



Leading LED Applications



**GET THE BEST OF  
BOTH WORLDS**

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***ACCLAIM* SERIES**

— Absen's New 27.5" LED Solution

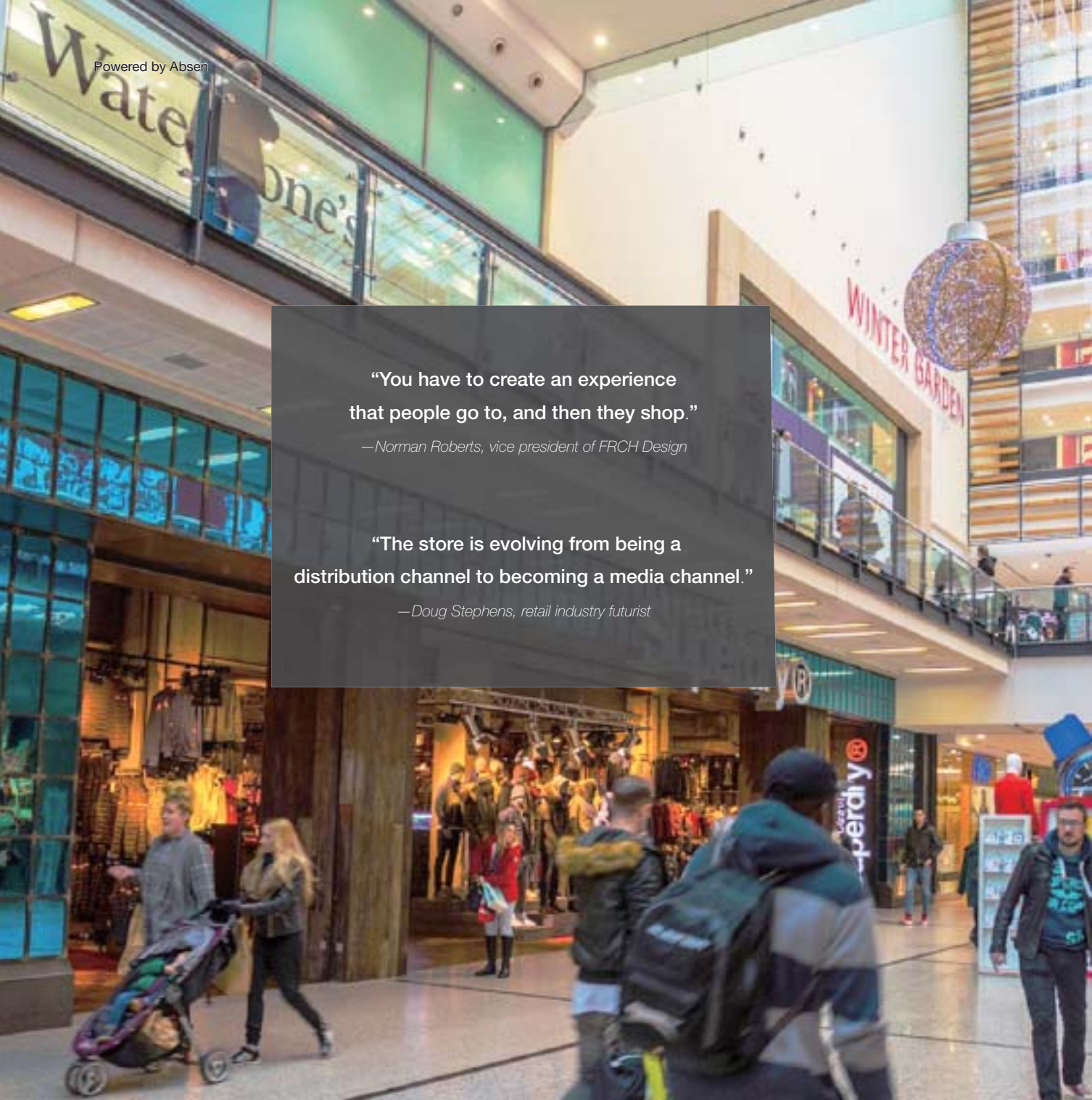
Powered by Absen

**“You have to create an experience  
that people go to, and then they shop.”**

*—Norman Roberts, vice president of FRCH Design*

**“The store is evolving from being a  
distribution channel to becoming a media channel.”**

*—Doug Stephens, retail industry futurist*



## Get the best of both worlds

Retailers face the increasing challenge of drawing consumers inside their stores. The rise of the internet has created fierce competition as well as led to ever-shorter attention spans. More and more consumers need visual stimulation to capture their attention. Absen Acclaim series is the ideal upgrade for your printed or LCD signage.

The Acclaim series offer the flexibility and performance to design the signage solution of your dreams, creating the ultimate seamless digital art. The Acclaim series can be wall mounted, hung or stacked from the floor. It can be built in a vast variety of shapes and sizes and is compatible with most media players. The Acclaim series are not only one of the most versatile video solutions on the market but provides picture perfect bezel free video display to take your message to the next level.

### LCD benefits



Easy Installation and Set Up



Plug and Play



Standard 55" Size



Standard Video Inputs



"Box Moving" Distribution Concept



Easy to Stock

### LED benefits



Bezel Free



Color Uniformity



Greater Visual Impact



High Brightness



Easy Maintenance



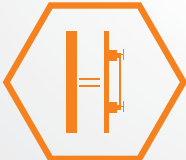
Flexible Configuration

With Absen Acclaim series, you get the best of both worlds.

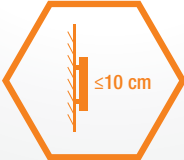
# ACCLAIM SERIES



**Standard 27.5" Size**  
HD & 4K Pixel to Pixel Resolution



**Front Install/Service**



**≤10 cm Wall Mount**  
*EasyMount Kit*



**Outstanding Image Quality**  
*CrystalView Technology*



**Standard Video Input**  
*HDMI-Direct*

# 1 Attracts Visitors

- High Brightness
- High Contrast
- Higher Color Accuracy

- Standard 16:9 Size  
Pixel to Pixel 4K & HD Resolutions
- *HDMI-Direct* Technology
- VESA Compatible
- *EasyMount* Kit ( $\leq 10$  cm Thickness)
- Front Install
- Multi-Type Install

# 2 Ease of Use

- # 3 Bezel Free
- Duo-Die-Cast Technology  
(Only for A2719, A2715, A2714, A2712)

# 5 Uniformity Over Time

- A3C+ Color Calibration, 100,000 Hours of Operation

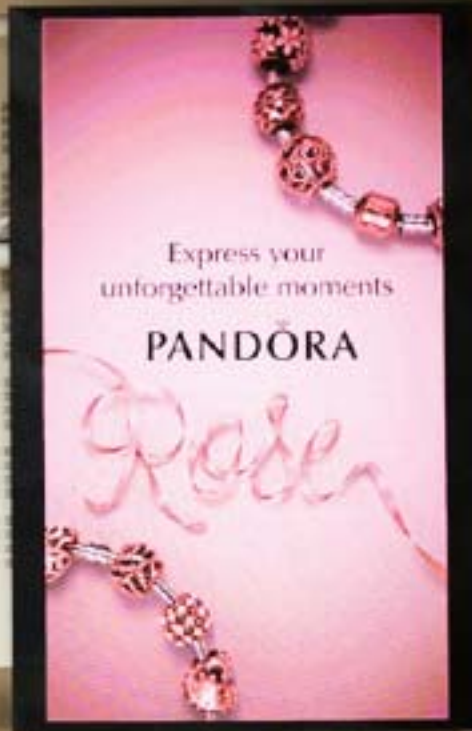
# 4 Flexibility and Creative Possibility

- Flexibility
- Endless Creative Possibilities

# 6

## Simple Maintenance

- Magnetic Front Service Technology
- NPP *MatteSnapMask* Technology
- *SlideTrack* Technology



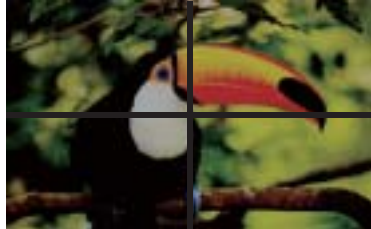
## Attracts Visitors

Often LCD screens become lost among the store products and displays and can be hard to draw customer attention. The Acclaim's ability to custom fit the size and shape of

the display space and its higher brightness and outstanding picture quality attracts customers into the store, better conveys the on-screen message, and improves the overall look and feel of the location.

## High Brightness

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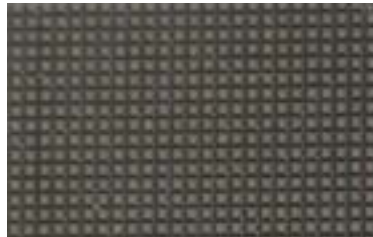
LCD Screen



LED Screen

## High Contrast

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Normal LED without Mask



Matte LED with Black Mask



Low Contrast



High Contrast

# Higher Color Accuracy

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## *CrystalView* Technology

An LED can display more details with more vivid images and richer color than a normal LCD. This is because LED display can enrich the color layering to enhance the details. But traditionally even on LED as one decreased the brightness the greyscale also decreased leaving images flat at low brightness levels. The Acclaim series use a premium chip which with PWM that can maintain complete detail and high contrast ratio and achieve high greyscale even at low brightness levels. This allows a natural and smooth color gradient and superior image accuracy at almost any brightness setting and room condition. So, no matter the location, the Acclaim will always look outstanding!



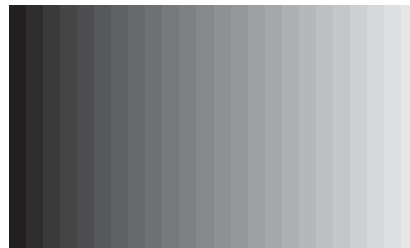
Clear Textures in Shadows



Lost Details in Shadows




Smooth Transition of the Gray Scale  
in the Acclaim series



Unsmooth Transition of The Gray Scale





LED professionals in the AV industry are already aware of the benefit of using LED technology; the ease-of-use from installation to operation and maintenance. But the connection between LCD for business and TVs at home have made it seem simpler. That is no longer true. If you can manage LCD, you can easily master Acclaim series. It is a user-friendly product that uses standard sizes,

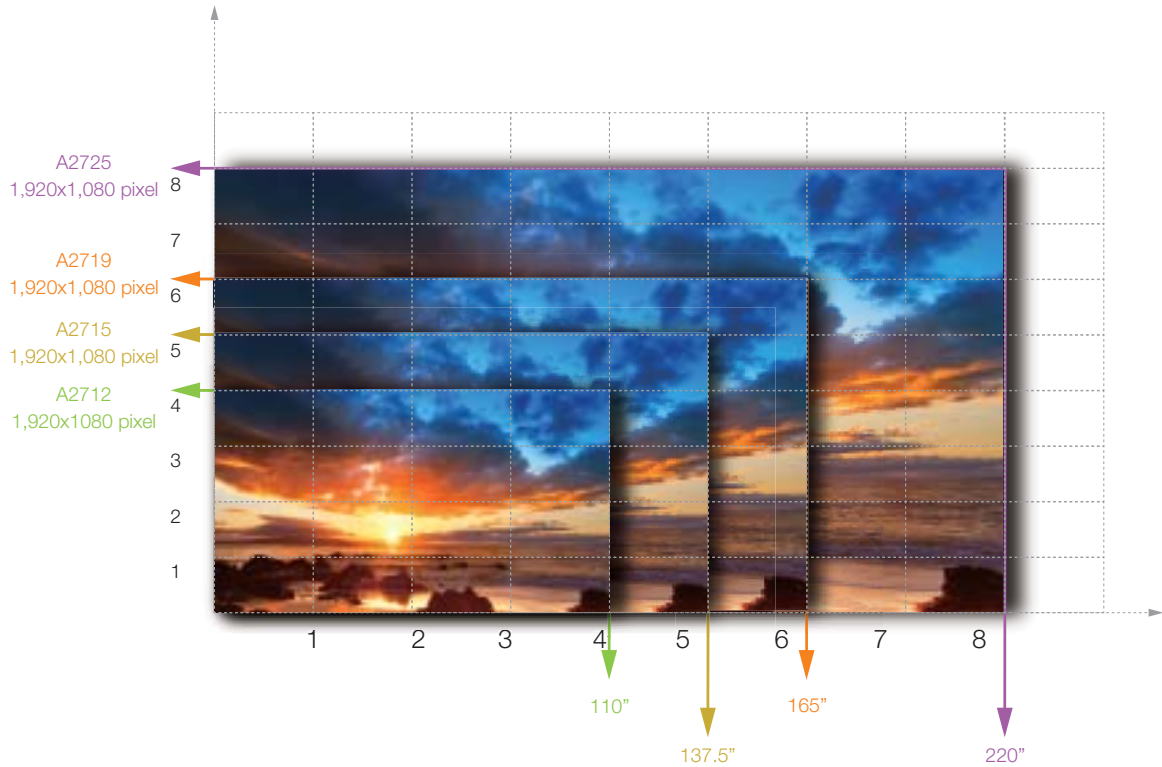
## Ease of Use

resolutions, video inputs and VESA mounts. Offering even greater flexibility and options for installation the A27 performs better with less effort than LCD.

# Standard 16:9 Size

## Pixel to Pixel 4K & HD Resolutions

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## HDMI-Direct Technology

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Directly plug HDMI into the panels without the need for traditional LED data cables and sending boxes. Acclaim Direct HDMI inputs make installation faster, simpler and performance even more stable.



**Acclaim series**

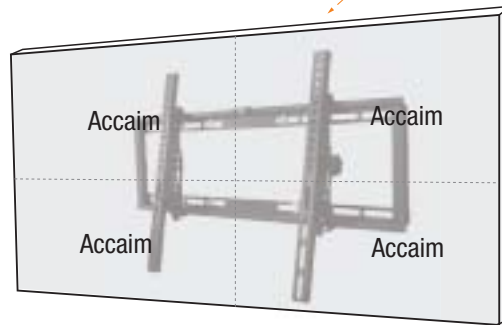
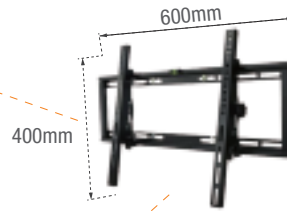
# 100% VESA Compatible

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Four Acclaim panels create a 55" display that can be mounted on any VESA mount. Multiple 55" displays can be VESA mounted to create whatever sized display required. All without bezel or seems.



LCD 55"



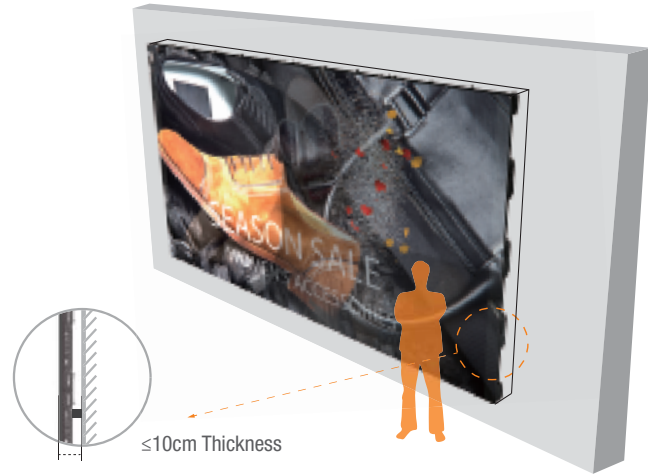
Acclaim Series LED 55"

# EasyMount Kit

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Special wall mount allows self-location.

When we fixed first wall mount, the rest of others can be fixed directly without any tool' s assistance. The four corners of panel have special location pin which can match wall mount. Also with panel “fast lock” , quick installation is absolutely achievable in front maintenance. Thickness of whole structure is only 10cm, saving installation space.



## Front Install

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Installing a video wall in public space can be very difficult, especially in retail stores. For these tough spaces or anytime the screen will be mounted without rear access a 100% front installation is needed. Fortunately, the Acclaim is fully front mountable.

The *EasyMount* Kit can be installed directly on the wall. Once the mounting kit is assembled just remove the modules from the frame, mount the panels to the kit, align the panels and put the modules back on. The process is simple, quick and avoids damaging the LEDs on the module.





## Bezel Free

LED panels are frameless, meaning that any LED installation is completely seamless. The result is one complete display, as if the screen were one enormous panel. There are no bezels between panels as is found in LCD applications.

## Duo-Die-Cast Technology (Only for A2719, A2715, A2714, A2712)

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The Acclaim is built with CNC machined “Duo-Die-Cast Technology”, with vertical and horizontal side locks. These locks hold the panels together into one without external structure and force.



Acclaim Series Module



Acclaim Series Structure



## Flexibility and Creative Possibility

Because LED screens are modular, they can be made into many more size variations than other display systems. So the screen can fit to the dimensions of the space instead of needing the space to fit the screen.

Also, on site there are often surprises, such as walls not being exactly the expected size, or ceilings being lower than planned, and LED products can adapt well to these variations.



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LED Screen



LCD Screen



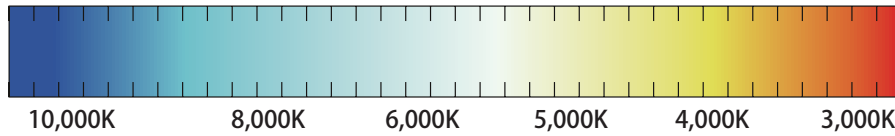
# Uniformity Over Time

Both LCD and LEDs lose brightness over the life of the product. In LCDs this loss happens differently across screens leading to a patching, color variations and an overall displeasing appearance. Good LED displays do not lose color uniformity and the brightness loss happens uniformly across the screen. So the loss is not apparent to the viewer and the vivid picture continues to amaze over time.



# A3C+

## Absen 3<sup>rd</sup> Generation Calibration Technology with Auto-Upload Feature



Allows for color temperature adjustments between 3,000K-9,500K to adapt to different circumstances and application requirements.



After 1 year usage:  
Keeps great color uniformity over time.

After 1 year usage:  
Colors deteriorate over time.



# Simple to Service

Over the years of use there are times when the screen will need to be repaired. LED video walls can usually be easily fixed by substituting components with quick to install swappable spare parts.

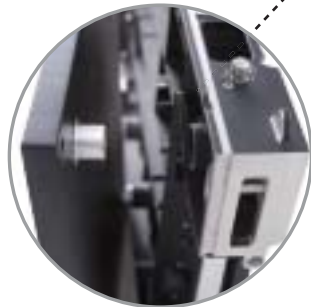


### **Magnetic Front Service Tool**

Use the magnetic service tool to quickly pull of modules from the front.

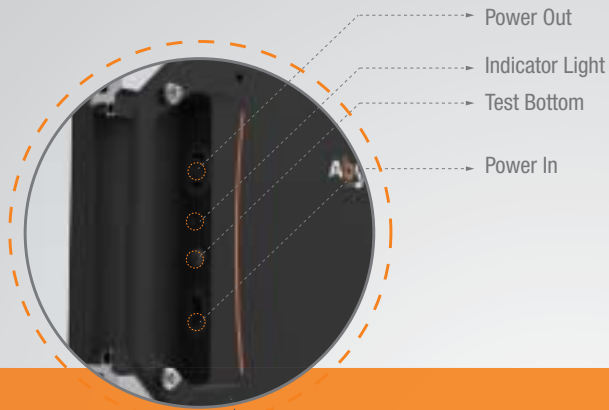
### **NPP *MatteSnapMask* Technology** (A2715/A2719)

Masks around the LEDs increase image quality, contrast and the reliability of the panel. But when repairs are needed masks traditionally can be hard to remove and replace on finer pixel pitches. With the *MatteSnapMask* Technology, Acclaim series can remove and replace masks with just a few clicks even at its tightest pixel pitch.



### ***SlideTrack* Technology**

When connecting a module to the frame the *SlideTrack* allows the module to ease into place and snap to connect. Makes installation a snap and also protects the LEDs from damage.



# Product Solution



# Parameters

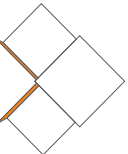
		A2738	A2725	A2719	A2715	A2714	A2712
Display	LED Type	Black SMD2121	Black SMD2121	Black SMD1010	Black SMD1010	Black SMD1010	Black SMD0808
	Pixel Pitch	3.81 mm	2.54 mm	1.906 mm	1.58 mm	1.46 mm	1.27 mm
	Panel Size	27.5"					
	Panel Dimension	610 x 343 x 61 mm (24.01" x 13.51" x 2.40")					
	Resolution	160 x 90 (16:9)	240 x 135 (16:9)	320 x 180 (16:9)	384 x 216 (16:9)	416 x 234 (16:9)	480 x 270 (16:9)
	Product Weight	8 kg (17.64 lb)	8 kg (17.64 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)
	Panel Material	Die casting Aluminum					
	Brightness	1,000 nit	1,000 nit	800 nit	700 nit	600 nit	600 nit
	Refresh Rate	1,920/3,840 Hz (optional)					
	Color Gamut	110% NTSC					
	Contrast Ratio	5,000:1	5,000:1	4,500:1	4,000:1	3,000:1	3,000:1
	Viewing Angle (Horizontal/Vertical)	150/130 deg.	160/140 deg.				
Connectivity	Input	HDMI (Smart Version) / RJ45 (Standard Vesion)					
	Output	HDMI (Smart Version) / RJ45 (Standard Vesion)					
	External Control	USB, RJ45					
	External Sensor	WiFi, Bluetooth (With aiBox)					
Power	Power Supply	AC 100 - 240 V~ (+/- 10 %), 50/60 Hz					
	Power Consumption (Typical/Max)	167/500 W/m <sup>2</sup>	203/610 W/m <sup>2</sup>	167/500 W/m <sup>2</sup>	173/520 W/m <sup>2</sup>	153/460 W/m <sup>2</sup>	153/460 W/m <sup>2</sup>
Environmental Conditions	IP Rating(Front/Rear):	IP40/IP21, IP40/IP30 (optional)					
	Operating Humidity	10%~85%					
	Operating Environment	Indoor					

A2738/A2725/ A2719/ A2715/A2714/A2712

Features	Special	HDMI Chain Supporting FHD Resolution , RJ45 Chain maximum Supporting 655360 pixel Software Support ( Screen configuration, brightness adjust, color temperature adjust, signal Switching & Recovery)
	Internal Media Player	N/A
	VESA Standard Wall Mount	600 x 400 mm (Need customization panel)
	Absen Wall Mounting Bracket	1 x 1 Panel, 1 x 2 Panel
	Bezel	Bezel Width
Rigging	Rigging Quantity (Vertical)	12 PCS
Accessories	Included	Quick Setup Guide, Warranty Card, Application U Disk, Signal Cable, Power Cord , module maintenance tool
	Optional Mount	VESA 600 x 400 mm (Need customization panel, and screen size less than 110")
	Optional Absen Wall Mounting	1 x 1 Panel, 1 x 2 Panel
	Optional Rigging Bar	Single panel width, Double panel width
	Optional Stacking System	According to screen size (Need customization panel)
Green Management	Emission Standard	EMC
	RoHS Compliant	Yes
	Certification	TUV-CE/ETL/FCC/CCC/RoHS
Service	Service mode	Front
	Standard Warranty	2 Years (Parts / Labor / Repair)

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