

SCALA ®
A **STRATACACHE** COMPANY

LINO

SHELF EDGE DISPLAY



Overview

Deliver **powerful, in-aisle shopping experiences** and brand messaging with eye-catching clarity using LINQ shelf edge digital displays. Developed and built by customer engagement experts, LINQ shelf edge digital displays deliver programmable, high-definition multimedia content to **attract attention, boost impulse buys, and drive sales.**

LINQ shelf edge digital displays are available in multiple configuration, functionality and size options to suit your digital signage experience needs

LINQ

PRO•TOUCH SERIES

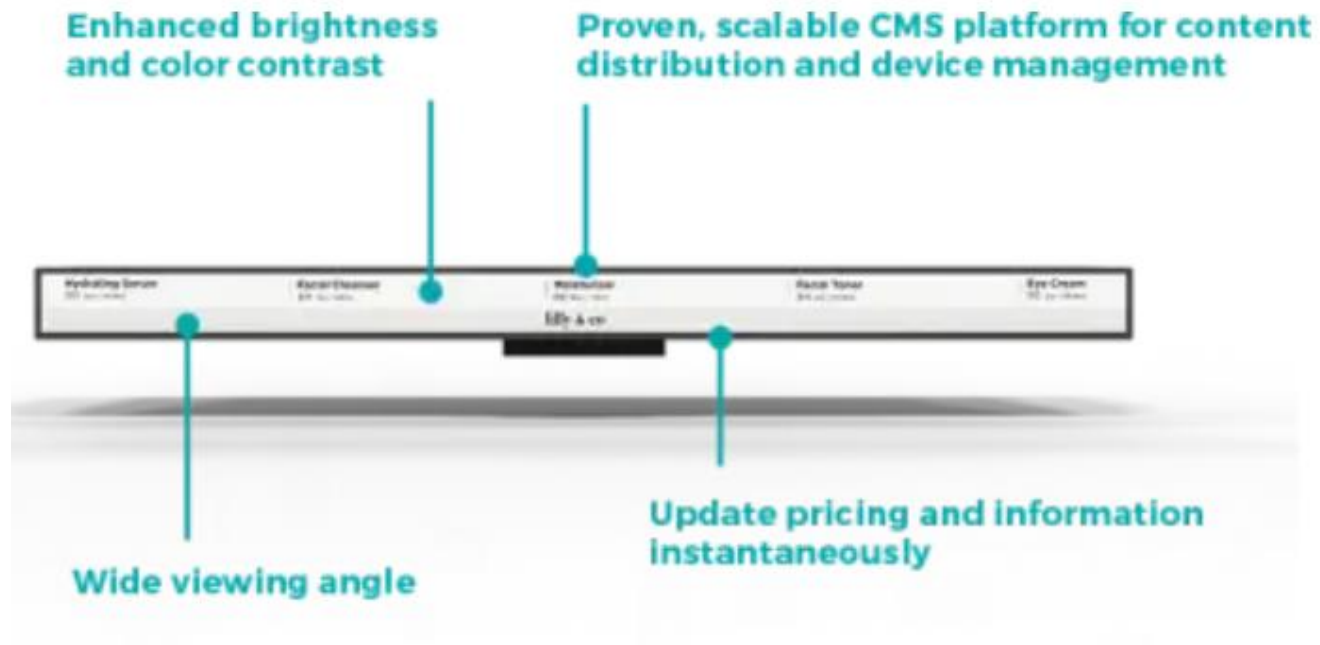
LINQ Pro Touch series features 10-point capacitive touch to engage the consumer with fully interactive experiences.

LINQ

PRO•VUE SERIES

LINQ Pro Vue series are non-touch for passive experiences that inform and educate consumers.

Engineered for High Impact



LINQ Shelf Edge digital displays have a purpose-built proprietary design specifically tailored for digital signage applications.

Featuring the high performance **six-core Rockchip RK3399**, the commercial tablets are engineered for continuous 24/7 commercial use.

Key Benefits

- **Quick, real-time information to facilitate product evaluation:** Display in-depth information and comparisons between two or more products, including customer reviews and product ratings.
- **Increase focus and draw attention to high-margin and high-price items:** Draw attention to desired brands with attractive images. Educate customers on product features to speed up a purchase.
- **Unlock real-time marketing:** Change promotional advertising dynamically and keep promotions fresh and relevant.

Key Features



23.1" - 47.1" FHD and 4K displays

LCD display with LED backlight completing with Full HD resolution



Commercial-grade

Designed for continuous commercial use to operate 24/7.



Touch Panel

Available options with Touch and Non-touch models



Display Panel

High Brightness up to 500 Nits



Six-Core Processor

High performance Six-core Rockchip RK3399 ARM 64-bit processor



Power-Over-Ethernet (POE)

Supports DC & Power over Ethernet (on 23.1" models)



Memory and Storage Capacity

Flexible options with up to 4GB Memory and 64GB Storage

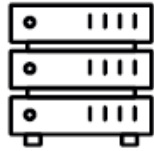


Integrated Media Player

Integrated SCALA Media Player for high performance

How it Works

Option 1
On-premise CMS






Option 2
Cloud-based CMS



LINQ
Shelf Edge

Optional Accessories

-  Barcode Scanner
-  Camera (External)
-  Mobile Sensor

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\$5.50
50%
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Models

23"



37"



47"



NOTE

- Available in **23.1"**, **37.1"** & **47.1"**
- Delivery depends upon order requirement & quantity.

LINQ Shelf Edge 23.1"

LINQ Shelf Edge 23.1" TECHNICAL SPECIFICATION

Operating System	Linux 4.4 Kernel
Processor	Six-core Rockchip RK3399 ARM 64-bit processor, up to 2.0 GHz
Memory	2 GB or 4 GB Dual-channel DDR3-1600 (800 MHz)
GPU	ARM Mali-T860 MP4 Quad-core GPU
Storage	32 GB or 64 GB high-speed eMMC 5.1
Touch Panel	Available in Touch and Non-Touch
Resolution	1920 x 158 pixels
Brightness	400 nits
Viewing Angle	85°
Front Camera	8 Megapixel (Optional Add-on)
Speakers	Two 2W Speakers
Antenna	One Wi-Fi/Bluetooth
Network Connectivity	Gigabit Ethernet RJ45, 2.4/5 GHz Dual-band Wi-Fi (IEEE 802.11a/b/g/n/ac), Bluetooth 4.0

LINQ Shelf Edge 23.1" TECHNICAL SPECIFICATION

USB Ports	1 x USB 2.0 Micro (Accessory) 1 x USB 2.0 Type C (Service)
Other I/O	Buttons: Recovery and Reset (Pinhole)
Mount	Customized Shelf Bracket
Enclosure	Metal casing with aluminum frame
Dimension	Non-touch: 598.9 x 60.2 x 23.8 mm / 23.58 x 2.37 x 0.94 in Touch: 599.92 x 80.8 x 28 mm / 23.61 x 3.18 x 1.10 in
Net Weight	Non-touch: 0.95 kgs Touch: 1.72 kgs
Power	DC 12V with retention bracket, Power over Ethernet IEEE 802.3at (25.5W) on Eth0
Storage Temperature	-20° - 60° C / -4° - 140° F
Working Temperature	-0° - 50° C / 32° - 122° F
Storage/Working Humidity	10 - 80%
Warranty	1 year included, extended warranty available
Optional Upgrades	Camera: External 8MP Camera Module

LINQ Shelf Edge 37.1"

LINQ Shelf Edge 37.1" TECHNICAL SPECIFICATION

Operating System	Linux 4.4 Kernel
Processor	Six-core Rockchip RK3399 ARM 64-bit processor, up to 2.0 GHz
Memory	2 GB or 4 GB Dual-channel DDR3-1600 (800 MHz)
GPU	ARM Mali-T860 MP4 Quad-core GPU
Storage	32 GB or 64 GB high-speed eMMC 5.1
Touch Panel	Available in Touch and Non-Touch
Resolution	3840 x 174 pixels
Brightness	500 nits
Viewing Angle	89°
Front Camera	8 Megapixel (Optional Add-on)
Speakers	Two 2W Speakers
Antenna	One Wi-Fi/Bluetooth
Network Connectivity	Gigabit Ethernet RJ45, 2.4/5 GHz Dual-band Wi-Fi (IEEE 802.11a/b/g/n/ac), Bluetooth 4.0

LINQ Shelf Edge 37.1" TECHNICAL SPECIFICATION

USB Ports	1 x USB 2.0 Micro (Accessory) 1 x USB 2.0 Type C (Service)
Other I/O	Buttons: Recovery and Reset (Pinhole)
Mount	Customized Shelf Bracket
Enclosure	Metal casing with aluminium frame
Dimension	Non-touch: 961.2 x 63.7 x 32 mm / 37.84 x 2.51 x 1.26 in Touch: 971.8 x 74.3 x 38 mm / 38.26 x 2.93 x 1.50 in
Net Weight	Non-touch: 2.3 kgs Touch: 3.25 kgs
Power	DC 12V with retention bracket
Storage Temperature	-20° - 60° C / -4° - 140° F
Working Temperature	-0° - 50° C / 32° - 122° F
Storage/Working Humidity	10 - 80%
Warranty	1 year included, extended warranty available
Optional Upgrades	Camera: External 8MP Camera Module

LINQ Shelf Edge 47.1"

LINQ Shelf Edge 47.1" TECHNICAL SPECIFICATION

Operating System	Linux 4.4 Kernel
Processor	Six-core Rockchip RK3399 ARM 64-bit processor, up to 2.0 GHz
Memory	2 GB or 4 GB Dual-channel DDR3-1600 (800 MHz)
GPU	ARM Mali-T860 MP4 Quad-core GPU
Storage	32 GB or 64 GB high-speed eMMC 5.1
Touch Panel	Available in Touch and Non-Touch
Resolution	3840 x 160 pixels
Brightness	500 nits
Viewing Angle	89°
Front Camera	8 Megapixel (Optional Add-on)
Speakers	Two 2W Speakers
Antenna	One Wi-Fi/Bluetooth
Network Connectivity	Gigabit Ethernet RJ45, 2.4/5 GHz Dual-band Wi-Fi (IEEE 802.11a/b/g/n/ac), Bluetooth 4.0

LINQ Shelf Edge 47.1" TECHNICAL SPECIFICATION

USB Ports	1 x USB 2.0 Micro (Accessory) 1 x USB 2.0 Type C (Service)
Other I/O	Buttons: Recovery and Reset (Pinhole)
Mount	Customized Shelf Bracket
Enclosure	Metal casing with aluminium frame
Dimension	Non-touch: 1209 x 63.7 x 30 mm / 47.60 x 2.51 x 1.18 in Touch: 1222 x 81.42 x 36.6 mm / 48.11 x 3.21 x 1.44 in
Net Weight	Non-touch: 2.9 kgs Touch: 5.3 kgs
Power	DC 12V with retention bracket
Storage Temperature	-20° - 60° C / -4° - 140° F
Working Temperature	-0° - 50° C / 32° - 122° F
Storage/Working Humidity	10 - 80%
Warranty	1 year included, extended warranty available
Optional Upgrades	Camera: External 8MP Camera Module

End Cap Display

Specifically developed for high-traffic retail environments such as grocery, convenience and retail stores.

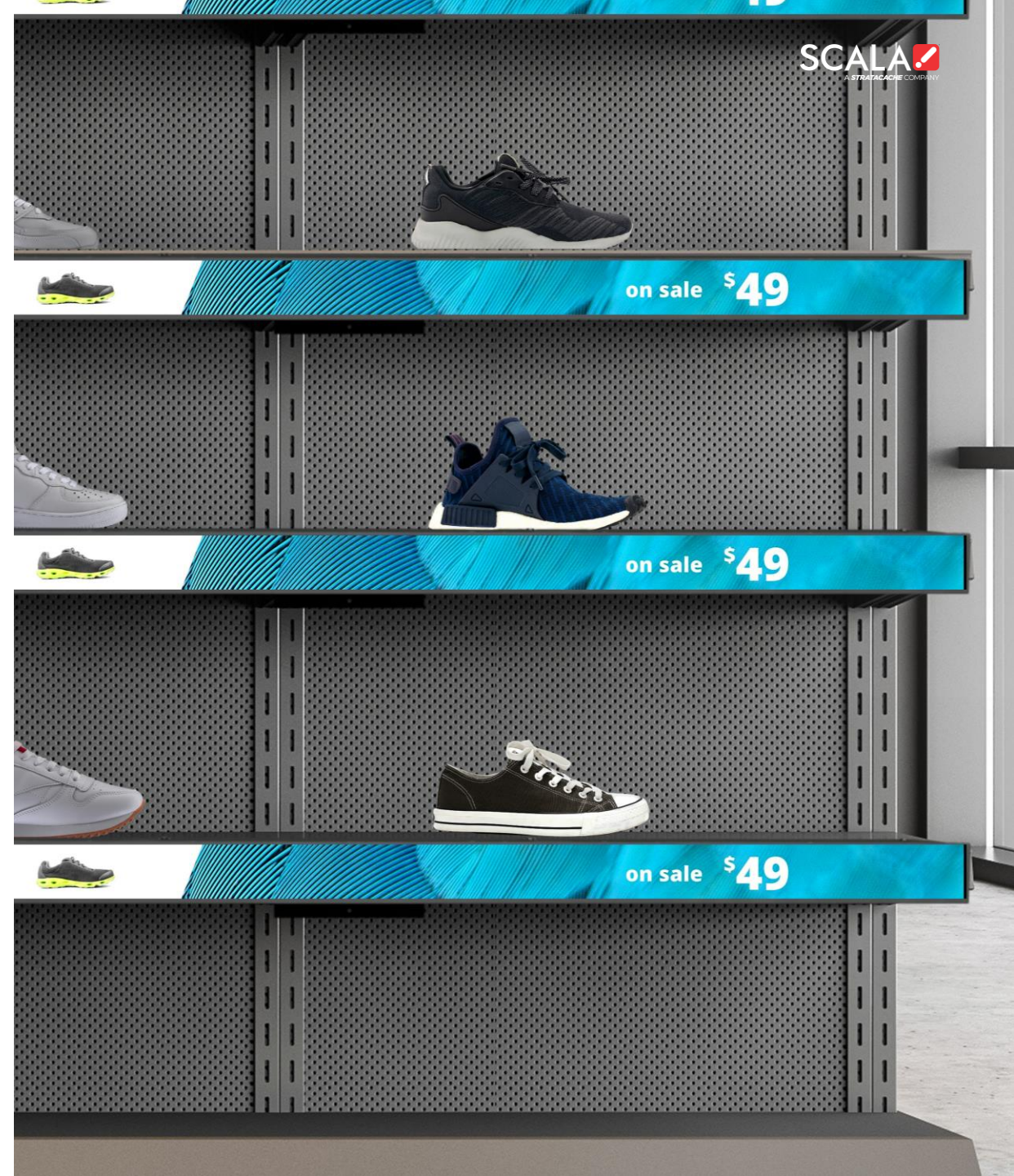
- Facilitate decision-making for higher evaluation products
- Increase sales of private label items by accentuating savings
- Drive impulse purchases of high-velocity products by increasing visibility



Smart Shelf Edge

Deliver powerful, in-aisle shopping experiences and brand messaging with eye-catching clarity using LINQ all-in-one shelf edge displays.

- Attract attention from practically every viewing position with full HD or 4K resolution and up to 500 nits brightness.
- Eliminate the need for battery power by powering the displays by DC or Power over Ethernet (PoE).
- Deliver personalised experiences with integration of a camera, barcode scanner or mobile sensor.



Assisted Selling Kiosk

LINQ shelf edge displays elevate the shopper experience with digital interactions at the point of purchase.

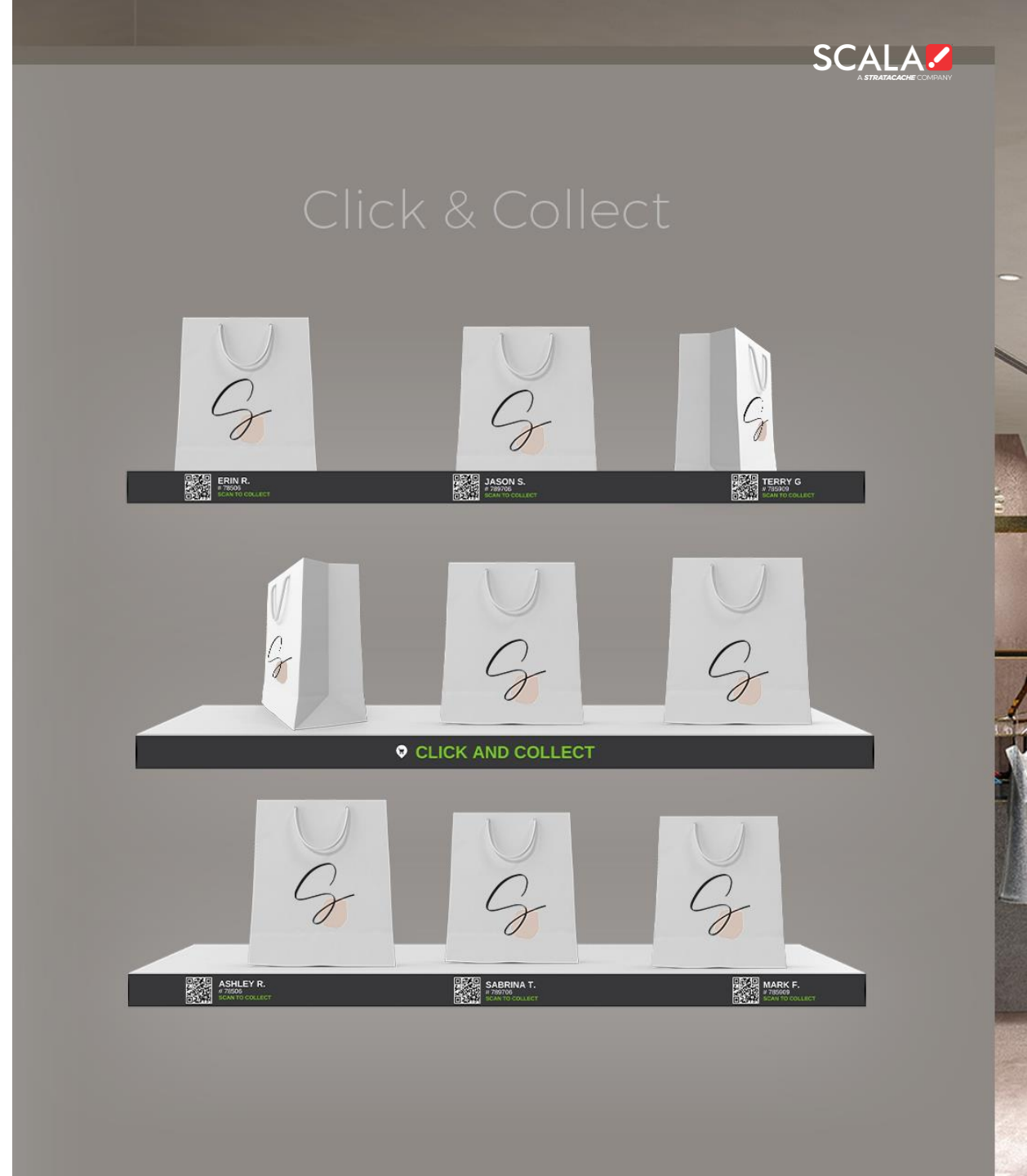
- Display real-time product comparison on price, features, availability; help customers make more informed decisions
- Influence purchase decisions at the point of purchase
- Provide a different experience depending on proximity to fixture

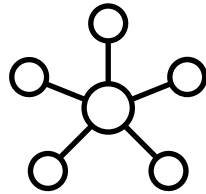


Smart Pickup

LINQ shelf edge displays can be equipped with a camera, barcode scanner, or mobile sensor to facilitate BOPIS transactions and deliver a more personalised shopping experience.

- Ensure order accuracy with barcode scanning at self-service locations
- Sensors and cameras can be deployed to provide additional order validation and security measures
- Increase loyalty and retention with personalized content and digital interactions





Scala **provides digital signage technology including software, hardware, services and support** with unmatched global delivery capability.

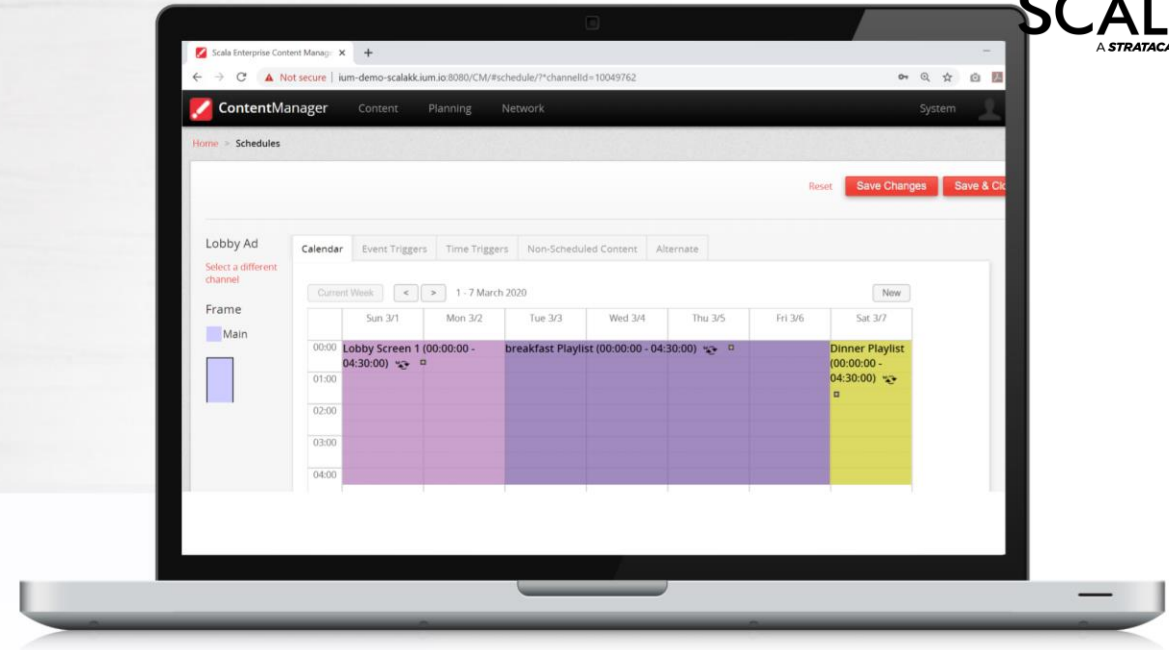


Scala's platform allows you to **easily create and manage digital customer experiences**, with the flexibility to adapt to local business conditions and audience preferences in real time.



SOFTWARE

- Secure, stable content management and playback
- Flexible design and content creation
- Proven success in scalability
- Real-time updating
- In-house data and analytics platform



CONTENT MANAGER FEATURES



Centrally-managed
Scalable system
supports unlimited
number of players



Works well with
Windows, Android
and Linux players



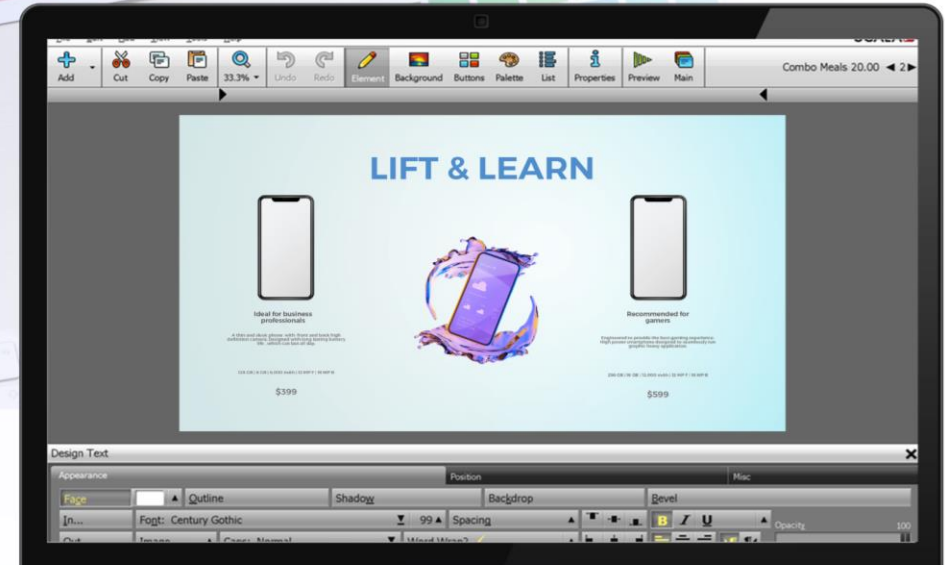
Easy-to-use player
Management
system



Smart scheduling
System allows
Scheduled push



Create unlimited
playlist and
channels



DESIGNER FEATURES



Intuitive interface with touchscreen content creator



Built-in video and image editor



Supports HTML 5, JavaScript, VB and Python



Integrates well with external devices (e.g., sensor, scanner and data senses)



Design customization and crawl capabilities



- [May 2019] CEO Insights India: 25 Best Companies to Work For 2019
- [Oct 2019] SiliconIndia: Top 10 Most Promising Digital Signage Providers 2019
- [Nov 2019] Business Connect: The Best Company to Work For 2019
- [Feb 2020] The CEO Story India: Company in Focus
- [Mar 2020] Le Fonti Awards: Excellence of the Year, Innovation & Leadership
- [Aug 2020] Australian Business Executive: STRATACACHE – A New Frontier in Retail Transformation
- [Dec 2020] HR Asia Awards: The Best Company to Work For in Asia 2020
- [Jun 2021] CEO Insights: Top 10 Best Companies to Work For
- [Sep 2021] Asia Most Promising Brand Award
- [Nov 2021] Singapore HR Award
- [Feb 2022] Singapore Business Award: Best Digital Signage Solutions Provider 2022

We are not just selling digital signage software.
We are helping businesses provide the best experience for their customers, using innovative technology across various touch points. Our aim is to improve overall brand value, customer loyalty and profitability through improved sales and reduced operational costs.

QUESTIONS?

