



**[promultis]**  
*Focus*

# 55" Totem Focus

Freestanding totem in a stylish aluminium and steel housing.  
Ideal for digital signage in shopping centres, public areas and transport hubs.



**If you are looking for a high impact, attention grabbing, futuristic and influential marketing and data collection behemoth, look no further than the Promultis Totem Focus!**

The Promultis Totem Focus stands just over 6ft tall with an integrated 1080p webcam, the stunning 55" 4K UHD vertical back-lit screen, housed in a stylish gloss black aluminium and steel housing, commands attention.

Bestowing tempered glass and utilising the very latest in Infra-Red technology, the Totem Focus is capable of allowing up to 10 touch points from any input, including a finger, gloved finger, stylus or pen. The Totem Focus also has incredible connectivity by means of integrated Wi-Fi, HDMI, VGA, RS232 and USB ports.

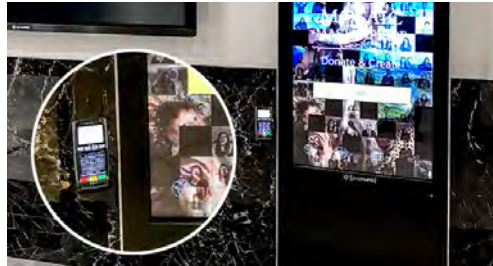


The Promultis Totem Focus is ideally suited for high-traffic locations such as

- Retail environments and shopping malls
- Corporate Spaces
- Local government
- Hospitality
- Transportation hubs
- Exhibitions and Events
- Entertainment
- Museum & Galleries

### Promultis Interactive Digital Signage Solutions

Connecting brands and services to your audience in real time and include payment options such as credit card terminals. Incorporate QR codes to communicate with consumers digital devices.



*Integrated secure payment process in conjunction with the POS terminal fixed to Totem for the National Gallery.*

### Integrated Webcam

Take advantage of a whole host of photo and video applications with the built-in webcam.



### Branding Opportunity

The Promultis Totem is ideal for corporate branding or promotions.



*Promultis created bespoke interactive software for all the activities in the Leisure Centre on two branded Totems.*



### Demographic Recognition

Imagine a male customer walks into a shoe shop, and walks by an interactive totem showing generic shoe adverts. As the customer approaches the kiosk, a camera inside it recognizes a man, in his 30's approaching, and the adverts automatically change to the male range of trainers, with a trainer model known to sell well to this age range.

This customer then wants to interact with the screen and can select a range of trainers and colours for comparison. Rather than speak to a shop assistant, the customer puts the item he likes into a virtual basket, pays, and is directed to the shop counter to receive his goods.

### IMMERSE Bespoke Interactive Software for Promultis Totem Focus



Promultis offer a bespoke software creation service where our software development team will create a multi-touch interactive experience to run on your touch hardware. Visit the IMMERSE website at <https://immerse.promultis.info/>



At the end of the day, you like to know what customer profiles came into your store. How about knowing the number of male, female, age ranges and what they purchased? We have software and hardware that allows all of this to be reported, and the Totem Focus is the perfect product for this kind of data collection.

CHASSIS FEATURES	
Material	Metal & Aluminium
Glass	Tempered Glass
Colour	Black
Dimensions (mm)	1850 x 820 x 87.5
Foot dims (mm)	50 x 820 x 450
Weight	68 kg
TOUCH TECHNOLOGY	
Infra red	10 touch points
MAIN BOARD	
Menu Language	English
Chipset	MSD6A828, quad core
RAM	2GB
ROM	16GB
Android Version	Android 5.0.1
MAIN BOARD CONNECTIVITY	
AVI 1	1
PC IN	3
VGA OUT	1
HDMI Input	2
DP Input	1
USB	3
WAN IN	1
LAN OUT	1
S/PDIF OUT	1
Headphone	1
RS232	1
TOUCH OUT	2
OTHER	
Input Voltage	AC100V~240V 50/60Hz
Standby Power	≤1W
Power Rating	≤230W
Working Temp	0°~50°

SCREEN	
Visible area	55" (1200mm x 680mm )
Resolution	3840 x 2160 4K UHD
Contrast Ratio	4000:1
Brightness (cd/m²)	350
Response Time	8ms
Viewing angle	horizontal/vertical 178°
Colours	16.7M
Lifespan	50000H
OPS	
Processor	Intel I5
Graphics	Integrated
Sound Card	Integrated High Definition AudioStereo
Networking	Integrated 10/100/1000M Adaption
Memory	8GB
Hard Drive	128G SSD
OPS CONNECTIVITY	
WiFi	802.11b/g/n /802.11a/b/g/n (optional)
USB(A)	6(4for USB2.0 2 for USB3.0)
Microphone In	1
Earphone Out	1
Lan Port(RJ45)	1
HDMI Input	1
Mini DP	1
VGA Out	1
WiFi Antenna	2
WEBCAM	
FOV	60°
Camera Resolution	1080p
SERVICE & WARRANTY	
1 year on-site warranty as standard	
Extended warranties and SLA's available at an additional cost	

