



Desktop Touchmonitors

Monitors that look good and are built to last.

Elo touchmonitors are designed, developed and built to provide a cost-effective touch solution while maintaining quality and reliability for continuous use year after year.



Key Selling Points

Top Reasons to Choose Elo

- Thin industrial design with built-for-touch reliability
- Choice of standard and wide aspect in 10" to 24" (4:3 available for ensured compatibility)
- Anti-Glare PCAP solutions
- Choice of touch technologies allowing customers to select the best user experience for their environment
- Flexible and space-saving
- Array of optional peripherals
- Utilizes industrial panel for long life cycle support
- Detachable base and standard 100mm VESA mounting holes with various mounting options
- Zero-Bezel design is easy to clean and creates a sleek, modern profile in retail and hospitality environments

Target Accounts



Retail
(POS/POI)



Hospitality



Medical

Handling objections

What you hear	Your response
Competitor offers free Advance Unit Replacement	Elo Touchmonitors average failure rate is less than 0.5%. We offer extended warranties and Advance Unit Replacement.
Can I buy Elo Touchmonitors 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 put my logo on the product?	Yes! Elo offers a full customization service capable of making a simple logo change as well as a built from scratch touchmonitor. We can accommodate unique requirements with a broad portfolio.
What peripherals do you support?	Elo offers an array of optional peripherals including (not limited to) Magnetic Stripe Readers, Fingerprint Biometrics, Web cams, Bar Code readers, and RFID devices compatible with Elo touchmonitors.

Competitive Edge

Competitor: Planar	Competitor: Dell	Competitor: Iiyama	Competitor: Benmatech	Competitor: HP
Elo Advantage	Elo Advantage	Elo Advantage	Elo Advantage	Elo Advantage
• Breadth of touch technologies	• Zero-Bezel updated industrial design	• Elo global reach	• 50K hours demonstrated MTBF	• More cost effective extended warranties
• 50K hours demonstrated MTBF	• Breadth of touch technologies	• Zero-Bezel updated industrial design	• Breadth of touch technologies	• Breadth of touch technologies
• Zero-Bezel updated Industrial design	• 50K hours demonstrated MTBF	• Elo offers customization	• Zero-Bezel updated industrial design	• Zero-Bezel updated industrial design
Competitors Advantage	Competitors Advantage	Competitors Advantage	Competitors Advantage	Competitors Advantage
• Sell direct to DMARS / Spiffs	• Sell online direct	• Heavy spiffs to resellers	• Strong in South America, making inroads in NA	• Sell online direct
• Free Advance Unit Replacement	• Sell as part of a system	• Sell direct to VARs	• Sell on price	• Sell as part of a system
• Low published price	Competitors Disadvantage	• Low published price	• Sell direct to VARs	• Warranties offered at lower price point
Competitors Disadvantage	• Limited sizes and touch technologies	• Consumer recognized	Competitors Disadvantage	Competitors Disadvantage
• Limited / no peripheral support	• Not focused on touchmonitors	• Non-touch offerings	• Limited sales channels in NA	• Not focused on touchmonitors
• Dated box type design		Competitors Disadvantage	• Limited touch technologies	• Limited sizes and touch technologies
• Not focused on touchmonitors		• EMEA and Japan only		
• Limited Global Service		• Limited peripheral support		
		• Dated box type design		

Use Cases

	Checkout / Cash Registers	<ul style="list-style-type: none"> • Retail Hardened – Durable design for extended lifecycles • Full suite of retail peripherals • Large install base
	Retail Kiosk	<ul style="list-style-type: none"> • Retail Hardened – Durable design for extended lifecycles • Choice of desktop or open frame • Custom options
	Medical	<ul style="list-style-type: none"> • Choice of white color • Technology that works with gloved hands • Medical certifications

