



I-Series (Small Format IDS) Android

Easy to use & affordable - combines thin, bright and beautiful displays with flexible mounting options, retail accessories and a rugged, tamper-resistant design.

Android-based Interactive touchscreens made for public use – with the same performance you have come to expect in your tablet devices, yet with hardware and software features for lockdown and management. Flexible networking and peripherals options allow you to address many installations without worrying about connectivity or compatibility. And with EloView® software, you can automate deployments, manage devices remotely and more.



Key Selling Points

Top Reasons to Choose Elo

- "Unshackle your apps": Based on Android – yet not limited to small size or limited battery life
- Versatility of application through use and install - employee/customer facing: endless aisle, checkout, self-service and more
- Reduce your content creation costs by using mobile apps and websites – often "right out of the box"
- Range of sizes: 10", 15" and 22" offers flexibility for content while maintaining a sleek consistent in-store design
- Commercial-grade stability
- Integrated accessory options such as MSR, NFC adapter, barcode scanner, and multiple stand and mount options are available through Elo.
- Make your associates more effective in store by engaging your visitors with dynamic interactive content and supplementing the wow factor of your space

Target Accounts



Retail



Hospitality



Healthcare




Handling objections¹

What you hear	Your response
Product does not have a battery therefore it does not offer the option for mobility	Not having a battery is a plus for a fixed application where power is continuously applied – tablets with batteries can overheat or stop working prematurely. Some manufacturers do not cover tablets which are being continuously charged under warranty.
The Elo device is more expensive than other commercial Android devices such as Outform	Most Android devices are focused on commercial markets and are built around the ARM A9 architecture from a varied group of manufacturers. The Elo device is built around the Qualcomm® Snapdragon™ processor (ARM A15 quad core, 1.7GHz) which is a well known high performance tablet platform – often 2-3X superior to others. Additionally, Elo devices have more memory and IO connectivity.
Android is new/not accepted under enterprise, which has traditionally deployed Windows solutions	The Android operating system has received mass adoption. The underlying OS under Android is Linux. Additionally, when using Elo's hardware with EloView software, it is possible to remotely manage the Android device and use browser based URL's which are typically OS agnostic.

Competitive Edge

Competitor: Samsung Galaxy Tablet Elo Advantage <ul style="list-style-type: none"> Commercial grade solution No battery Locked down buttons and connectors Management platform Small, medium & large options 10/15/22" while some consumer tablets are 7/10/12" Competitors Advantage <ul style="list-style-type: none"> World-wide consumer brand High performance display & processor Large body of content ecosystem Ability to be mobile Competitors Disadvantage <ul style="list-style-type: none"> Not locked down, requires additional cost of hardware & software to lock down for unattended environments, plugged in constantly may cause battery issues Coherent software platform not available, third party software required 	Competitor: Apple iPad Elo Advantage <ul style="list-style-type: none"> Commercial grade solution No battery Locked down buttons and connectors Management platform Small, medium & large options 10/15/22" while some consumer tablets are 7/10/12" Competitors Advantage <ul style="list-style-type: none"> World-wide consumer brand High performance display & processor Large body of content ecosystem Ability to be mobile Competitors Disadvantage <ul style="list-style-type: none"> Not locked down, requires additional cost of hardware & software to lock down for unattended environments, plugged in constantly may cause battery issues Coherent software platform not available, third party software required Restrictive software environment – locked to one or open for many apps 	Competitor: Outform iDisplay 7/10/15/19/22" Commercial Tablet Elo Advantage <ul style="list-style-type: none"> Higher performance with Qualcomm® Snapdragon™ HW + SW solution makes deployment easy Stable OS image and hardware does not change with "each shipment" Elo typically supports Android Apps "out of the box" without requiring a recompile for 3rd party management platforms Competitors Advantage <ul style="list-style-type: none"> Available for 2+ years Greater selection – 5 sizes with processor & memory options Some SKUs with lower cost Direct to resellers can create lower pricing Competitors Disadvantage <ul style="list-style-type: none"> Low performance & lack of quality perception Ships FOB China – availability issues No control on software – often what's tested is not on production units 	Competitor: Samsung DB-22T SmartSignage Elo Advantage <ul style="list-style-type: none"> Supports image and video loops, typically low-power for interactive apps Product is slimmer, lower power consumption Competitors Advantage <ul style="list-style-type: none"> Low cost- based on SmartTV chips and Linux Offered with MagicInfo signage software Samsung brand and made for commercial Competitors Disadvantage <ul style="list-style-type: none"> Does not run Android apps Higher power consumption, weight and depth MagicInfo generally regarded as "signage-focused", ISV ecosystem considered it as a competitive threat 	Competitor: Dell Inspiron 20 3000 Series Elo Advantage <ul style="list-style-type: none"> Lower power consumption Slimmer form factor Compatibility with touch screen-oriented content like Apps and Website via the Android ecosystem Competitors Advantage <ul style="list-style-type: none"> Brand name and availability Fits in the Windows-centric management model of corporations Competitors Disadvantage <ul style="list-style-type: none"> Higher cost of Windows based computers Not commercial grade Cannot run mobile apps
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Use Cases

	Brand Experience	<ul style="list-style-type: none"> Communicating visuals and interactive experiences via an interactive platform. Typically from a "brand owner" Elevate the brand in potential consumer's minds
	Endless Aisle	<ul style="list-style-type: none"> Describe product range Training platform Help customers choose the correct product for them/ understand and realize product value
	Transactions	<ul style="list-style-type: none"> Point of Sale Self-service, point of transactions such as check-in, check-out, etc



Elo I-Series
IDS

¹For more information on EloView's Strategic Positioning, please refer to the EloView Battlecard.

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