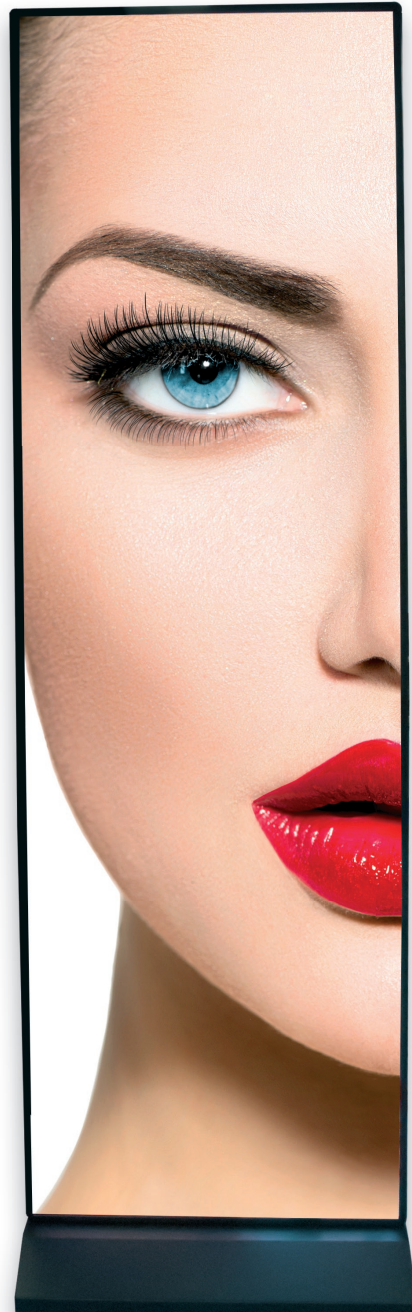


# CRUZ

Innovative and intelligent  
indoor LED display



CRUZ Series P1.9 and P2.5

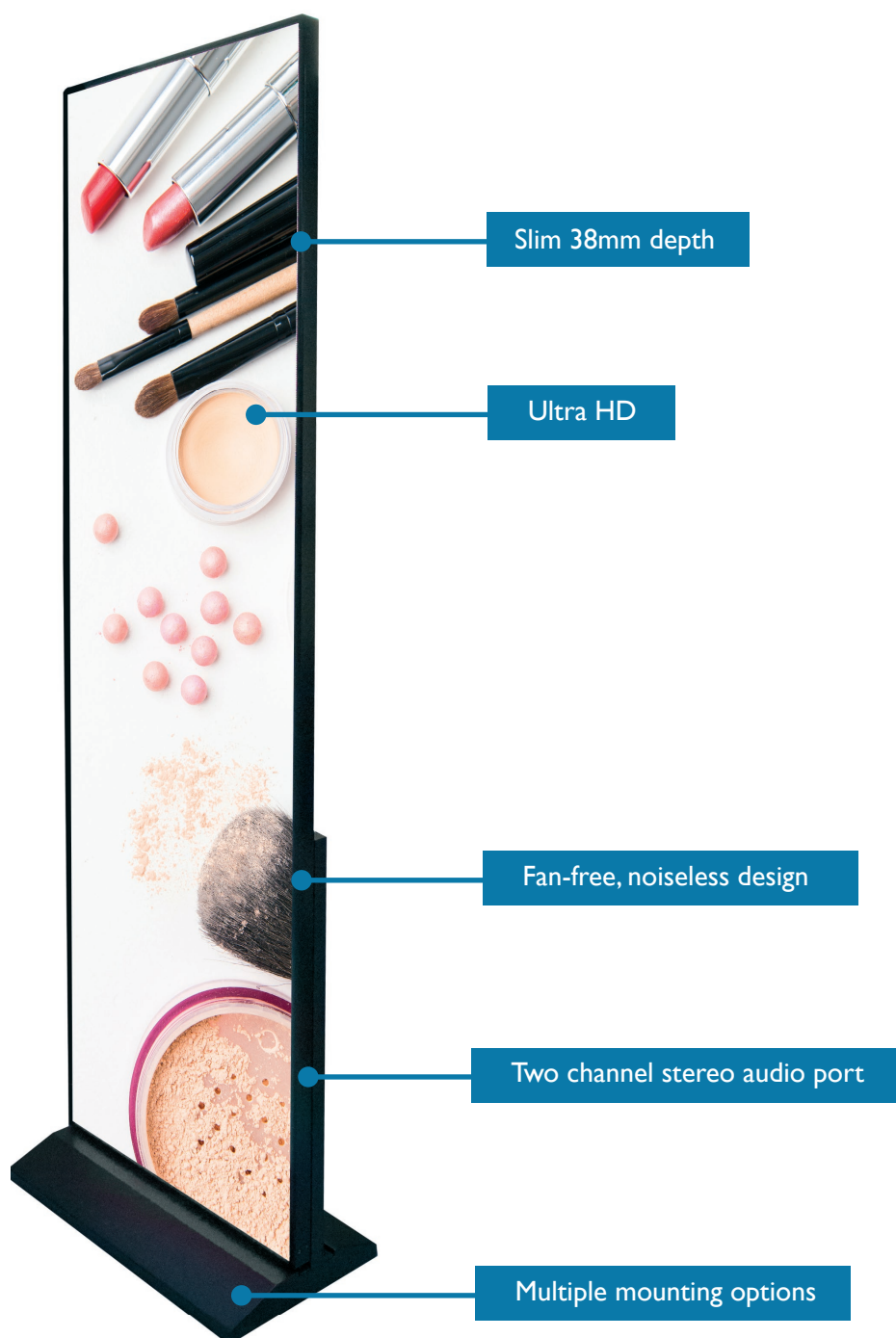
# THE CRUZ SERIES

Messagemaker Displays are proud to introduce The CRUZ Series, a range of slimline high definition, LED displays.

Available in three sizes options with stereo audio output, CRUZ screens are high performance indoor displays. Add to this a lightweight structure, multi installation formats, elegant appearance plus exceptional depth of colour and the CRUZ brings to life a wealth of advertising and messaging possibilities.

Managing and updating the display is fast and easy via USB, Wi-Fi, mobile app or remote web access giving customers the ultimate flexibility when implementing their content strategy.

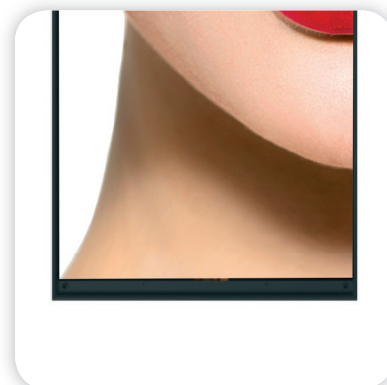
The CRUZ series is perfectly suited for those requiring a simple, innovative and stylish display solution within retail environments, hospitality, corporate spaces and the public sector.



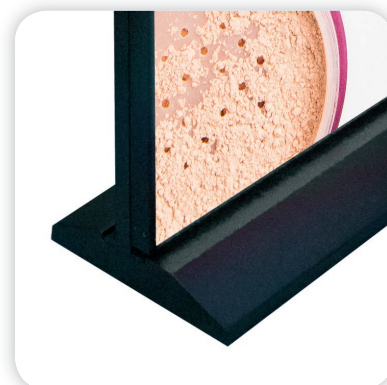
Free-standing



Ceiling or wall hung



Foot mounted



# SLIMMER, SMARTER, SIMPLER

## Elegant Design & Sleek Appearance

The contemporary slim-line design, incorporating an acrylic glass surface encased in an aluminium alloy frame, makes the CRUZ, one of the most attractive screens currently available in the UK.

## High Definition, Vivid Colour & Clarity of Sound

The visual impact of the CRUZ series is second to none when it comes to clarity of colour and attracting viewers' attention. Thanks to its fan free design, this unique screen is super silent when operating, however it's built in two-channel stereo audio allows the option for music and voice over content to be played through an external speaker system.

## Ultra-thin, Light-weight Display

The standard screen is only 38mm thick and weighs less than 40kg, making the CRUZ easy to move and install.

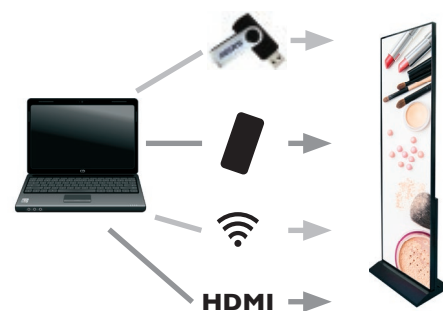


## Multiple Installation Options

Free-standing, wall-mounted, foot mounted or ceiling hung in landscape or portrait format, flexibility of display is assured with the CRUZ series\*. In addition, a host of dynamic displays can be created by using multiple modules together.

## Simple Content Management

The beauty of the CRUZ lies in its simplicity of use. Content can be loaded easily via a USB, laptop, HDMI cable, mobile app or via remote web access. In short, authorised users can manage updates from anywhere in the world, 24 hours a day. Once the data has loaded, the displays will be active in minutes. This gives customers the ultimate control in showing consistent, seasonal and promotional messaging across multiple sites simultaneously.



## Easy to maintain, Long Lasting and Cost-effective

The CRUZ series will display for 100,000 hours, over its lifetime - almost three times that of its LCD equivalent. The screen is assembled using individual panels, meaning accidental damage can be easily fixed by just replacing damaged area rather than requiring a whole screen replacement. With an average running cost of only £3.00 per day, the screens play a pivotal role in the advertising strategy of many of our customers.

## Certified and Safe

Certified to CE ETL FCC 3C and ROHS (The Restriction of Hazardous Substance Directive) compliant, the CRUZ series has been rigorously built and tested to the highest European safety standards.

\*Additional hardware may be required.

# CRUZ SPECIFICATION

Model	72-PI	80-PI	80-P2	89-P2	89-PI
<b>Structure Parameter</b>					
Display size (W x H mm)	500 x 1750	576 x 1944	304 x 1026	448 x 756	608 x 1026
Overall Dimension (W x H x D mm)	520 x 1770 x 40	604 x 2017 x 40	596 x 1964 x 40	1172 x 1964 x 40	1172 x 1964 x 40
Weight (kg)	28	36	36	80	80
<b>Optical Parameter</b>					
Pixel Pitch (mm)	2.6	2.5	1.9	2.5	1.9
Viewing Angle	160°				
Brightness (cd/sq.m)	>800				
Optimal Viewing Distance (m)	2.6	2.5	1.9	2.5	1.9
<b>Electrical Parameter</b>					
Average Power Consumption (W/panel)	200	200	200	200	200
Input Voltage	110v to 230v AC				
Input Interface	Ethernet / HDMI / USB / WIFI				

## MESSAGEMAKER DISPLAYS GUARANTEE

Our service starts from your initial enquiry. Our technical team can provide any installation advice, support or training as required. Each screen comes with a **24 month warranty** and the team are on-hand to answer any on-going questions post sale.

## THE CRUZ SERIES vs TYPICAL LCD

	Typical advertising LCD display	Messagemaker Displays CRUZ Model 80-PI
<b>Optical parameters</b>		
Brightness	400-600 cd/m2	>800 cd/m2
Viewing Angle	170°	160°
Frame Rate	50-60Hz	60Hz
Contrast Ratio	-	Improved colour contrast
Bezel Free Multi Screen Setup	No	Yes
<b>Electrical parameters</b>		
Average Power Consumption	200W	200W
Input Voltage	230v AC	110v to 230v AC
<b>Miscellaneous</b>		
Life Expectancy	30,000 to 50,000 hours	100,000 hours
Ease of Damage Repair	Difficult - if there is damage to any part of the LCD screen, the whole screen needs to be replaced.	Easy - if there is damage to part of the screen, these can be replaced due to the CRUZ screen being made up of multiple panels.
Weight (for a 80inch video wall)	70kg to 100kg	36kg
Mobile App to Update Content	Not Included	Included
Remote Access	Not Included	Included

Contact the team for further information and to view the demonstration screen.

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