



Leading LED Applications



NEW SUMMER
COLLECTION

**GET THE BEST OF
BOTH WORLDS**



A27 SERIES

— Absen's New 27.5" LED Solution

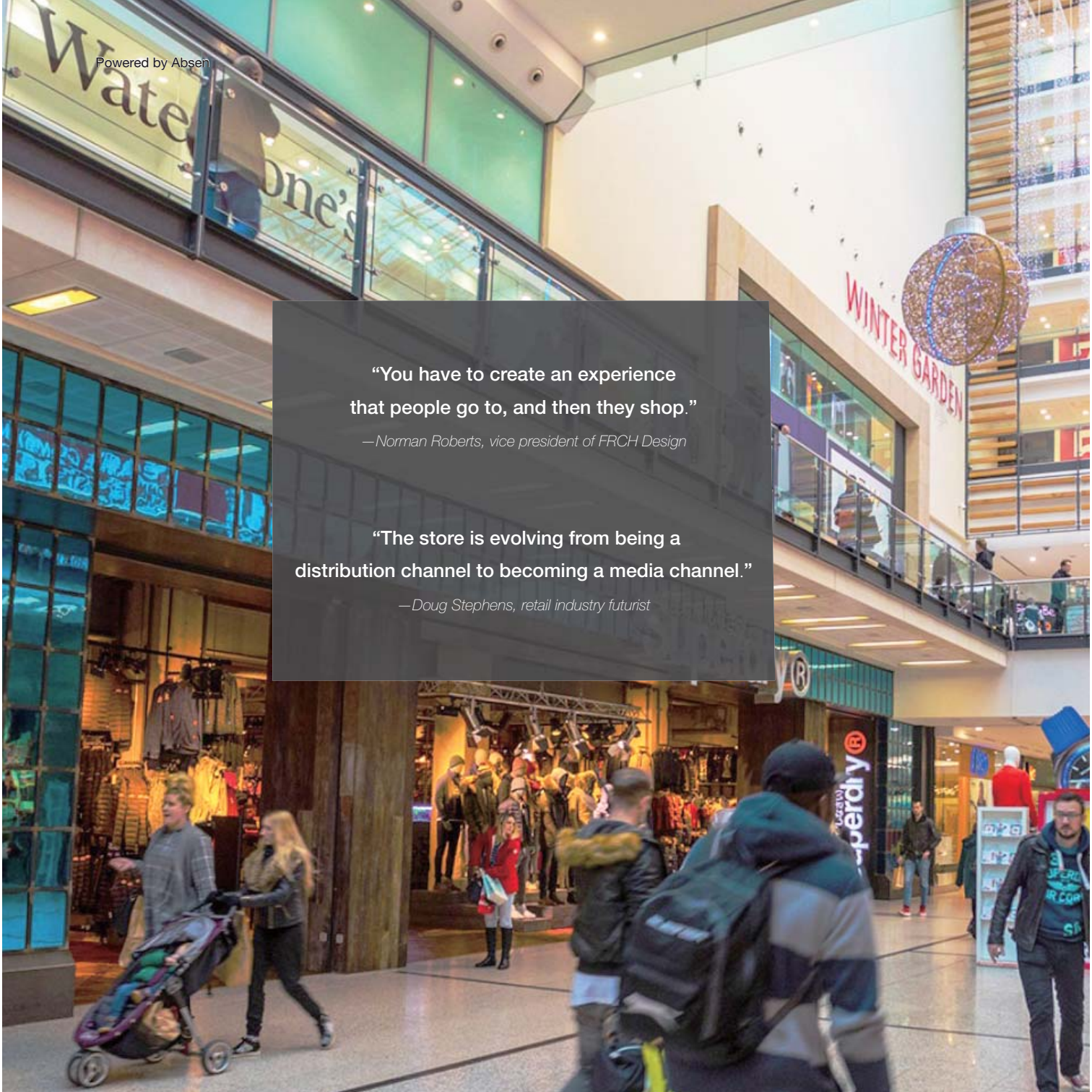
Powered by Absen

“You have to create an experience
that people go to, and then they shop.”

—Norman Roberts, vice president of FRCH Design

“The store is evolving from being a
distribution channel to becoming a media channel.”

—Doug Stephens, retail industry futurist





Get the best of both worlds

Retailers face the increasing challenge of drawing consumers inside their stores. The rise of the internet has created fierce competition as well as led to ever-shorter attention spans. More and more consumers need visual stimulation to capture their attention. Absen A27 series is the ideal upgrade for your printed or LCD signage.

The A27 offers the flexibility and performance to design the signage solution of your dreams, creating the ultimate seamless digital art. The A27 series can be wall mounted, hung or stacked from the floor. It can be built in a vast variety of shapes and sizes and is compatible with most media players. The A27 is not only one of the most versatile video solutions on the market but provides picture perfect bezel free video display to take your message to the next level.

LCD benefits



Easy Installation and Set Up



Plug and Play



Standard 55" Size



Standard Video Inputs



"Box Moving" Distribution Concept



Easy to Stock

LED benefits



Bezel Free



Color Uniformity



Greater Visual Impact



High Brightness



Easy Maintenance



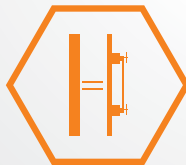
Flexible Configuration

With Absen A27 series, you get the best of both worlds.

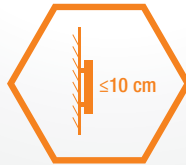
A27 SERIES



Standard 27.5" Size
HD & 4K Pixel to Pixel Resolution



Front Install/Service



≤10 cm Wall Mount
EasyMount Kit



Outstanding Image Quality
CrystalView Technology



Standard Video Input
HDMI-Direct

1 Attracts Visitors

- High Brightness
- High Contrast
- Higher Color Accuracy

- Standard 16:9 Size
Pixel to Pixel 4K & HD Resolutions
- *HDMI-Direct* Technology
- VESA Compatible
- *EasyMount* Kit (≤10 cm Thickness)
- Front Install
- Multi-Type Install

2 Ease of Use

3 Bezel Free Duo-Die-Cast Technology (Only for A2719, A2715, A2714, A2712)

4 Flexibility and Creative Possibility

- Flexibility
- Endless Creative Possibilities

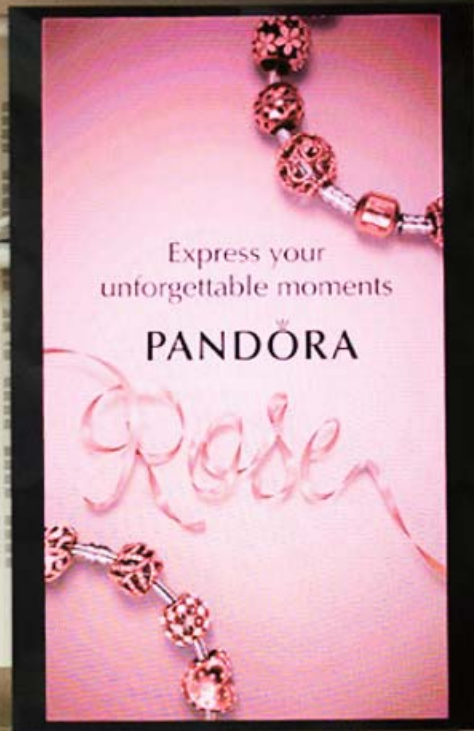
6

Simple Maintenance

- Magnetic Front Service Technology
- NPP *MatteSnapMask* Technology
- *SlideTrack* Technology

5 Uniformity Over Time

- A3C+ Color Calibration, 100,000
Hours of Operation

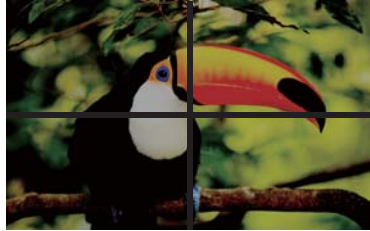


Attracts Visitors

Often LCD screens become lost among the store products and displays and can be hard to draw customer attention. The A27's ability to custom fit the size and shape of the

display space and its higher brightness and outstanding picture quality attracts customers into the store, better conveys the on-screen message, and improves the overall look and feel of the location.

High Brightness



LCD Screen

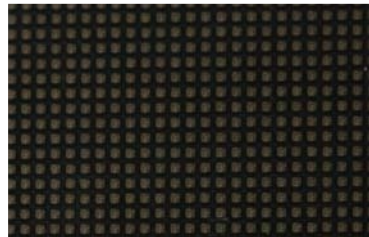


LED Screen

High Contrast



Normal LED without Mask



Matte LED with Black Mask



Low Contrast



High Contrast

Higher Color Accuracy

CrystalView Technology

An LED can display more details with more vivid images and richer color than a normal LCD. This is because LED display can enrich the color layering to enhance the details. But traditionally even on LED as one decreased the brightness the greyscale also decreased leaving images flat at low brightness levels. The A27 series uses a premium chip which with PWM that can maintain complete detail and high contrast ratio and achieve high greyscale even at low brightness levels. This allows a natural and smooth color gradient and superior image accuracy at almost any brightness setting and room condition. So, no matter the location, the A27 will always look outstanding!



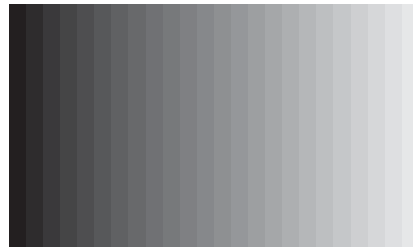
Clear Textures in Shadows



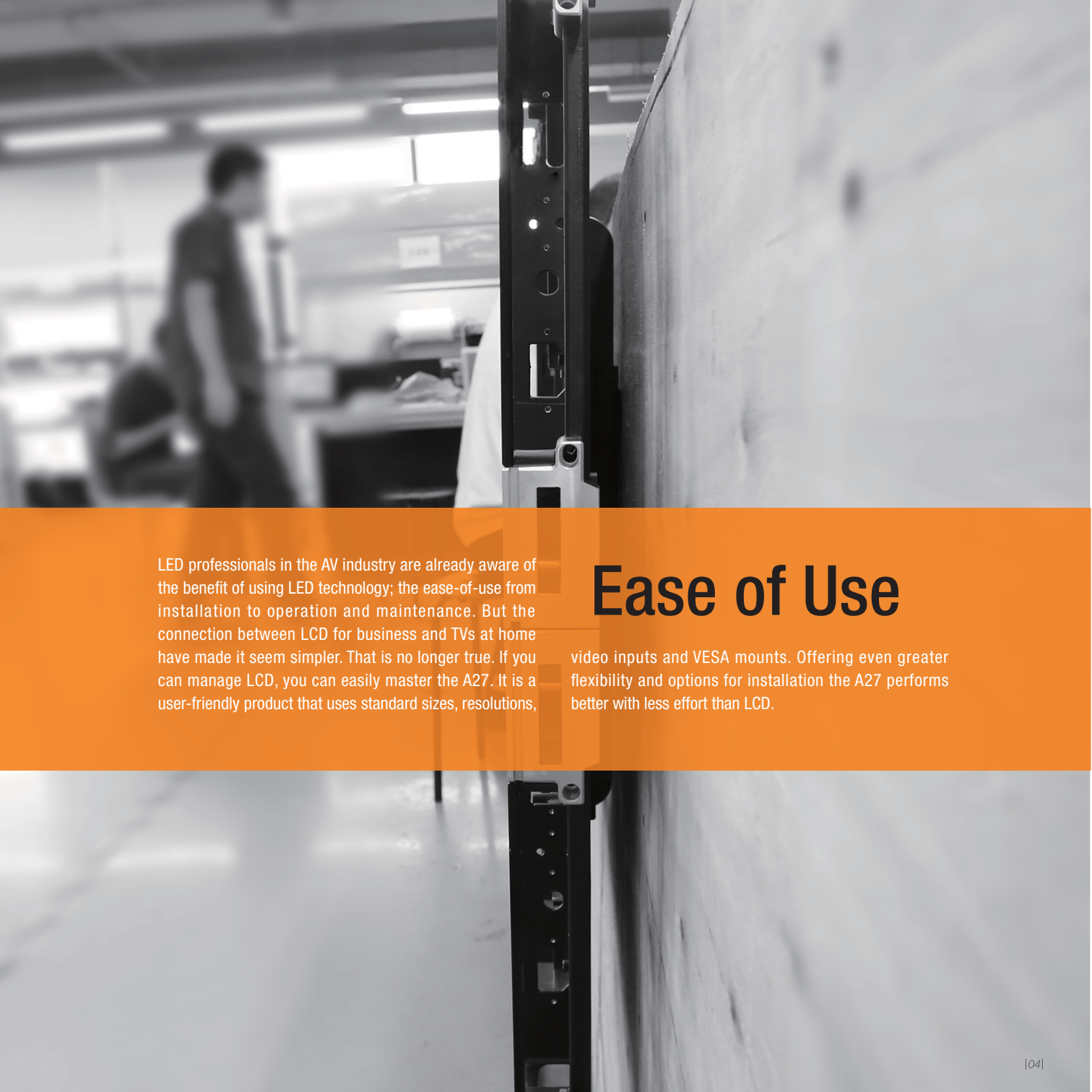
Lost Details in Shadows



Smooth Transition of the Gray Scale
in the A27 Series



Unsmooth Transition of The Gray Scale



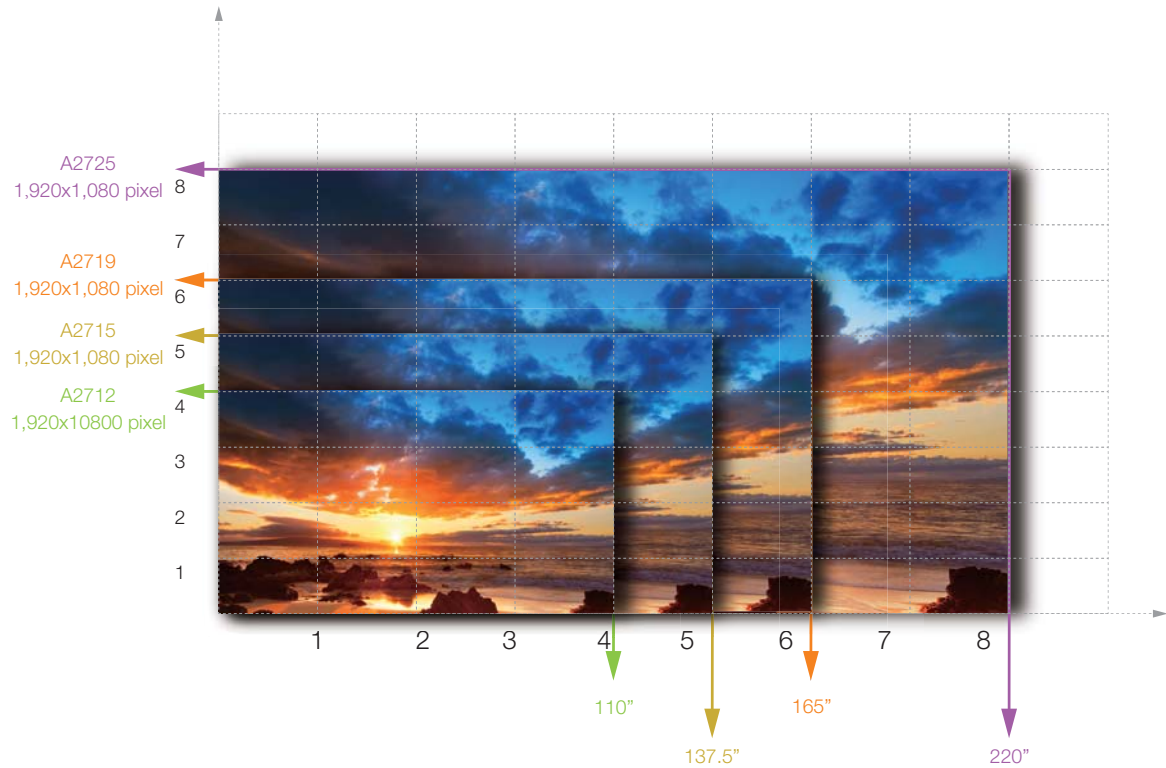
LED professionals in the AV industry are already aware of the benefit of using LED technology; the ease-of-use from installation to operation and maintenance. But the connection between LCD for business and TVs at home have made it seem simpler. That is no longer true. If you can manage LCD, you can easily master the A27. It is a user-friendly product that uses standard sizes, resolutions,

Ease of Use

video inputs and VESA mounts. Offering even greater flexibility and options for installation the A27 performs better with less effort than LCD.

Standard 16:9 Size

Pixel to Pixel 4K & HD Resolutions



HDMI-Direct Technology

Directly plug HDMI into the panels without the need for traditional LED data cables and sending boxes. A27 Direct HDMI inputs make installation faster, simpler and performance even more stable.



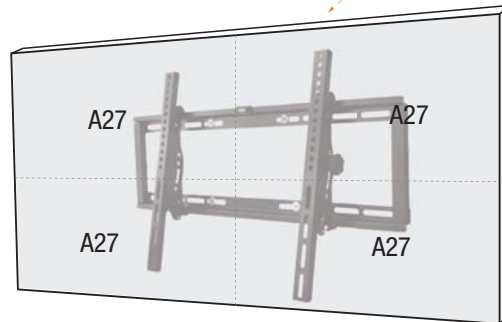
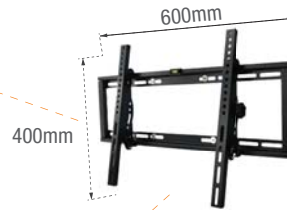
A27 Series

100% VESA Compatible

Four A27 panels create a 55" display that can be mounted on any VESA mount. Multiple 55" displays can be VESA mounted to create whatever sized display required. All without bezel or seams.



LCD 55"

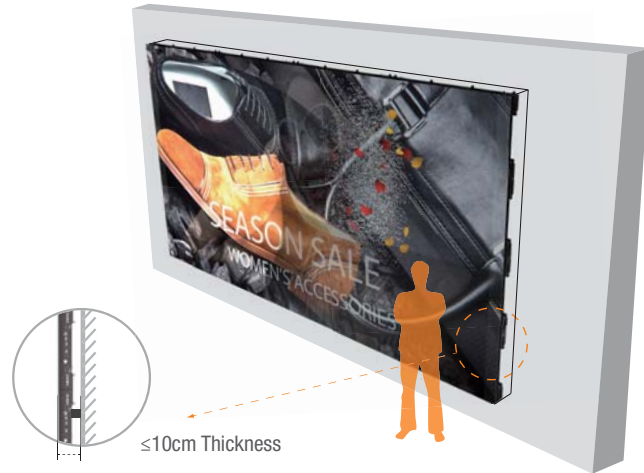


A27 Series LED 55"

EasyMount Kit

Special wall mount allows self-location.

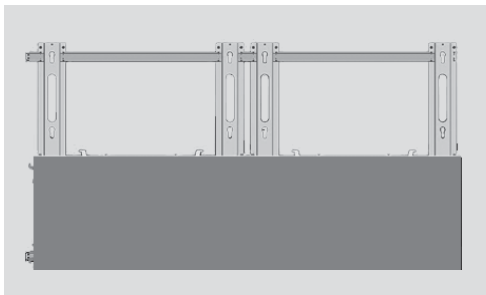
When we fixed first wall mount, the rest of others can be fixed directly without any tool's assistance. The four corners of panel have special location pin which can match wall mount. Also with panel "fast lock", quick installation is absolutely achievable in front maintenance. Thickness of whole structure is only 10cm, saving installation space.



Front Install

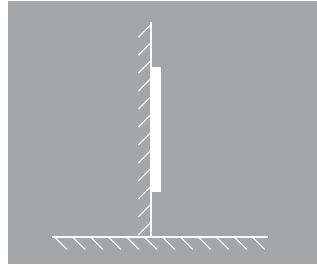
Installing a video wall in public space can be very difficult, especially in retail stores. For these tough spaces or anytime the screen will be mounted without rear access a 100% front installation is needed. Fortunately, the A27 is fully front mountable.

The *EasyMount Kit* can be installed directly on the wall. Once the mounting kit is assembled just remove the modules from the frame, mount the panels to the kit, align the panels and put the modules back on. The process is simple, quick and avoids damaging the LEDs on the module.

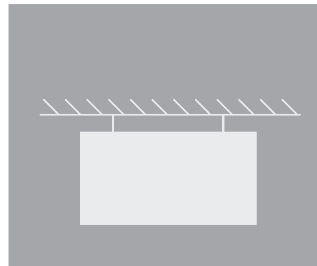


Multi-Type Install

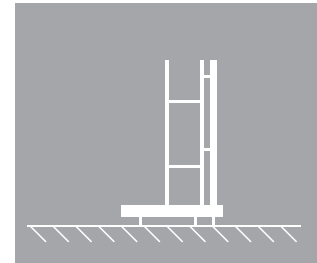
The A27 can be mounted in almost any situation. Whether wall mounted with our EasyMount Kit, a VESA mount, rigged on a truss, or installed on a floor stacking system, the A27 goes up in a snap.



Wall Mount



Rigging



Stacking



Bezel Free

LED panels are frameless, meaning that any LED installation is completely seamless. The result is one complete display, as if the screen were one enormous panel. There are no bezels between panels as is found in LCD applications.

Duo-Die-Cast Technology (Only for A2719, A2715, A2714, A2712)

A27 is built with CNC machined “Duo-Die-Cast Technology”, with vertical and horizontal side locks. These locks hold the panels together into one without external structure and force.



A27 Series Module



A27 Series Structure



Flexibility and Creative Possibility

Because LED screens are modular, they can be made into many more size variations than other display systems. So the screen can fit to the dimensions of the space instead of needing the space to fit the screen.

Also, on site there are often surprises, such as walls not being exactly the expected size, or ceilings being lower than planned, and LED products can adapt well to these variations.

Flexibility

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LED Screen



LCD Screen

Endless Creative Possibilities

LED screen modularity and software configuration makes it easy to be creative with the physical installation. Screens are not limited to being rectangular 16:9 proportions. LED screens can be any size or shape, limited only by the module size and your imagination! It 's important to remember to use specific creative content built for these creative applications for best results.



A27 series



A2715 Terminal 3, Jakarta airport,
Indonesia



Powered by Absen



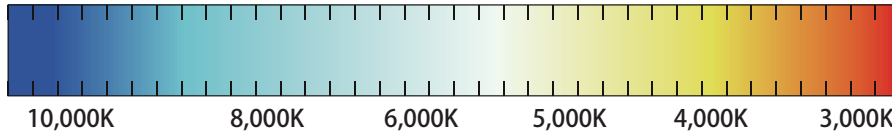
Uniformity Over Time

Both LCD and LEDs lose brightness over the life of the product. In LCDs this loss happens differently across screens leading to a patching, color variations and an overall displeasing appearance. Good LED displays do not lose color uniformity and the brightness loss happens uniformly across the screen. So the loss is not apparent to the viewer and the vivid picture continues to amaze over time.

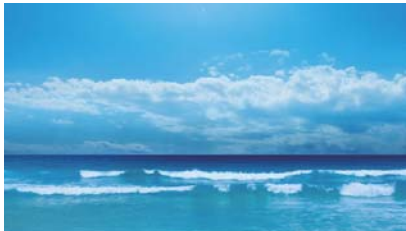


A3C+

Absen 3rd Generation Calibration Technology with Auto-Upload Feature



Allows for color temperature adjustments between 3,000K-9,500K to adapt to different circumstances and application requirements.



After 1 year usage:
Keeps great color uniformity over time.



After 1 year usage:
Colors deteriorate over time.



Simple to Service

Over the years of use there are times when the screen will need to be repaired. LED video walls can usually be easily fixed by substituting components with quick to install swappable spare parts.

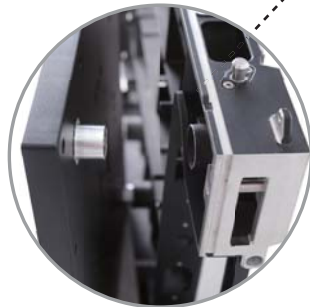


Magnetic Front Service Tool

Use the magnetic service tool to quickly pull of modules from the front.

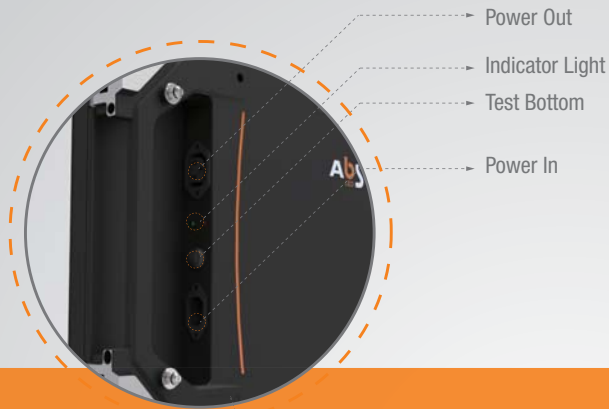
NPP *MatteSnapMask* Technology (A2715/A2719)

Masks around the LEDs increase image quality, contrast and the reliability of the panel. But when repairs are needed masks traditionally can be hard to remove and replace on finer pixel pitches. With the *MatteSnapMask* Technology, the A27 can remove and replace masks with just a few clicks even at its tightest pixel pitch.



***SlideTrack* Technology**

When connecting a module to the frame the *SlideTrack* allows the module to ease into place and snap to connect. Makes installation a snap and also protects the LEDs from damage.



Product Solution



Accessories

General Accessories

Sending Box (For standard version)

It is used to send display signals.



Front



Back



Short Power Cable

Used to connect panels



Long Power Cable

Used to connect the distribution box
to panels



Short Network Cable

(For standard version)
Used to connect signals
between panels



Long Network Cable

(For standard version)
Used to connect the sending
box to panels



Short HDMI Cable

(For smart version)
Used to connect panels



Long HDMI Cable

(For smart version)
Used to connect video player to panels



Insatllation Tools



Module Remover



CreativeDesign Kit



Case & Protection

Optional Accessories

Video processor

It provides multi-channel signal input interfaces. Any signal can be selected to be output to the screen or processed by relevant image processing technology.



Splicer

It is used to control ultra-large screens with ultra-large resolutions.



Software



aiBox (Coming soon)

Used to set the display screen through the mobile phone, even the screen brightness adjustment, etc.



Rigging Kit

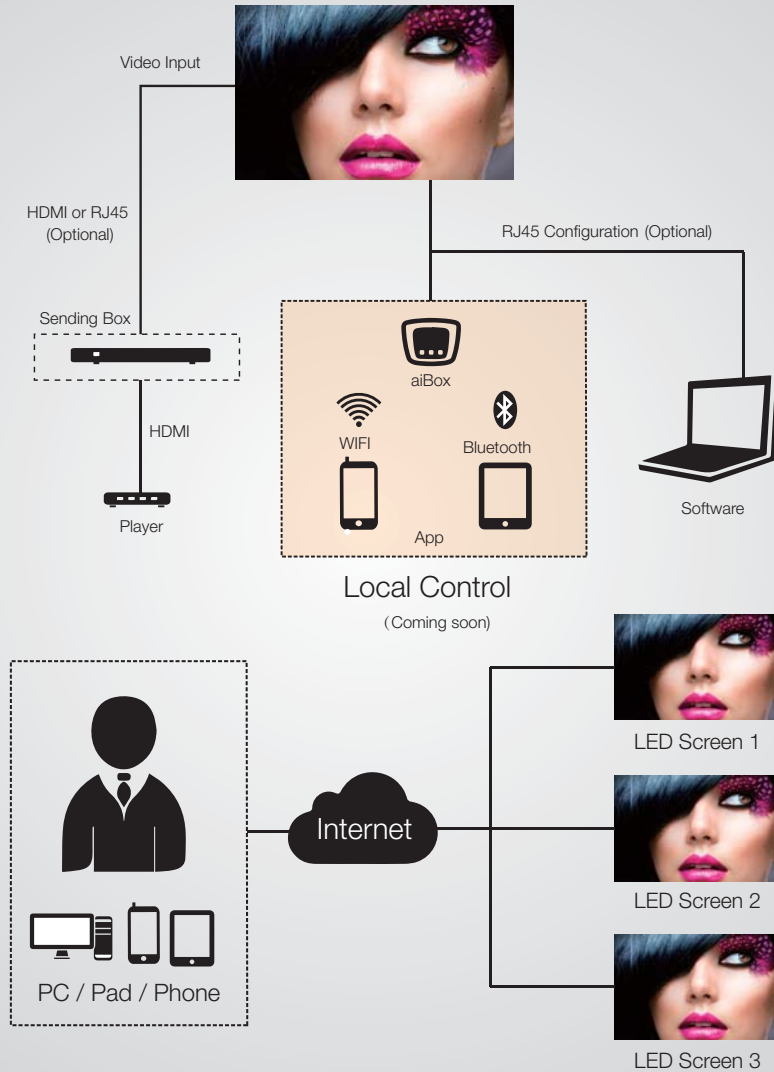


EasyMount Kit
(Mounting bracket, screws)



Stacking Kit

Solution







Parameters

		A2725	A2719	A2715	A2714	A2712
Display	LED Type	Black SMD2121	Black SMD1010	Black SMD1010	Black SMD1010	Black SMD0808
	Pixel Pitch	2.54 mm	1.906 mm	1.58 mm	1.46 mm	1.27 mm
	Panel Size	27.5"				
	Panel Dimension	610 x 343 x 61 mm (24.01" x 13.51" x 2.40")				
	Resolution	240 x 135 (16:9)	320 x 180 (16:9)	384 x 216 (16:9)	416 x 234 (16:9)	480 x 270 (16:9)
	Product Weight	8 kg (17.64 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)	8.5 kg (18.74 lb)
	Panel Material	Die casting Aluminum				
	Brightness	1,000 nit	800 nit	700 nit	600 nit	600 nit
	Refresh Rate	1,920-3,840 Hz	1,920 Hz			
	Color Gamut	110% NTSC				
	Contrast Ratio	5,000:1	4,500:1	4,000:1	3,000:1	3,000:1
	Viewing Angle (Horizontal/Vertical)	160/140 deg.				
Connectivity	Input	HDMI (Smart Version) / RJ45 (Standard Vesion)				
	Output	HDMI (Smart Version) / RJ45 (Standard Vesion)				
	External Control	USB, RJ45				
	External Sensor	WiFi, Bluetooth (With aiBox)				
Power	Power Supply	AC 100 - 240 V~ (+/- 10 %), 50/60 Hz				
	Power Consumption (Typical/Max)	203/610 W/m ²	167/500 W/m ²	173/520 W/m ²	460/153 W/m ²	460/153 W/m ²
Environmental Conditions	Operating Temperature	-10°C ~+ 40°C				
	Operating Humidity	10%~85%				
	Operating Environment	Indoor				

A2725/ A2719/ A2715/A2714

Features	Special	HDMI Chain Supporting FHD Resolution, RJ45 Chain maximum Supporting 655360 pixel Software Support (Screen configuration, brightness adjust, color temperature adjust, signal Switching & Recovery)
	Internal Media Player	N/A
	VESA Standard Wall Mount	600 x 400 mm (Need customization panel)
	Absen Wall Mounting Bracket	1 x 1 Panel, 1 x 2 Panel
	Bezel	Bezel Width
Rigging	Rigging Quantity (Vertical)	12 PCS
Accessories	Included	Quick Setup Guide, Warranty Card, Application U Disk, Signal Cable, Power Cord, module maintenance tool
	Optional Mount	VESA 600 x 400 mm (Need customization panel, and screen size less than 110")
	Optional Absen Wall Mounting	1 x 1 Panel, 1 x 2 Panel
	Optional Rigging Bar	Single panel width, Double panel width
	Optional Stacking System	According to screen size (Need customization panel)
Green Management	Emission Standard	EMC
	RoHS Compliant	Yes
	Certification	TUV-CE/ETL/FCC/CCC/RoHS
Service	Service mode	Front
	Standard Warranty	2 Years (Parts / Labor / Repair)

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