



Open-Frame Touch Displays

Create brilliant, engaging experiences with our newest family of competitively priced open-frames!

Elo Open Frames are purpose built to provide a cost-effective touch solution while maintaining quality and reliability in high traffic environments for continuous use year after year.



Key Selling Points

Top Reasons to Choose Elo

- Thin, clean industrial design with built-for-touch reliability
- Choice of standard or wide aspect ratio. Both widescreen and standard 4:3 aspect ratio options ensures compatibility with the vast majority of software applications
- Common family design from 10" to 27" allows for easy movement between sizes and technologies. 32" and 42" open-frames sizes also available
- Choice of touch technologies allows customers to select the best user experience for their environment
- Extended product life cycles that are key to the open frame market (open-frames offer industrial panel for long life cycle support)
- Standard VESA mounting holes with various mounting options and mounting brackets included
- Zero-Bezel design is easy-to-clean and creates a sleek, modern profile

Target Accounts



Gaming



Kiosk



Industrial/
Medical

Handling Objections

What you hear	Your response
Competitor offers free Advance Unit Replacement.	Elo touch displays average failure rate is less than 0.5%. We offer extended warranties and Advance Unit Replacement.
Can I buy Elo Touch monitors direct?	Elo uses distributors and resellers that provide value-added solutions including, inventory programs, lending services and logistics support.
Tell me about your global support.	Unlike many of our competitors that specialize in limited regions, Elo is a true global company with service and support options in all major regions including the Americas, Europe/Middle East/Africa, China, Japan and ASEAN.
Can you add a specific feature?	Yes! Elo offers a full customization service capable of making a simple logo change as well as a built from scratch open-frame. We can accommodate unique requirements with a broad portfolio.

Competitive Edge

Competitor: Planar
Elo Advantage
• Breadth of touch technologies
• 50K hours demonstrated MTBF
• Zero-Bezel updated industrial design
• Full selection of sizes from 10" to 42"
Competitors Advantage
• Sell direct to DMARS / Spiffs
• Free Advance Unit Replacement
• Lower published price
Competitors Disadvantage
• Sell desktops as open frames, not focused on open frame market
• Dated box type design on true open frames
• Not focused on touch monitors
• Limited global service

Competitor: General Touch
Elo Advantage
• Elo global reach
• High quality units with industrial panels
• Full selection of sizes from 10" to 42"
• Global service
Competitors Advantage
• Exact copies of Elo units
• Low published price
• Sell direct to end customers (cutting out disti mark up)
Competitors Disadvantage
• EMEA and Asia only
• Quality is an issue
• Sometimes delivery issues
• Only one year warranty on LCD
• No use of industrial panels

Competitor: ILLYAMA
Elo Advantage
• Elo global reach
• Full selection of sizes from 10" to 42"
• Customization capability
• Global service
Competitors Advantage
• Low published price
• Heavy spiffs to resellers
• Sell direct to end customers (cutting out disti mark up)
Competitors Disadvantage
• EMEA and Japan only
• No 24" or 27" options
• Sell desktops as open frames, not focused on open frame market
• No use of industrial panels

Use Cases

 Gaming	<ul style="list-style-type: none"> • PCAP and SAW for best clarity and durability • Touch and non-touch bundles with same design and viewing experience
 Kiosk/Industrial/Medical	<ul style="list-style-type: none"> • Commercially hardened – durable design for extended lifecycles • Full family with similar design – easy transition to new size or technology • Technology that works with gloved hands



Elo 90-Series
Open-Frame