

The logo consists of a stylized 'A' shape formed by two overlapping curved lines, one white and one blue, set against an orange background.

americhip®

In-Store Marketing Catalog  
2012

Interactive Video Shelf Units

Video Product Replicas

Rechargeable Video Icons & Stick-Ups

Video Product Samplers

Digital Signage

The Americhip Studio Collection



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# INTERACTIVE VIDEO SHELF UNITS

Why take up valuable shelf space, when you can communicate to your customers with Americhip's new, super slim video shelf unit. By using Americhip's proprietary video-in-print technology, you can now bring the magic of video to your shelves for a fraction of the space required by traditional units. These battery powered units are ideal for mass, toy, specialty, drug, and grocery. They are ideal for seasonal programs!

## Stock Standard Video Shelf Talkers



## Stock Slim Video Shelf Talkers



## Custom Video Shelf Talkers



## Stock Video Shelf Players



## Custom Video Shelf Players





# Interactive Video Shelf Units

## Stock Standard Video Shelf Talkers



### Stock Standard Video Shelf Talkers

VPOP2400

Available Screen Size: 2.4" LCD Screen

Unit Dimensions: 8-1/8" W x 3-1/8" H x 1-3/4" D

Powered via dry cell batteries

Message Activation: On/Off push button

Expected play life before exchanging batteries – 5,000 minutes/10,000 playbacks

Graphics: 10pt, 4 color process paper sleeve



### Stock Standard Video Shelf Talkers

VPOP4100

Available Screen Size: 4.1" LCD Screen

Unit Dimensions: 11" W x 3-3/8" H x 1-3/4" D

Powered via dry cell batteries

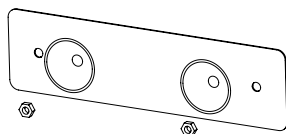
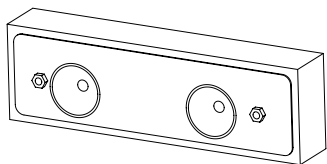
Message Activation: On/Off push button with up to 4 messages

Expected play life before exchanging batteries – 4,500 minutes/9,000 playbacks

Graphics: 10pt, 4 color process paper sleeve

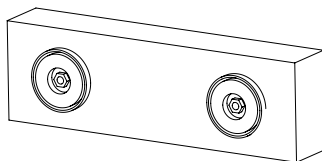


## Mounting Options



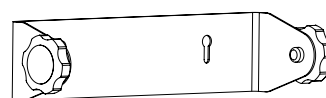
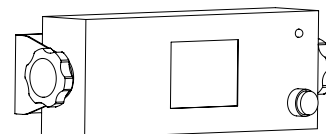
### SUCTION CUP MOUNTING

Mounts to glass surfaces such as cooler doors includes bracket and security mounting nuts



### MAGNET MOUNTING

Mounts to metal surfaces such as warehouse racks includes heavy duty magnets and security mounting nuts



### WALL MOUNTING

Standard wall mount fully adjustable viewing angle includes bracket and mounting nuts

# Interactive Video Shelf Units

## Stock Slim Video Shelf Talkers



*Let your Video Shelf Talker stand out with a 4 color printed sleeve*



### Stock Slim Video Shelf Talkers

VS240

Available Screen Size: 2.4" LCD Screen

Unit Dimensions: 8-1/4" W x 2-3/4" H x 1/2" D

Powered via dry cell batteries

Message Activation: On/Off push button with up to 4 messages

Expected play life before exchanging batteries - 5,000 minutes/10,000 playbacks

Graphics: 10pt, 4 color process paper sleeve



### Stock Slim Video Shelf Talkers

VS410

Available Screen Size: 4.1" LCD Screen

Unit Dimensions: 10-7/16" W x 3" H x 1/2" D

Powered via dry cell batteries

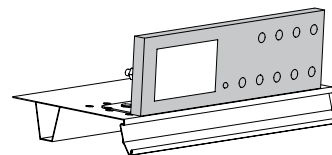
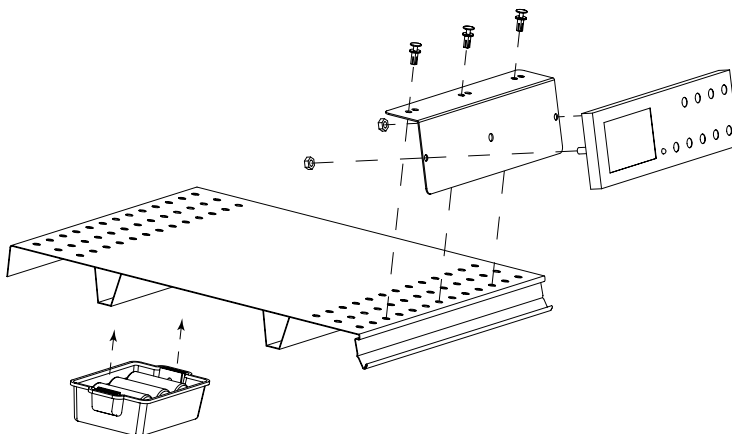
Message Activation: On/Off push button with up to 4 messages

Expected play life before exchanging batteries - 4,500 minutes/9,000 playbacks

Graphics: 10pt, 4 color process paper sleeve

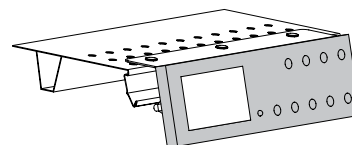


## Mounting Options



### ON SHELF ATTACHMENT

Includes shelf bracket  
nylon fastener  
security mounting nuts



### FRONT SHELF ATTACHMENT

Includes shelf bracket  
nylon fastener  
mounting nuts

To learn more, please visit  
[americhip.com](http://americhip.com) for more info







## Interactive Video Shelf Units

### Custom Video Shelf Talkers



*Let your Video Shelf Talker stand out with a 4 color printed sleeve*

#### Custom Video Shelf Talkers

Available Screen Sizes: 2.4", 4.3", 5", 7", 10" LCD Screen  
Message Activation: Push Button, Motion Sensor, Looping (only with AC adaptor)  
Unit Dimensions: Customized Shapes  
Powered via dry cell batteries or AC adaptor  
Mounting Options: Customized for each retail location  
Graphics: 10pt, 4 color process paper sleeve





# Interactive Video Shelf Units

## Stock Video Shelf Players



### Stock Video Shelf Players

VPOP4305

Available Screen Size: 4.3" LCD Screen

Unit Dimensions: 12-1/2" W x 5-1/4" H x 3" D

Powered via dry cell batteries

Number of Buttons: Up to 5 illuminated buttons (Buttons flash to attract the consumers to the video shelf players)

Activation: Press any of the 4 buttons to activate the video

Graphics: 4 color process vinyl label



### Stock Video Shelf Players

VPOP4310

Available Screen Size: 4.3" LCD Screen

Unit Dimensions: 17" W x 4-3/4" H x 2-1/2" D

Powered via dry cell batteries

Number of Buttons: Up to 5 illuminated buttons (Buttons flash to attract the consumers to the video shelf players)

Activation: Press any of the 4 buttons to activate the video

Graphics: 4 color process vinyl label



### Stock Video Shelf Players

VPOP4315

Available Screen Size: 4.3" LCD Screen

Unit Dimensions: 6-3/4" W x 9" H x 3-3/4" D

Powered via dry cell batteries

Number of Buttons: Up to 5 illuminated buttons (Buttons flash to attract the consumers to the video shelf players)

Activation: Press any of the 4 buttons to activate the video

Graphics: 4 color process vinyl label





## Interactive Video Shelf Units

### Custom Video Shelf Players

*Americhip can take your brand's iconic logo or design, embed an LCD screen, and deliver your customized message to your customer that will leave an indelible memory. It is these memories that create positive experiences. Positive experiences create brand loyalty. Brand loyalty creates enhanced relationships between the brand and the consumer!*



## Customize Your Interactive Shelf Unit to Clearly Communicate with Your Customers.



### Custom Video Shelf Players

Available Screen Sizes: 2.4", 4.3", 5", 7", 10" LCD Screen  
Message Activation: Push Button, Motion Sensor, Looping (only with AC adaptor)  
Unit Dimensions: Customized Shapes  
Powered via dry cell batteries or AC Adaptor  
Mounting Options: Customized for each retail location  
Graphics: 10pt, 4 color process paper sleeve



# Interactive Video Shelf Units



To learn more, please visit  
[americhip.com](http://americhip.com) for more info



# VIDEO PRODUCT REPLICAS

Americhip's new Video Product Replica imbeds up to three sizes of our LCD screen into a custom housing which replicates the ever important visual shape and form factor of your brand. Now, you get the interactive quality of video, while putting the size, shape, look, feel of your brand in front of your customer.





Juice Carton



Cereal Box



Detergent



Battery



Hair Care



Canned Goods



Beer Mugs



Liquor Bottles



# Video Product Replicas

## Video Product Replicas®

### STEP 1: Design your VPR

Americhip can turn any product into a video shelf unit.



Actual Product

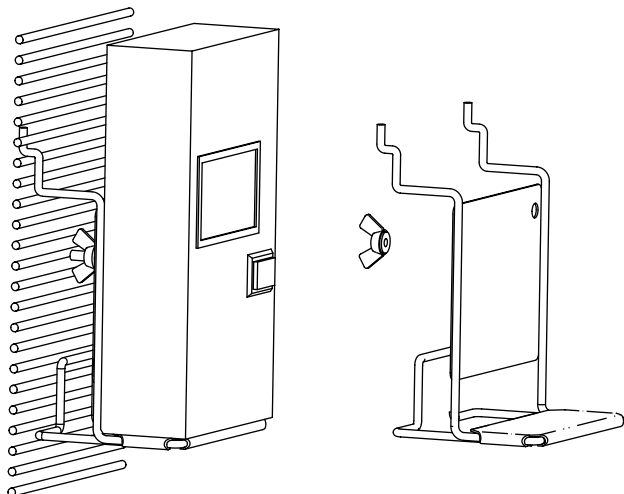


VPR

## Mounting Option

### STEP 2: Design the mounting option

Work with our Americhip engineers to customize your mounting attachment.



WIRE RACK OR PEG BOARD MOUNT  
Includes steel bracket, fasteners  
and security mounting nuts

### STEP 3: Showcase your product with your customized VPR



IN-STORE APPLICATION



*The perfect solution that complements not only the brand's message through an imbedded LCD screen, but into the actual shape of the product's design giving it the advantage of being universally recognized in the context of shape, sound and moving image.*

## Video Product Replicas

Available Screen Sizes: 2.4", 4.3", 5", 7", 10" LCD Screen  
Message Activation: Push Button, Motion Sensor, Looping (only with AC adaptor)  
Unit Dimensions: Customized Shapes  
Powered via AC adaptor or dry cell batteries  
Mounting Options: Customized for each retail location





# RECHARGEABLE VIDEO ICONS & STICK-UPS

How does sending a constant video message about your seasonal offer, anytime and anywhere sound to you? Within the retail space, getting your brand's message across is as important as a cash register. Americhip's continuous looping video playback technology allows your video messaging to be proudly displayed daily for 18-24 hours, depending on the screen size. Americhip's Video "Sticker" and "Label" series provides that increased exposure anytime and anywhere. Our continuous playback units provide an eye-catching and engaging experience for your messaging. Powered by rechargeable batteries, a nightly charge is all they need to be able to play non-stop, all day long...18-24 hours! Simply turn on the unit that has been preloaded with your media content, set it anywhere in the store and do not worry about it until closing time. It's that easy!

## Video Icons



## Video Stickers



## Video Labels





## Rechargeable Video Icons & Stick-Ups

### Video Icons



*Take the iconic shape of a brand's logo, design or symbol and memorialize it with an LCD screen. Small enough to hold in the palm of your hand, mobile and intuitive...with just one push of a button the sound and image begin to WOW the customer, leaving them Multisensorized with a tantalizing experience.*

#### Video Icons

Available Screen Sizes: 2.4", 4.1", 5" LCD Screen  
Message Activation: 1 push button activated message  
Power via rechargeable battery  
Unit Dimensions: Customized Shapes



## Video Sticker, Video Label



### Video Sticker

Screen Sizes: 2.4", and 4.1" LCD Screen  
Message Activation: Push Button, Motion Sensor  
Power via rechargeable battery  
Unit Dimensions: 6" W x 2-5/8" H x 1" D



*An effective and efficient solution that has the ability to play your brand's message on a continuous video loop for over 12 hours.*



### Video Label

Screen Sizes: 4.1", 5", 7", and 10.2" LCD Screen  
Message Activation: Push Button, Motion Sensor  
Power via rechargeable battery  
Unit Dimensions: 5-1/2" W x 10" H x 2-1/4" D



*Utilizing the same technology as the Video Sticker, the Video Label has the advantage in the size category. Although it can hold 10.2" LCD screen, its design is still sleek and subtle enough that it increases the brand's exposure anytime, anywhere without being too intrusive.*



# VIDEO PRODUCT SAMPLERS

Complimenting our Video Shelf Units and Video Product Replicas are our line of video product samplers. Our video product sampler line provides a unique and memorable experience for the customer while also enhancing the visual identity of your brand in-stores.

## Video Product Samplers







## Video Product Samplers

### Video Product Samplers



*Perfect for those products that can be lost among the clutter of shelf space and competition. The Video Product Sampler gives the brand the upper hand when vying for the customer's attention as they are constantly bombarded walking down product saturated aisles.*

#### **Video Product Samplers**

Screen Sizes: 5", 7", 10.2" LCD Screen

Message Activation: On/Off button plus 4 push buttons to activate messages

Powered via push button, motion sensor, looping (only with AC adaptor)

Unit Dimensions: Customized Shapes





# DIGITAL SIGNAGE

Introducing Americhip's line of Large Digital Signage. Similar to our Small Digital Signage line, content can be changed at anytime, depending on sale, weather, trends, etc. The Interactive Information Displays range in sizes from 22" through 42". Picture your consumers interacting with your brand by effortlessly touching our highly intelligent multiple gesture touch screen displays. Need a way-finding directory solution? Americhip can provide a technology based visual map that can guide and focus your client's attention directly to your onsite spa, restaurant, or retail shop. Whether in a shopping mall, casino, or hotel lobby, Americhip's Interactive Information kiosks will engage and direct traffic to any of your desired locations. Now that you have your client standing in front of your restaurant, he is standing there in awe as he has his eyes set on our Digital Menu Boards. Americhip has merged static menu boards with VIP video technology to bring static content to life. The days of printed menu limitations are over with Americhip Digital Menu Boards. The image and video message possibilities are endless and dynamic.

If you have been looking for a way to "turn heads" and communicate with your customers try Americhip's Video Wall Solutions. The ultimate experience in Digital Signage. Available in 40" or 46" arrays, Americhip's Video Wall configurations bring professionalism alive. They are the ultimate in visual communication and content control. Spread a single video or image across a 5" x 5" array of 46" LCD displays. Americhip video displays are strategically engineered to provide "peace of mind" by being able to run 24 hours per day, 7 days a week, and all 365 days of the year.

## Floor Stand Kiosks



## Counter Kiosks



## Stand-Alone Display



## Vertical Table Top



## Information Display



## Advertising Display



## Wall Display



## Floor Stand Kiosks



*To compliment brands who really want to make a statement and not get lost among the myriad of signage and mannequins that seem to inundate floor space in every retail store, The Floor Stand Kiosk is the perfect solution. As the specifications confirm, your brand's voice will hardly ever get lost...*

**Floor Stand Display**

FK2001

Available Screen Size: 15.1"

Dimensions: 15" W x 58-3/4" H x 11-3/4" D (including stand)

Power via AC adaptor

Media Storage: SD Card

Graphics: 4 color process insert, slide out interchangeable graphics on face plate

Optional: Touchscreen





## Counter Kiosk



*With a scintillating 10.2" LCD screen, The Counter Kiosk is perfect for the customer to interact with the brand's message using Wi-Fi and touchscreen technology. This has the potential to keep the customer informed of the latest sale, trends or even availability of the product. The possibilities as a portal of information are endless...*

**Counter Kiosk**

CK1005

Available Screen Size: 10.2"

Dimensions: 11" W x 24" H x 2-3/4" D

Power via AC adaptor

Media Storage: SD Card, USB

Graphics: 4 color process vinyl label

Options: Touchscreen, Wi-Fi

## Stand Alone Display



### Stand-Alone Display

SA3004-1

Available Screen Size: 10.1"

Dimensions: 11" W x 24" H x 2-3/4" D

Power via AC adaptor, rechargeable battery  
(Up to 8 hours looping with a fully charged battery)

Media Storage: SD Card

Mounting Solutions: Wall, glass, or table top

Features: Rotatable screen

### Stand-Alone Display with Touchscreen

SA3004-2

Available Screen Size: 10.1"

Dimensions: 11" W x 24" H x 2-3/4" D

Power via AC adaptor, rechargeable battery  
(Up to 8 hours looping with a fully charged battery)

Media Storage: SD Card

Mounting Solutions: Wall, glass, or table top

Features: Rotatable screen, Touchscreen

To learn more, please visit  
[americhip.com](http://americhip.com) for more info







### Vertical Table Top



*This mobile unit acts like the Information Display, but it's smaller, more compact size gives the brand the ability to change its location wherever, whenever.*

#### **Vertical Table Top**

VPT1200

Available Screen Size: 21.5"

Dimension: 11" W x 24" H x 2-3/4" D

Powered via AC adaptor, 100V-240V

Mounting Option: Foot, Wall

Optional: Touchscreen, Wi-Fi

## Information Display



*These interactive units are the consumer's road-map to cutting through the clutter and intuitively revealing their favorite brands location, if a sale is on the horizon, or if dinner reservations are required at the local hot-spot. Knowledge is power. And Americhip understands that the delivery of that knowledge is critical to a brand's success.*

### Information Display

TF420

Available Screen Size: 42"

Powered via AC adaptor, 100V-240V

Features: LCD panel protection, Built-in speakers, Pivot technology, Wide viewing angle

Optional: Wi-Fi for remote content management





### Advertising Display



Custom solutions available



*Advertising Display – A part of our Large Digital Signage, the Advertising Display is an intuitive touchscreen application that can be customized in any way imaginable – from content to art to the delivery of information. With a maximum screen size of 82", it's hard for any brand's voice to be lost in the chaos of the world known as "advertising."*

#### Advertising Display

TF42A

Available Screen Size: 42"

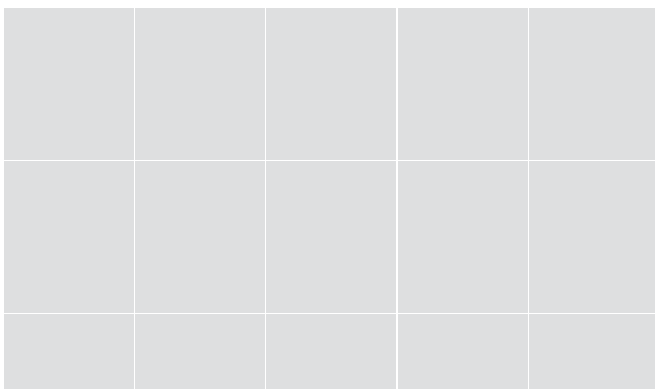
Powered via AC adaptor, 100V-240V

Features: Wi-Fi for remote content management, LCD panel protection, Built-in speakers, Pivot technology, Wide viewing angle

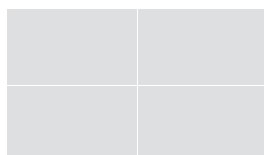
## Wall Display



### SCREEN LAYOUT OPTIONS



5 x 5



2 x 2

*The next generation of advertising, the Wall Display can bring life to any space with the capabilities of 2 over 2 monitors, all the way up to 5 over 5 monitors. With 7mm thin seamless bezels, it appears that the Wall Display is one unit mellifluously synching all monitors.*

### Wall Display

TF500

Available in: 40" or 46"

24/7 operation

7mm thin seamless bezels

Built-in PC for remote content management

Optional interlocking technology for easy installation

Pivot technology

Placement in bright areas

Wide viewing angle

RS-232C serial communication

To learn more, please visit  
[americhip.com](http://americhip.com) for more info



# THE AMERICHIP STUDIO COLLECTION

These interactive masterpieces must be seen to fully comprehend and appreciate the visual beauty through the meticulous fusion of art and technology. You'll be able to pick from Van Gogh, Monet, Klimt, Gauguin, Degas and more of the greatest art of all time. Call your Americhip art pro to learn about the works of the masters.

## Dual Screen Display



## Small Format Video Media Line



## Large/Mini 8 Fold Media Screen



## Digital Flowers



## Media Boat/Fan



## Ceramic/Fragrance Media Display



## Crystal Media Displays



To learn more, please visit  
[americhip.com](http://americhip.com) for more info





## Americhip Studio Collection



### Video Art: Montages by the Masters

The Van Gogh montage  
The Monet montage  
The Klimt montage  
The Gauguin montage  
The Degas montage  
The Renoir montage



### Dual Screen Display

VA1100  
46" Class Diagonal Screen Size  
1920 x 1080 Native Resolution  
4,000:1 Contrast Ratio  
30,000:1 Dynamic Contrast Ratio  
8ms Response Time  
16:9 Aspect Ratio  
700 cd/sq m Brightness  
178°/178° Viewing Angle (Horizontal/Vertical)  
320 W Typical Power Consumption  
Under 5 W Standby Power Consumption  
AC 100 - 240V (+/- 10%), 50/60 Hz  
600 x 400 mm VESA Mount Standard  
10W x 2 Speakers  
45.2" x 27.8" x 13.0" Shipping Size  
71.5 lbs. Shipping Weight  
Green Management  
RoHS Compliant







## Small Format Video Media Line (Program your own supplied videos)

VA700-6ML

Available Screen Size: 4.1"

Six 4.1" LCD screens

Dimension: 26" W x 3" H x 2" D

Powered by AC adaptor

Independent media playback

Optional: Sync media playback

## Small Format Montage Line

(Choose any video from our Video Art:  
Montage by the Masters line)

VA700-6VM

Available Screen Size: 4.1"

Six 4.1" LCD screens

Dimension: 26" W x 3" H x 2" D

Powered by AC adaptor

Independent media playback

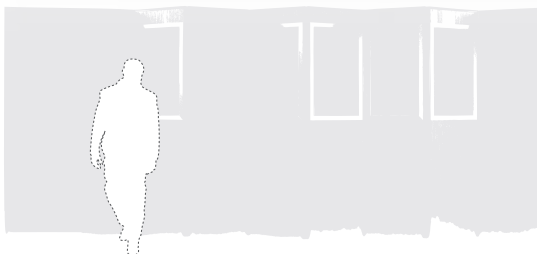
Optional: Sync media playback

To learn more, please visit  
[americhip.com](http://americhip.com) for more info





## Americhip Studio Collection



### Large Fold Media Screen - 8 Panels

VA1400

Available Screen Size: 40"

Eight 40" LCD Screens

Footprint as displayed: 173" W x 90" H x 15" D

Powered via AC adaptor

Independent playback

Americhip media design or customer provides own media

Features: Content management platforms, USB, Wi-Fi

Optional: Continuous playback, 2, 4, 6 panels





## Americhip Studio Collection



### Mini Digital Eight Fold Media Frame

VA1300

Available Screen Sizes: 7"

Eight 7" LCD Screens

Dimensions: 39" W x 16" H x 6" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



### Single Flower Pot

VA331

Available Screen Sizes: 2.4"

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



## Digital Flower Arrangement

VA2100

Available Screen Sizes: 2.4", 4.1"

14 LCD screens 7 x 2.4" screens + 7 x 4.1" screens

Dimensions: 47-1/2" W x 10-1/2" H x 11" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



## Single Digital Flower Stem

VA330-4.1

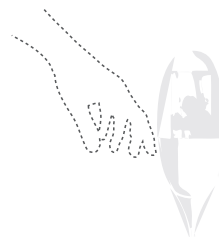
Available Screen Sizes: 4.1"

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



## Single Digital Flower Stem

VA330-2.4

Available Screen Sizes: 2.4"

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback







## Americhip Studio Collection



### Media Boat

VA900

Available Screen Sizes: 2.4"

Six 2.4" LCD Screens

Dimensions: 23" W x 12" H x 4" D

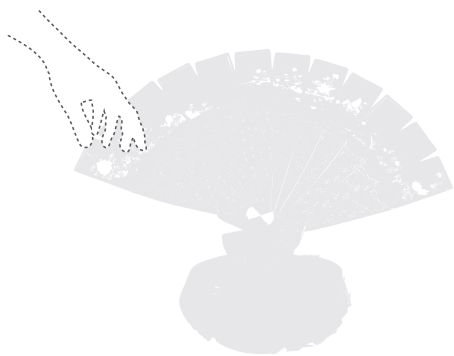
Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback





## Media Fan

VA2500

Available Screen Sizes: 2.4"

Twelve 2.4" LCD Screens

Dimensions: 15" W x 15" H x 9" D

Powered via AC adaptor

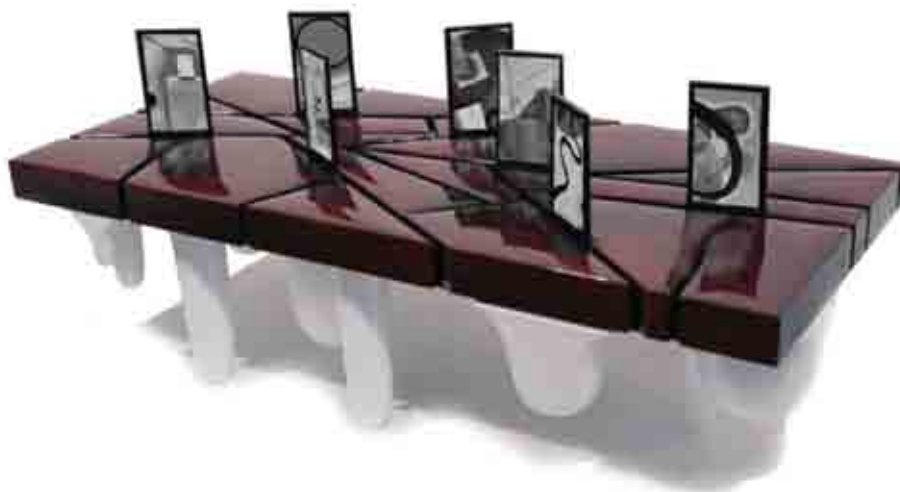
Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback

To learn more, please visit  
[americhip.com](http://americhip.com) for more info





### Ceramic Media Frame

VA400

Available Screen Sizes: 4.1"

Seven 4.1" LCD Screens

Dimensions: 27" W x 15" H x 23" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



## Fragrance Media Frame

VA600

Available Screen Sizes: 4.1"

One 4.1" LCD Screens

Dimensions: 23" W x 6" H x 4" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback

To learn more, please visit  
[americhip.com](http://americhip.com) for more info





## Americhip Studio Collection



### Forest Crystal

VA460

Available Screen Sizes: 4.1"

Seven 4.1" LCD Screens

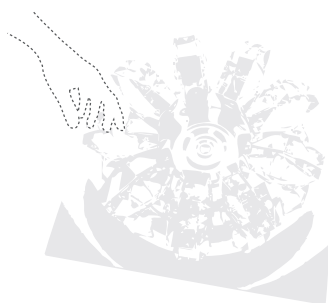
Dimensions: 35" W x 16" H x 19" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



### Pond Crystal

VA420

Available Screen Sizes: 4.1"

Nine 4.1" LCD Screens

Dimensions: 23" W x 8" H x 23" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback



### Cube Crystal

VA440

Available Screen Sizes: 2.4"

Twelve 2.4" LCD Screens

Dimensions: 19" W x 8" H x 23" D

Powered via AC adaptor

Independent media playback

Media Storage: USB mini B

Optional: SD Card, Sync media playback

# Notes





**Multisensorized® Marketing: Communicating to all five senses.**



Sound



Sight



Touch



Smell



Taste

