furthermore, the production line in the new headquarters (administrative) building, which is currently in the design phase, will have zero emission of harmful gases and dirty water, ensuring complete energy independence.

