

The Transparent "Cooler" Door as Signage

Written by Bob Snyder
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It's a classic digital signage solution: turning the large-standing commercial drinks coolers, with their huge front doors, into a signage opportunity. Turning the previously untapped potential of a ubiquitous (but inert) box into a valuable display...

The **ThruVu Digital Cooler** from **MRI** is a transparent digital cooler product-- the first fully integrated and complete solution of its kind according to MRI.

The free-standing cooler solution allows for Full HD images, graphics and videos to be displayed on the front door assembly of the cooler, while simultaneously allowing clear viewing of the product within the cooler. A 55" transparent LCD replaces the traditional front cooler glass, and a customized electronics assembly provides the necessary technology backbone.

The ThruVu product is a complete digital cooler solution that includes the free standing cooler, LCD front door assembly, media player, and all required software integration. The design provides superior visual image quality on the LCD itself through a backlighting enhancement that MRI calls TransVu.

This feature, they claim, provides 78 percent color saturation and allows for viewing the image on the screen when the door is both open and closed. The product has also met *U.S.*

Department of Energy

compliance standards for commercial coolers. Additions such as a 4G cellular modem allow for

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remote content uploading and back-end hardware monitoring.

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