



# Medical Touchscreen Monitors

The trusted brand in clinical review touch monitors.

From analyzing scans to reviewing EMR's, adding touchscreens into the clinical workflow creates efficiencies while improving the patient and provider experience.



## Key Selling Points

### Top reasons to choose Elo.

- Options from 15" - 27" in 5:4 & 16:9 aspect ratio with anti-glare PCAP screens in white or black
- Offers IP54 rating on the entire unit to deliver a reliable, and easy-to-clean solution
- Edge-to-edge glass compatible with all hospital-grade cleaning solutions
- IEC 60601 compliant, including the power supply, to simplify customer qualifications
- Display is pre-calibrated from the factory to DICOM 14 standards to ensure accurate and uniform image reproduction
- With and without stand models available, both offering standard VESA for easy mounting
- Elo has been the chosen partner for some of the biggest OEM's and healthcare facilities in the world
- Enduring quality - Long life cycle support and low failure rate

## Target Accounts



Healthcare Facilities



Medical Device OEM



Clinics & Laboratories

## Use Cases

### Medical Carts:

- Commercial design with clean cable management and secure I/O
- Versatile and ergonomic mounting with standard VESA
- Efficient workflow with touch

### Nurse Stations:

- IP-sealed with zero-bezel edge-to-edge glass for easy sanitizing
- Interactive touch builds teamwork and decentralizes these workstations
- Durability in high-traffic environments

### Patient Engagement:

- Optimize patient check-in and check-out with a familiar touch interface
- Give patients control of their experience through familiar use of intuitive touch
- Increase patient-provider interaction

# Handling objections.

## What you hear.

- 1 Elo's prices are high.
- 2 Need a different spec and want to remove the Elo logo.
- 3 Looking for product, but there is nothing available in channels.

## Your response.

- 1 Elo's products are built to last making it essential to consider the total cost of ownership when comparing Elo's products and services with those of our competitors. Competitors offer lower upfront cost, limited support and recurring expenses while Elo focuses on delivering worldwide support, long product life cycles and modern designs. Our low cost of ownership and low failure rate makes for a long-lasting product in healthcare environments which limits down time.
- 2 Customers in the healthcare industry use Elo because of the high quality and long-life cycles which save recertification costs in complex & costly medical solutions. When a standard product doesn't fit the bill, our custom team is standing by. From design and engineering to prototyping and production you can partner with Elo experts to create your own product.
- 3 Elo is dedicated to the ever-expanding channel and reseller partner communities. With the biggest distributors around the world, products are rarely far away. With reliable and consistent forecasting, the channel and operations teams ensure that product can be ready for delivery. If a product cannot be found, Elo is dedicated to working with partners on stocking strategies and adjustments.

## Competitive Edge

Competitor: Tangent	Competitor: Cybernet	Competitor: ACL	Competitor: Advantech	Competitor: EIZO
<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>	<b>Elo Advantage</b>
<ul style="list-style-type: none"> <li>Broad offering with a range of sizes and colors</li> <li>IP54 entire enclosure</li> <li>DICOM calibration</li> <li>Edge Connect peripheral support*</li> </ul>	<ul style="list-style-type: none"> <li>Broad offering with a range of sizes and colors</li> <li>VGA I/O</li> <li>DICOM calibration</li> <li>Edge Connect peripheral support*</li> </ul>	<ul style="list-style-type: none"> <li>Broad offering with a range of sizes and colors</li> <li>Support of Edge Connect peripheral attachment*</li> <li>Long-standing trusted brand with strong partnerships</li> </ul>	<ul style="list-style-type: none"> <li>Broad offering with a range of sizes and colors</li> <li>Newer and fresher product designs</li> <li>Edge Connect peripheral support*</li> </ul>	<ul style="list-style-type: none"> <li>Broad offering with a range of sizes and colors</li> <li>Newer and fresher product designs</li> <li>Edge Connect peripheral support*</li> </ul>
<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>	<b>Competitors Advantage</b>
<ul style="list-style-type: none"> <li>Anti-microbial housings</li> <li>DisplayPort Video</li> <li>5W speakers</li> <li>Hot-swappable battery</li> </ul>	<ul style="list-style-type: none"> <li>Anti-microbial housings</li> <li>4k UHD 24" imagine solution</li> <li>Hot-swappable battery</li> </ul>	<ul style="list-style-type: none"> <li>Portfolio of FHD and UHD sizes</li> <li>Optional optical bonding</li> <li>Aluminum housing design</li> </ul>	<ul style="list-style-type: none"> <li>Portfolio extends up to 55" and includes FHD and UHD sizes</li> <li>MDD offered for deeper applications in Europe</li> </ul>	<ul style="list-style-type: none"> <li>Long-standing trusted brand with strong global partnerships</li> <li>Extremely broad portfolio - ranging sizes and applications: including diagnostics &amp; surgical</li> </ul>
<b>Competitors Disadvantage</b>	<b>Competitors Disadvantage</b>	<b>Competitors Disadvantage</b>	<b>Competitors Disadvantage</b>	<b>Competitors Disadvantage</b>
<ul style="list-style-type: none"> <li>1-yr standard warranty</li> <li>No 15.6" FHD standard option (Only HD)</li> <li>Anti-glare is only optional</li> </ul>	<ul style="list-style-type: none"> <li>No 15.6" or 27" offering</li> <li>Limited regional certifications</li> <li>Anti-glare is only optional</li> </ul>	<ul style="list-style-type: none"> <li>Small operation with limited resources</li> <li>European centralized &amp; new-comer to North America</li> <li>Limited offerings: mostly focused on OR theater</li> </ul>	<ul style="list-style-type: none"> <li>Market pricing is very expensive</li> <li>No 15.6", 19", or 27" available for clinical review needs</li> <li>2-yr standard warranty</li> </ul>	<ul style="list-style-type: none"> <li>Extremely limited touch offerings in product portfolio</li> <li>Operating in the higher tiers of healthcare, high price points</li> </ul>

\* Peripherals are not certified to 60601 compliance.