New Battery-Powered Digital Signage to Replace Outdoor Sandwich Boards

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Dual-Sided Digital A-Frame Engages Customers in Shop-Front Locations

Armagard announces the launch of its battery-powered DigiStopper. This unique range of cable-free, outdoor digital A-frames replaces the traditional sandwich board with portable, high-bright and weatherproof advertising ideal for shop-front locations and customer entrances.

“Businesses benefit from engaging outdoor advertising that makes a great first impression on passers-by and helps them stand out on the high street,” says Mark Neal, MD of Armagard.

The portable outdoor A-frame has two 43” displays, lockable castor wheels and an IP56 rating that allows vendors to advertise effectively in any weather.

“Importantly, the dual-sided design captures the attention of people walking in both directions, so vendors enjoy twice the customer engagement from a single digital signage unit,” says Mark Neal.

Battery-powered units are available with displays of 700 NITS and 1,000 NITS, offering run times of up to 14 hours from an overnight charge. For maximum visibility in direct sunlight, a 2,500 NITS, mains-powered option ensures promotions stay clear in the brightest conditions.

“We wanted to provide businesses with a user-friendly and engaging solution to pavement digital signage,” says Mark Neal. “Cordless operation makes it easy for users to position the A-frame each morning and move it around during the day, ensuring promotions get seen by the greatest number of people.”

As an outdoor-ready solution, the IP56 digital A-board has an innovative environmental controller board that ensures reliable advertising up to 40°C. The sunlight readable screens also feature automatic brightness controls that keep promotions clear and engaging throughout the day.

The first production batch has already been ordered. Armagard’s Germany-based partner, an existing user of DigiStopper units, says: “We’re excited to be the first company to partner with Armagard to bring these unique displays to businesses looking for convenient and effective shop-front advertising.”

Armagard welcomes enquiries from resellers and end users interested in purchase or lease options. For more information on the full range of DigiStopper units, visit www.armagard.co.uk or call +44 (0)121 608 7210. For the latest updates, follow Armagard on LinkedIn, Facebook and Twitter.

- ENDS -

For further press information, and to request additional images, contact Mike Thomas, Senior Marketing Executive, Armagard Ltd, on +44 (0)121 608 7210 or mike.thomas@armagard.com

Editor’s notes

As outdoor digital signage enclosure specialists, Armagard has over 25 years’ experience designing and manufacturing protection for screens in hazardous locations. Over 100,000 Armagard enclosures protect equipment in more than 50 countries, giving the company a worldwide reputation for quality that customers can count on.

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