

## Check Out These New Product Releases!

### EVO® Pole Arm

Whether you need monitor mounts for the gaming floor, security room or registration area, Innovative offers a range of products which perform. The EVO® Pole System is the latest offer from Innovative. This is a highly configurable method of mounting monitors, which enables you to suspend arrays of 1-4 monitors above the work surface, with easy height adjustment and positioning. With sleek EVO styling, this mounting system will contribute to a modern design aesthetic.



The EVO Pole System features integrated quick-install, and simple height adjustment, and allows the monitor to pivot, tilt and rotate.

**Contact: Innovative Office Products**  
(800) 524-2744  
[www.lcdarms.com](http://www.lcdarms.com)

### T5 Sub-Miniature 2-Pin/G4 Base Led Lamps

LEDtronics, Inc. announces a series of T5 tube-style LED lamps as direct replacement for 12V xenon and halogen T3/T4 subminiature glass bulbs from 4 to 15 watts, including Xenon 1205X (5W) and Halogen lamps 774 (8W), 891 (8W, 12.8V) and 773 (8W).



The LEDtronics LEDG4BP-2W series of lamps work with high-frequency power supplies for 12VDC or 12VAC, and consume only 0.8 watts at 12VAC, and 1.4 watts at 12VDC voltage input – this adds up to 90% reduction in power consumption.

These subminiature lamps come with a dual-pin G4 base and are available in 3000K warm white or 5500K pure white light colors. They are a perfect fit in applications such as pendant lamps, under-cabinet lighting, landscape lighting, electric signs, scoreboards, step lights, puck downlights, RVs, boats, car bulbs, ceiling fans and anywhere T3 or T4 halogen bulbs are used. A removable 5.2mm lead spacer is included.

Featuring an omnidirectional beam pattern, in typical applications they provide sharper, higher intensity illumination and better visibility than standard lamps and achieve full brightness more rapidly. The lamps are rated at 50,000 hours MTBF for white LED light, and their aluminum housing helps dissipate heat, keeping them cool.

The LEDtronics LEDG4BP-2W Series of lamps are environment-friendly – they contain neither mercury nor lead and are ROHS compliant.

**Contact: LEDtronics**  
(800) 579-4875  
[www.ledtronics.com](http://www.ledtronics.com)

### uZAPPit™ Smart Tags

Pacific Emblem Co. has done it again. By marrying the QR code (or as the company calls it – their Smart Code) together with their full-color printed Smart Tags, they have created the uZAPPit™ Smart Tag. uZAPPit codes can contain anything from a coupon for your favorite coffee shop to activating phone functions and linking to email or a specific website.



The company can print a 1 to full color image on one side and then specifically code your message, URL, phone number and SMS, using their Smart Code Generator. uZAPPit SmartTags are excellent for fast food, apparel hang tags, beverage promotions, radio station prizes, automotive dealer sales, corporate events, concerts, casinos and more! uZAPPit Smart Tags are the new, cool high tech way to market to all smartphone users. Depending on the volume and art requirements, minimums are 1000 SmartTags.

Creating an instant, direct link to content, companies can use uZAPPit Smart Tags to connect with consumers and open the horizon to successfully tracking usage and exposure while optimizing search engine and digital visibility. Instead of providing a website URL, which requires a viewer to write down or remember the information to then type into their web browser, QR codes eliminate the extra step and open the browser to specific content. They also create a community as users have access to materials only available through the code.

**Contact: Pacific Sportswear & Emblem Company**  
(800) 872-8778  
[www.uzappit.com](http://www.uzappit.com)

## LRU Series LCD Displays

Panasonic, a provider of professional display and digital signage solutions, today announced two new lines of high definition hospitality and digital signage LCD displays, the LRU50 Series and the LRU5 Series. Both new lines of LCD displays feature a faster boot time mode (three seconds versus conventional seven seconds), and are available in 32", 37" and 42" models. The LRU50 Series also includes a new 55" LED model, Panasonic's first professional LED LCD display.



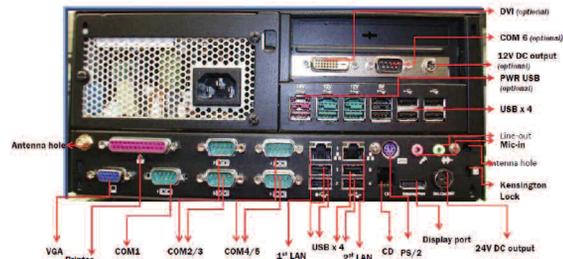
The LRU family of displays offer exceptional image quality, low maintenance and manageability that will appeal to customers, system integrators and IT staff. The displays are also equipped with essential functions for hospitality installations, luxury boxes and sports bars. These displays include initial input/channel/volume, maximum volume, button and input lock and a customizable welcome screen. They also include an SD Memory Card slot, which permits system-wide cloning of settings to a large number of units resulting in significant installation cost savings.

The LRU50 and LRU5 Series of displays are lightweight, with built-in bottom speakers and a stylish matte black bezel that blends in with any setting. The displays are equipped with a security-mount pedestal stand that rotates up to 90 degrees in both directions. Additionally, these displays feature an In-Plane Switching (IPS) panel with an ultra wide viewing angle of 178 degrees, guaranteeing that viewers enjoy clear images from virtually anywhere in the room.

**Contact: Panasonic**  
 (877) 803-8492  
[www.panasonic.com/hospitality](http://www.panasonic.com/hospitality)

## Orion Performance PC

Do you have the need for speed? Are you looking for a compact back office POS PC with powerful speed choices? If so, Touch Dynamic offers the new Orion Performance PC designed specifically for POS applications unlike any other Server Class PC on the market. The Orion Performance is



equipped with an abundance of I/O ports including 5 Serial Ports, up to 10 USB 2.0 Ports and 4 Powered USB Ports. It also boasts onboard RAID and HOT Swappable HDD's along with several CPU choices going all the way up to the screaming fast i7 CPU. For a truly redundant system, there is also Dual LAN, which ensures your customer the highest possible uptime.

**Contact: Touch Dynamic**  
 (888) 508-6824  
[www.touchdynamic.com](http://www.touchdynamic.com)

## Casino CodeKase



Wilkin Marketing's trademarked Casino CodeKase is the first and only electronic device designed for direct mail promotions. Casino CodeKase is an LED lit plastic poker chip, which attaches to a direct mail piece. Activated by pulling a tab, a promotional message or code will appear when the device's screen illuminates. Casino CodeKase

compliments WebTrax, a web-based software technology that allows vendors to track their promotional results live time through a customer facing kiosk, social media page, or the casino's website, depending on the promotion. The WebTrax software engages consumers through interactive games, revealing prizes and by identifying potential grand prize winner(s).

Once CodeKase brings the players in, WebTrax then directs them and delivers promotional information while tracking the progress of an event or promotion. ♣

**Contact: Wilkin Marketing**  
 (859) 817-0116  
[www.wilkinmarketing.com](http://www.wilkinmarketing.com)