



Open Frames

Embedded Touch Solutions.

Elo touchscreens, ranging from 10" to 43", including outdoor options optimized for seamless OEM design integration.



Key Selling Points

Top reasons to choose Elo.*

- Product designed to support embedded applications.
- Elo legacy of quality & support proven out for decades.
- Long life cycles with NPI backward compatibility.
- Most extensive product line offering.
- Local inventory with reduced lead times.
- Custom design service.
- 3 year warranty extendable up to 5 years.
- World wide sales, application & service support.

Target Accounts



Kiosk



Gaming

Use Cases

Kiosk:

- Interactivity to engage end users
- Growing preference of self-service
- Transactional efficiency to optimize resources
- Value added channel (upselling, promotions, etc.)

Gaming:

- Unsurpassed quality & support for embedded solutions
- Deep discounting for large volume customers
- Custom design capability
- GLI compliance supported

Handling objections.

What you hear.

- 1 Elo's prices are high.
- 2 We can buy directly from the same contract manufacturers you work with.
- 3 In-house touch designs for maximum flexibility and cost efficiency. Why choose Elo open frame products?

Your response.

- 1 Elo's products are built to survive making it essential to consider the total cost of ownership when comparing Elo's enduring products and personalized service with those of our competitors. Competitors offer lower upfront cost, limited support and recurring product expenses while Elo focuses on delivering quality products with worldwide support, long product life cycles and modern designs.
- 2 First, these contract manufactures are not full service suppliers. They have very limited pre & post sale service and support including FAE, technical services, RMA and custom design service. Secondly, contract manufacturers do not have a concept of "standard product" - every shipment is a container from the factory and may or may not match the previous or next one with limited or no in country inventory. Thirdly, Elo offers a much broader product line covering the full spectrum of display sizes, touch technologies, aspect ratio and display performance.
- 3 Since we are the world's largest open frame touch monitor supplier we bring the advantage of economies of scale. By being the world's largest supplier of embedded touch solutions we focus on what we do best and allow you to focus better on what you do best, freeing up your resources to pursue higher value activities.

Competitive Edge

Competitor: Full service OEM
Elo Advantage
<ul style="list-style-type: none"> • Broadest open frame product line in world • WW product sales, service & support • Renowned quality & support • Long product lifecycles & backward compatibility with NPI • Custom design capability
Competitors Advantage
<ul style="list-style-type: none"> • Aggressive MSRP & perceived street prices • Market or regional specialization

Competitor: Component based (including LCMs) In-house design
Elo Advantage
<ul style="list-style-type: none"> • Single source, full service OEM touch supplier • Provides lower total cost of ownership • Ability to free up resources for higher valued activities • Leverage economies of scale
Competitors Advantage
<ul style="list-style-type: none"> • Highest degree of customization • Lowest unit cost (if ignoring TCO) • Providing customer lower engineering costs and improved component quality & change control

Competitor: Contract manufacturers
Elo Advantage
<ul style="list-style-type: none"> • Full service - WW product sales, service & support • Broadest open frame product line in world • Custom design capability • In-region product availability through our warehouses and distribution channel
Competitors Advantage
<ul style="list-style-type: none"> • Volume & scale • Going direct

* 2 year warranty on outdoor models

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