

# SERENITY Built-in digital mirrors

## Transform your elevator experiences

XPO SCREENS



- Tailored customization
- Seamless integrations
- Ultra-slim
- Modular design
- Versatile configurations
- Invisible integration
- Unexpected surprising
- Engaging content
- Multi-purpose communication

**Introducing SERENITY Built-In Digital Mirrors, an innovative solution transforming elevator experiences. Our customizable solution seamlessly integrates screens with mirrors or glass, offering versatile configuration options. The modular, ultra-slim design caters to diverse communication needs, providing engaging opportunities.**

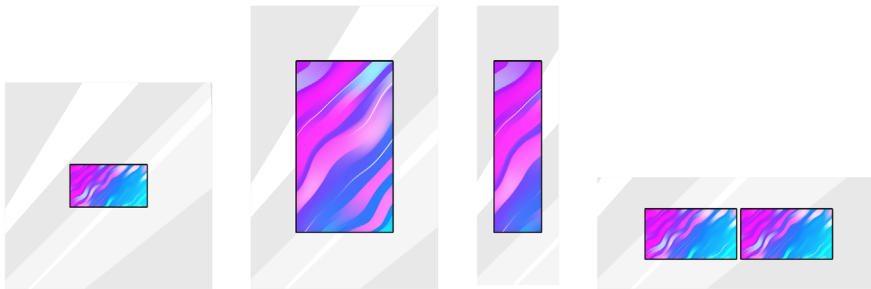
Ideal for high-traffic buildings like conference venues, malls, airports, train stations, and offices. From informative announcements to entertaining content, SERENITY enhances experiences, bringing unexpected surprises..

A SERENITY solution is custom-built for your lift, ensuring it meets your specific requirements. It's crucial for you to understand the possibilities and communicate your preferences clearly to us.

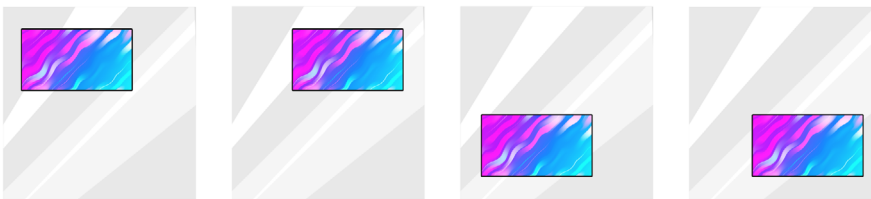
- 1 Mirror size:** Specify the dimensions (height and width) of the mirror according to your preferences and lift dimensions. The minimum thickness, including the mirror, is 40mm.



- 2 Display size and orientation:** Determine the size and orientation of the display to your liking, ensuring it fits within the mirror's dimensions. Multiple displays can be accommodated behind a single mirror if desired.



- 3 Display placement:** Enjoy flexibility in positioning the display relative to the mirror; it does not need to be centered.



- 4 Mounting and securing:** Proper installation requires careful consideration of the lift's technical design and surrounding panels. Customization of the mounting process depends on these factors. Technical drawings of the lift are necessary for accurate advice..
- 5 Location of media player:** We aim to install the media player in an easily accessible location to ensure convenient maintenance. Determine the ideal location based on a maximum cable length of 10 meters.

Once these factors have been determined and all necessary information has been provided, we can develop the SERENITY for you.

## 24V DC

Our hardware is easy to install inside elevators. Most of our screens run on 24V DC and can be powered either by a 24V power source provided by the elevator or directly to the 230V installation using an external power adapter. This makes it easy to install and/or retrofit in any modern elevator setup. Since the complete system is powered by 24V lowvoltage wiring can be used which makes installation quick and saves you time and money.



### Integrated suspension

Our screens do not require a VESA mount bracket. The housing is constructed to be mounted directly on the elevator wall, ensuring a snug fit with a minimal depth of 40mm, thus maximizing valuable elevator space.

## Connectivity

Ideally, every elevator screen is connected to the internet for content management and status monitoring. However, not all elevators have access to a data connection. The main connectivity options, if available, include:

- **LAN (Local Area Network):** If the elevator has a wired network connection, the screen can be connected to the LAN for internet access.
- **WLAN (Wireless Local Area Network):** If the elevator has a strong enough signal, the screen can connect to the WLAN for internet access.
- **Ethernet Extender Solution:** We [offer a solution](#) to establish a wired LAN connection over existing two-way cables.
- **Update via USB:** In cases where an internet connection isn't available, screens can be [updated via USB](#). This requires a USB extender from the screen to an accessible but secured location.



If you're uncertain about the available connectivity options for your project, consult with your installer for guidance.

## Power over Ethernet (PoE)

For screen sizes up to 27 inches, PoE delivery is available, enabling both power and data transmission over Ethernet cables. This reduces costs and simplifies installation processes. PoE, commonly utilized for powering devices, can also be effectively integrated into elevator systems, enhancing reliability, safety, maintenance, and scalability for critical building operations.



Our elevator screens come equipped with the industry-leading BrightSign Built-in media player as standard. This embedded solution ensures that our elevator screens offer the most reliable and cutting-edge solution available on the market.

## The BrightSign solution

BrightSign players are purpose built for digital signage with a commercial grade operating system that delivers a cloudconnected experience for real time player access anytime, anywhere. With BrightSign our screens deliver the absolute highest standard of reliability, exceptional video quality and sophisticated functionality without the PC hassles.

**BrightSign**<sup>®</sup>

## Integrated screen management in the cloud

All elevator screens combined with BrightSign mediaplayers come with a free Control Cloud subscription that puts users in control of their screens and their digital signage network. Control Cloud is a cooperative digital signage solution offering real time screen health & controls independently of your content management solution. Screen setup has been streamlined to easily provision single, multi or mass sets of screens for both Control Cloud and any Content Management Software (CMS).

## Streamlined setup

- Instantly sign up for a free Control Cloud subscription online
- Activate your player following the on-screen instructions
- Easily provision single, multi or mass sets of players
- Customize player setup for the CMS of your choice

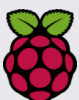


## Real time screen control (if online)

- View real time connected player health from any location
- Access the remote diagnostic web server to monitor & control players
- Perform remote reboots & provide BrightSign OS updates
- Initiate remote snapshots on demand to see what's playing on-screen at that moment in time



android



## Other platforms

If for any reason you prefer not to use the BrightSign Built-in solution, we have alternative options available. Our screens can be provided with other players and operating systems. Simply let us know your requirements, and we can work together to explore the best possibilities for you..

Multiple options exist for managing the content on your elevator screens. The suitable one depends on your specific application and requirements.

## 1 BrightSign Free Local Content Management

Every BrightSign mediaplayer comes with the [free BrightAuthor PC software](#) application. This local webserver tool makes creating, publishing and managing BrightSign presentations simple and dependable. Ideal for when a cloud solution is not needed or when content is updated via SD, USB or local network.



## 2 BrightSign Content Cloud

BrightAuthor:connected is also available as a part of a cloud solution called [Content Cloud](#). This is an affordable annual subscription that is part of BSN.Cloud, which includes all Control Cloud features and a complete set of content and network management tools. It comes with BrightAuthor:connected, enabling easy content creation and management.



## 3 BrightSign Approved Partners

If you prefer a different type of CMS, BrightSign also offers a range of [approved software partners](#) that are optimized to work seamlessly with your BrightSign Built-in elevator screen. When you are still in the orientation phase in terms of CMS, exploring this list of approved partners can be an excellent starting point.



## 4 Your current CMS

Would you prefer using our elevator screens with another CMS than one of the above mentioned? No worries, we offer two options. First, you can use your CMS in combination with the BrightSign Built-in player, for that we will check and test compatibility. Or we can see if we can incorporate your preferred media player and OS on request.