Hanging Multi-Screen Window Display

Innovation and efficiency in visual advertising for retailers · models HD185-D to HD270-D

In an increasingly competitive retail environment, standing out to customers is not optional: it is essential. Visual marketing has evolved to include advanced technology, and the **Multi-Screen Window Display** is one of the most effective and eye-catching solutions. Based on high-brightness LCD screens, it represents the cutting edge of digital signage for shop windows, combining visibility, energy efficiency, modern design and smart functionality.

What is a hanging multi-screen window display?

The **Multi-Screen Window Display** is a system of several high-brightness LCD screens installed in a row inside a shop window, facing outwards to catch the attention of passers-by. Each screen is fully independent, yet can be synchronised with the others to create a continuous, dynamic visual experience.

Designed specifically for indoor or street-facing shop windows, it is ideal for retailers, franchises, banks, car dealerships, estate agents, shopping centres and any point of sale that wants to maximise its visibility from the street.

Main technical features

- **High-brightness LCD screens (2000 nits):** perfectly visible even in full sunlight, ideal for street-facing windows or spaces with lots of natural light.
- **Size available: 21.5".** Please ask about availability of other sizes (18.5", 23.8" and 27").
- **Intelligent brightness control:** automatic brightness adjustment according to ambient light improves visibility and **significantly reduces energy consumption.**
- **Ultra-slim, quiet design:** a narrow 15 mm frame allows several screens to be installed in a row without visual breaks, and the low-noise cooling system (< 25 dB) keeps the space quiet, ideal for exclusive shops and boutiques.
- **Built to withstand heat and direct light:** high-temperature optical materials **do not warp or blacken in direct sunlight,** ensuring uninterrupted operation in demanding settings.
- **Continuous 24/7 operation:** designed to run non-stop all year round, with an estimated lifetime of more than **50,000 hours.**
- **Integrated Android system:** each unit has an **Android 3566S motherboard with 2 GB RAM and 16 GB storage,** with RJ45, USB and 12 V DC power input, making content upload, remote control and synchronisation between screens easy.

Commercial advantages

- **Outstanding visibility that turns passers-by into customers:** high brightness, 1200:1 contrast and Full HD resolution display high-quality video and images that grab pedestrians' attention instantly. A window that moves and shines is simply irresistible.
- **Fully modular:** install anything from a single screen to **a complete synchronised row,** adapting the system to any shop window, large or small.
- **Easy installation and refined looks:** screens hang from **adjustable suspension cables** with integrated power, giving a **clean, elegant finish with no visible cables.**
- **Energy saving and sustainability:** brightness regulation **saves energy without compromising visibility,** contributing to a more sustainable point of sale.

How it is installed

- Power cable and steel suspension wire.
- A power supply that feeds electricity to all the screens through the suspension cables.
- Hot-air outlets to remove the heat generated or built up by the screens.
- Air inlets feeding the continuous cooling fans.
- Hang 1, 2, 3 or 4 screens in a cascade, as required.

Applications by sector

- **Retail and fashion:** catalogues, campaigns, discounts, QR codes and seasonal launches.
- **Banking:** financial promotions, interest rates and corporate announcements.
- **Automotive:** models, prices, specification sheets and product videos.
- **Estate agents:** property listings, virtual tours and customer testimonials.
- **Hospitality:** daily offers, menus, events and bookings.
- **Pharmacies and opticians:** product and health information, special prices.
- **Education:** courses, open days and academic results.

Impact on customer behaviour

Recent studies show that **dynamic digital content attracts up to 10 times more attention** than static graphics, and shoppers remember messages presented with movement and light far better.

A **Multi-Screen Window Display** not only modernises the look of the shop; it also **increases footfall,** strengthens brand positioning and **boosts impulse conversions.**

Technical specifications: high-brightness LCD multi-screen window displays

Feature	HD185-D	HD215-D	HD238-D	HD270-D
Screen size	18.5"	21.5"	23.8"	27"
Panel technology	IPS (RGB)	IPS (RGB)	IPS (RGB)	IPS (RGB)
Aspect ratio	16:9	16:9	16:9	16:9
Resolution	1920 × 1080 (Full HD)	1920 × 1080 (Full HD)	1920 × 1080 (Full HD)	1920 × 1080 (Full HD)
Brightness	2000 nits	2000 nits	2000 nits	2000 nits
Contrast ratio	1200:1	1200:1	1200:1	1200:1
Viewing angle	178° / 178°	178° / 178°	178° / 178°	178° / 178°
Surface treatment	Haze 3%	Haze 3%	Haze 3%	Haze 3%
Estimated lifetime	50,000 hours	50,000 hours	50,000 hours	50,000 hours
Operation	24/7 continuous	24/7 continuous	24/7 continuous	24/7 continuous
Orientation	Landscape / portrait	Landscape / portrait	Landscape / portrait	Landscape / portrait
Frame colour	White / black	Black	Black	Black
Bezel	15 mm	15 mm	15 mm	15 mm
Dimensions	440 × 272 × 40 mm	510 × 302 × 40 mm	559 × 328 × 40 mm	630 × 368 × 40 mm
Net weight	3 kg	4 kg	5 kg	6 kg
Input voltage per screen	24 V DC	24 V DC	24 V DC	24 V DC
Maximum power per unit	56 W	68 W	66 W	80 W

Specifications common to all models

Feature	Specification
Operating system	Android 3566S (2 GB RAM + 16 GB storage)
Connections	RJ45 × 1, USB × 1, 12 V DC
Installation	Suspension cable (adjustable height)
Operating temperature	0 °C to 40 °C
Operating humidity	10% to 85%
Module input voltage	180–264 V, 50–60 Hz

Key advantages at a glance

- **High-brightness screen (2000 nits):** perfect for direct visibility in shop windows.
- **Ultra-slim, quiet design:** under 25 dB, ideal for elegant settings.
- **24/7 operation and long life:** non-stop running with more than 50,000 hours of lifetime.
- **Modular:** multiple screens in a row, synchronisable and adaptable to any window.
- **Clean, safe installation:** hidden cabling and a custom suspended structure.

Conclusion

The **Multi-Screen Window Display** is an essential strategic tool for any business that wants to stand out, inform, attract and sell more from its shop window. Its functional design, outstanding image quality and energy efficiency make it a **profitable, long-lasting investment.**

A vinyl sticker or poster is no longer enough. Today's shoppers expect movement, visual impact and modernity, and the Multi-Screen Window Display brings all of this together in one system that **takes your shop window to the next level.**

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