

DIGITAL SIGNAGE SOLUTIONS

POWERED BY BLUESTAR

BlueStar





BLUESTAR. BUSINESS MADE SIMPLE.

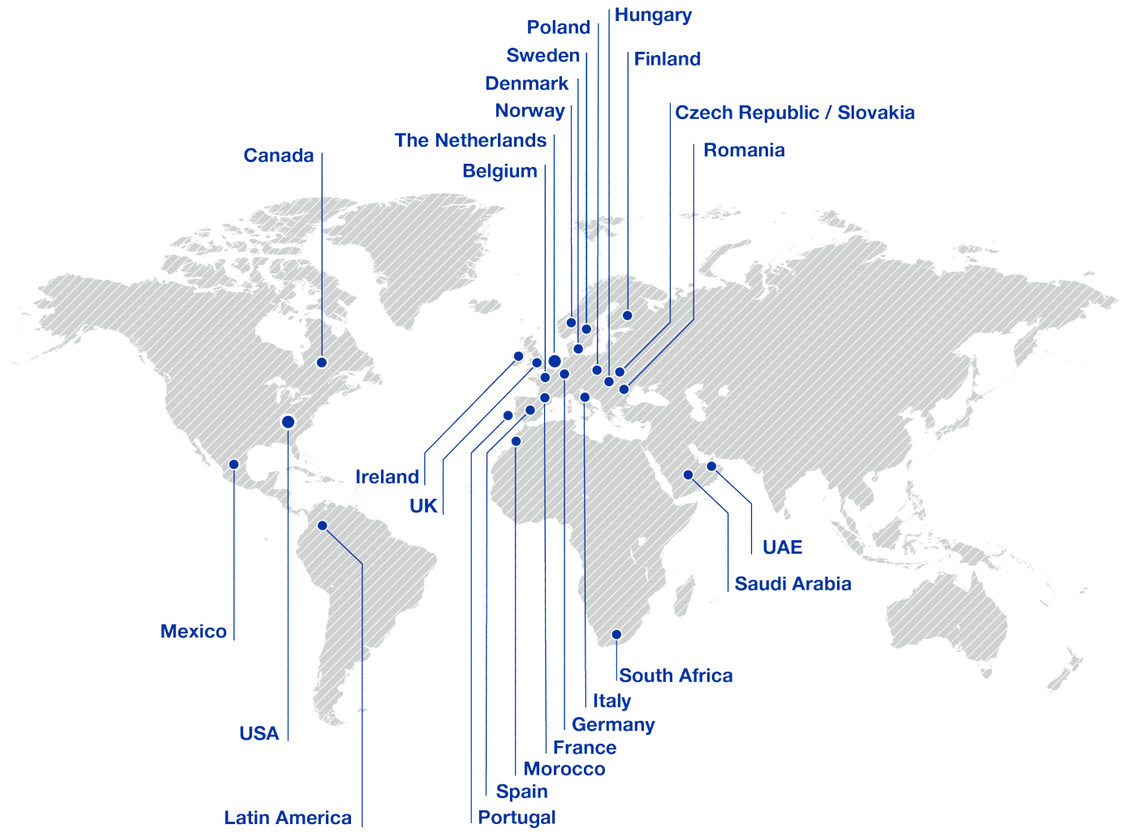
BlueStar is a leading global distributor specializing in solutions-based technology, including Digital Identification, Mobility, Point-of-Sale, RFID, Digital Signage, Robots, and Security. We exclusively support value-added resellers, integrators, and ISVs with complete solutions, business development, and marketing support.

BlueStar provides end-to-end assistance for any project no matter the size or the market. We are your one-stop shop for all your technology needs, with a focus on flexibility and efficiency. Our dedicated sales and technical teams work alongside your operations to ensure seamless implementation.

Our commitment to your success, backed by our available robust financial resources, helps you become more agile, capable, and profitable.

BlueStar

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OUR TEAMS ARE AN EXTENSION OF YOUR COMPANY.

WE ARE YOUR DEDICATED RESOURCE, COMMITTED TO HELPING YOU GROW YOUR DIGITAL SIGNAGE-FOCUSED BUSINESS.

THE BLUESTAR DIFFERENCE

BLUESTAR SERVICES
- Configuration
- Staging
- Custom packaging
- Kitting and Bundling

LOGISTICS EXCELLENCE
- Centralized warehouse
- Same-day shipment
- EMEA drop-shipment
- Largest solutions-based stock in Europe, Middle East & Africa

LOCAL SUPPORT
- 27+ locations across EMEA
- 18+ local language spoken in Sales, Support and Business
- Specialized local BDM teams in a brand or vertical market

BLUESTORE - ONLINE PLATFORM
- One-stop-shop, more than 90 vendors
- Order, Invoice and RMA Management
- Quick Ordering function
- Price Exceptions Visibility

CONTRACT & RENEWALS
- Trained team for efficient service orders
- Secure recurring revenue with renewals team
- Expertise in managing service opportunities
- Ensure order cleanliness and correctness

GLOBALCARE
- Upscale Globally
- Global network of experts
- Global warehouse and shipment

ANDROID COMPETENCE CENTRE
- Zero Touch deployment
- Google Play app management
- Google Play Protect
- Android Enterprise Reommended solutions

DIGITALLY READY
- ERP Import - FTP server
- Stock updates every 30 min.
- XML Orders and Invoices
- EDI connection available
- Manage with API's

ISV PROGRAM

Visit ISV Portal ▶

ACCELERATE YOUR BUSINESS WITH BLUESTAR.

Discover our ISV Program, an exclusive program designed to help Independent Software Vendors (ISVs) grow their business. If you develop software solutions within the Digital Signage ecosystem, this program links you with top manufacturers, system integrators, and resellers, providing unique networking opportunities to foster meaningful partnerships.

DIGITAL SIGNAGE SOLUTIONS

Digital Signage can enhance the customer engagement in stores, hotels or public places or increase sales with improved brand visibility and targeted advertisements. No other medium allows you to deliver dynamic content at the right location, at the right time, targeted at the right audience. Let BlueStar take care of the availability of the large format displays & accessories and let us sort the logistics for you so that you can focus on the total solution you'll provide to your customers.

33%

of customers become repeat buyers when exposed to digital signage in a store.

40%

is the share held by the retail sector for the use of digital signage

43%

of industry leaders experienced a significant uplift in employee motivation and performance as a result of workplace digital signage.



ASK BLUE

DIGITAL MENU BOARDS

- Large touch display with computer module
- Wall or furniture mounting solution
- Software

Allow customers to check out your menu while they wait to be seated. Content can be updated dynamically any time to show promotions or new products

INTERACTIVE ENDCAP DISPLAYS

- Large touch display with computer module
- Wall or furniture mounting solution
- Software

Capture attention of shoppers as they pass by, allow them to search for products or interact on promotions & capture their details to opt in on your communications

INFORMATION BOARDS

- Large format non-touch digital signage
- Wall- or ceiling mounting solution
- PC module or media player with cabled or wifi network support
- Content Management system to schedule and update content

Capture visitors attention while keeping everybody informed with up-to-date information.

OUTDOOR DISPLAYS

- Outdoor Kiosk structure to host embedded hardware components
- Open Frame Touch display & Computer module

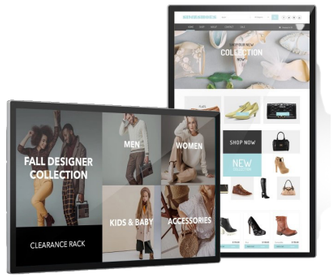
An outdoor display can give customers directions and important notices in hospitals or cities.

VISITOR MANAGEMENT KIOSKS

- Counter/wall kiosk mounting solution to securely position the kiosk
- Touch display & computer module
- Visitor badge printer

Process visitor registrations efficiently while tracking in real time which visitors are in the building. Increase security and access control.

LARGE FORMAT - TOUCH



elo

Elo product portfolio includes a broad selection of interactive touchscreen displays from 10-65 inches, all-in-one touchscreen computers and POS solutions, open-frame kiosk touchscreens for indoor and outdoor, and desktop touchscreen monitors.Whether you are in a restaurant, retail store, hotel lobby, healthcare facility or corporate office, customer engagement is crucial.

KEY POINTS:

- Choice of size and form factor : from 7” to 65” and in different form factors
- Android or Windows platform
- Edge Connect accessories expand use & computer modules make the solution complete

Shop Now



MicroTouch

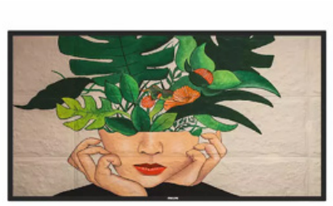
MicroTouch have a comprehensive range of Large Format Touch Screens suitable for applications such as wayfinding, queue, visitor and event management and enhancing customer experiences. The Digital Signage Series is offered in sizes 31.5” to 65”. This zero bezel, edge to edge touch surface design is stylish as it is durable and is reliable enough to withstand high traffic environments.

KEY POINTS:

- Available in 49”, 55”, and 65”
- Zero bezel design, edge-to-edge glass
- High brightness, 4K panel

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LARGE FORMAT - NON TOUCH



PHILIPS

The Philips D-Line Range is a Non-Touch Digital Signage solution for use in product promotion, menu boards, way finding and customer information. Powered by Android 11 for easy software integrations, this versatile display is suitable for impact in a wide range of settings.

KEY POINTS:

- Android model
- Up to 98” screen size
- ADS wide view panel display

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LARGE FORMAT - NON TOUCH



SHARP

Sharp delivers professional display solutions at remarkable value, ideal for retail and hospitality environments. From digital signage to meeting room displays, our high-quality solutions deliver long-life reliability and user-centred functionality.

KEY POINTS:

- Up to 98” screen size
- Both monitors & system on chip available
- Option for integrated Raspberry Pi

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COMPUTER MODULES



elo

The Elo Backpack delivers a powerful, commercial-grade Android 10 (or Linux) digital signage player designed to scale the deployment of interactive display solutions. From 7-65 inch, the Backpack adds a powerful Android OS to Elo touchscreen monitors, open frames and large format interactive displays. ELO also offers Windows and NO OS computer modules for Large Format Interactive Displays.

KEY POINTS:

- Powerful processing
- Small footprint in both size and weight
- Satisfies all connectivity needs - offering 4x USB 3.0, Ethernet, Bluetooth, Wi-Fi, HDMI, USB-C output, micro-SD, GPIO, and Wi-Fi antennas

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BrightSign

Brightsign offers the most trusted and powerful media players in Digital Signage. Capable of multiple screens and content management, sophisticated graphics and immersive content, Brightsign leads the way in Media Players.

KEY POINTS:

- Compatible with wide range of CMS providers
- Connects and coordinates multiple screens
- Brightsign O/S for maximum security, reliability and uptime.

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MOUNTING SOLUTIONS



elo

Streamline installation of ELO Digital Signage solutions with ELO stands. Create a unified approach to any customer experience in point of sale and self-service including applications for endless aisle, price verification, loyalty programs, brand experience, fitting rooms, patient check-in, time clock applications and more.

KEY POINTS:

- Wallaby Self-Service, Pro Self-Service and with integrated printer
- Slim Self-Service, Tabletop & Pole Stands
- Wall, POS Stand and Shelf Mounts

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ergonomic® solutions
creators of SpacePole

Digital Signage is the platform to bring your multi-channel messages together, allowing your retailer or hospitality business to catch the attention of customers both passing by or within. Ergonomic Solution's indoor and outdoor enclosures are the ideal platform for promotion and information, providing a robust and secure solution which prevents your display from vandalism and theft.

KEY POINTS:

- In-window mounts; Hook & Rail Solutions
- Outdoor and Indoor Enclosures
- Compatible with a range of screen brands and sizes

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ACCESSORIES



elo

Configure Elo digital signage displays with Edge Connect™ accessories. Built with versatility in mind, the Edge Connect system offers a wide assortment of peripheral options. Whether for endless aisle, self-order or collaboration applications, seamlessly attach any combination of peripherals to the edge of the touchscreen to create your solution.

KEY POINTS:

- RFID/NFC reader and fully integrated EMV cradles to mount payment devices
- Cameras to capture customers with personalized experiences and fingerprint scanner to authenticate visitors
- Barcode scanners to Improve self-service & price-checking and status lights to simplify availability notifications

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SOFTWARE



42GEARS

SureVideo, a digital signage kiosk solution by 42Gears, is built to do just that - make video kiosk management easy and convenient. SureVideo can be easily installed on tablets or TV sticks of any form factor so businesses can convert off-the-shelf devices into video kiosks. SureVideo comes as a standalone license and also with the purchase of a SureMDM license.

KEY POINTS:

- Loop allowed media files only in lockdown mode. Auto launch SureVideo. Stream and loop videos. Live stream news feeds and any text file contect on the video screen. Auto lockdown configuration. Device tampering and misuse prevention

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elo

POS and kiosk management can be easy with EloView®, a secure management platform for remote content delivery and device management. Whether you need to push content to a device or simply change the screen brightness, EloView has got you covered. Users can easyly integrate Android Elo devices into their architecture and then monitor, manage, and support them.

KEY POINTS:

- Maximize the health, security, uptime and availability of Android device fleets
- Drastically reduce training, errors, and time needed for installers.
- Lowering total cost of ownership.



elo

Elo Pay delivers fast, secure and scalable payment services. Elo Pay offers comprehensive payment services that enables merchants to process transactions with confidence. With access to multiple payment applications, end-to-end encryption, secure tokenization, robust terminal management services (TMS) and easy to use APIs for quick integration, merchants can get started quickly and securely.

KEY POINTS:

- Easy to use APIs for quick integration.
- Connect to the entire Elo payment terminal line with one integration.
- Access to multiple processors.
- Accept card not present payments.

ADDITIONAL **VERTICAL SOLUTIONS & INSIGHTS**

















WANT TO KNOW MORE ABOUT BLUESTAR?

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ASK BLUE