

## Easel™ SB Digital

- Grab shoppers' attention with digital media and colorful printed graphics
- Combines functionality of retail shelf and point-of-sale display
- Promote merchandising categories or individual brands
- Utilize up to five illuminated push buttons to play back up to five different video clips
- Buttons positioned next to screen unless otherwise specified (see drawing)
- Economize by mixing and matching digital version with shelves that only have printed signage
- Shelf includes pre-installed electronics
  - All in one 7 Inch LCD screen and media player
  - Internal memory
  - Interactive push buttons
  - Motion sensor
- Utilizes same profile as Madix's Step Back Shelf [STBS-(NW)(ND)(TYPE)]
- Approximate dimensions of customer supplied signs:
  - 47.932"W x 6"H
  - Monitor cut-out: 6.125"W x 3.5"H
  - Button cut-out: 0.75"W x 0.75"H
  - Sensor cut-out: 0.5625"W x 0.5625"H
- Electronic components supported and warranted by third party
- Patent pending

## EASEL-SB(NW)(ND)

EASEL .... Easel™  
 SB .... Step Back  
 NW .... 36" or 48" (914 mm or 1219 mm)  
 ND .... 16"-24" in 2" increments  
 (406 mm-610 mm in 51 mm)

