

# UNICOL®

## RETAIL SOLUTIONS

---



**OBELISK DIGITAL SIGNAGE SYSTEM**

At the heart of the Obelisk is a 'H' frame made of UNICOL columns and a cross member mounting plate. All other parts fix to this core design enabling customers to have a myriad of options.

These column style enclosures are available for large format screens in free standing, floor-fixed and floor to ceiling versions. Custom options available including transparent screens with display cabinet and multi-screens. Coloured and Branded versions also available. Ideal for indoor digital signage.

Our Special Projects Design department has been engaged in the ongoing development of these units and can produce conceptual and production versions for many varied applications. Standard versions shown to the right. For custom projects, please call us on +44 (0)1865 767676 to discuss.

- \* Single or back-to-back displays**
- \* Easy to assemble and install**
- \* Wide choice of screen options**
- \* Polycarbonate screen cover option**
- \* Wide choice of mounting options**
- \* Analytic Camera mount option**
- \* POS shelf options available**
- \* Space for players and PCs**
- \* Branding options available**
- \* Standard Colours in Sinterflex  
black or white**
- \* Other colour finishes available**
- \* Rapid turnaround on all orders**



obelisk



## OBELISK DIGITAL SIGNAGE SYSTEM (BESPOKE)



(left)  
(above) 1 x 3 Custom Coloured Floor-to-Ceiling Kiosk  
Double Sided with Transparent Screen & Shelves



(above) Free Standing with Analytics Camera



(above) Bolt Down, Branded &  
Custom Coloured

**[sales@unicol.com](mailto:sales@unicol.com)**

**01865 767676**

**[www.unicol.com](http://www.unicol.com)**

## PRODUCT DETAILS

### Sizes:

Typically suits screen sizes between 40-80".  
For larger screen sizes, please call  
+44 (0)1865 767676 to discuss.

### Finishes:

Casing and kiosks available in black or white as standard. Other colour options available, please get in touch via +44 (0)1865 767676.

### Options:

Available in single or double sided.

## PRICING

All prices are subject to VAT.

For all Custom Projects, please call +44 (0)1865 767676 for a quote.

Quotes are subject to change.

Prices quoted are ex-works as all housings are despatched by dedicated courier or collected.

Freestanding Kiosk	Screen Size	Order Code		Order Code	
	40 - 49	<b>KTC4FS</b>	Single Sided	<b>KTC4FSB</b>	Back to Back
	50 - 59	<b>KTC5FS</b>		<b>KTC5FSB</b>	
	60 - 69	<b>KTC6FS</b>		<b>KTC6FSB</b>	
	70 - 80	<b>KTC7FS</b>		<b>KTC7FSB</b>	

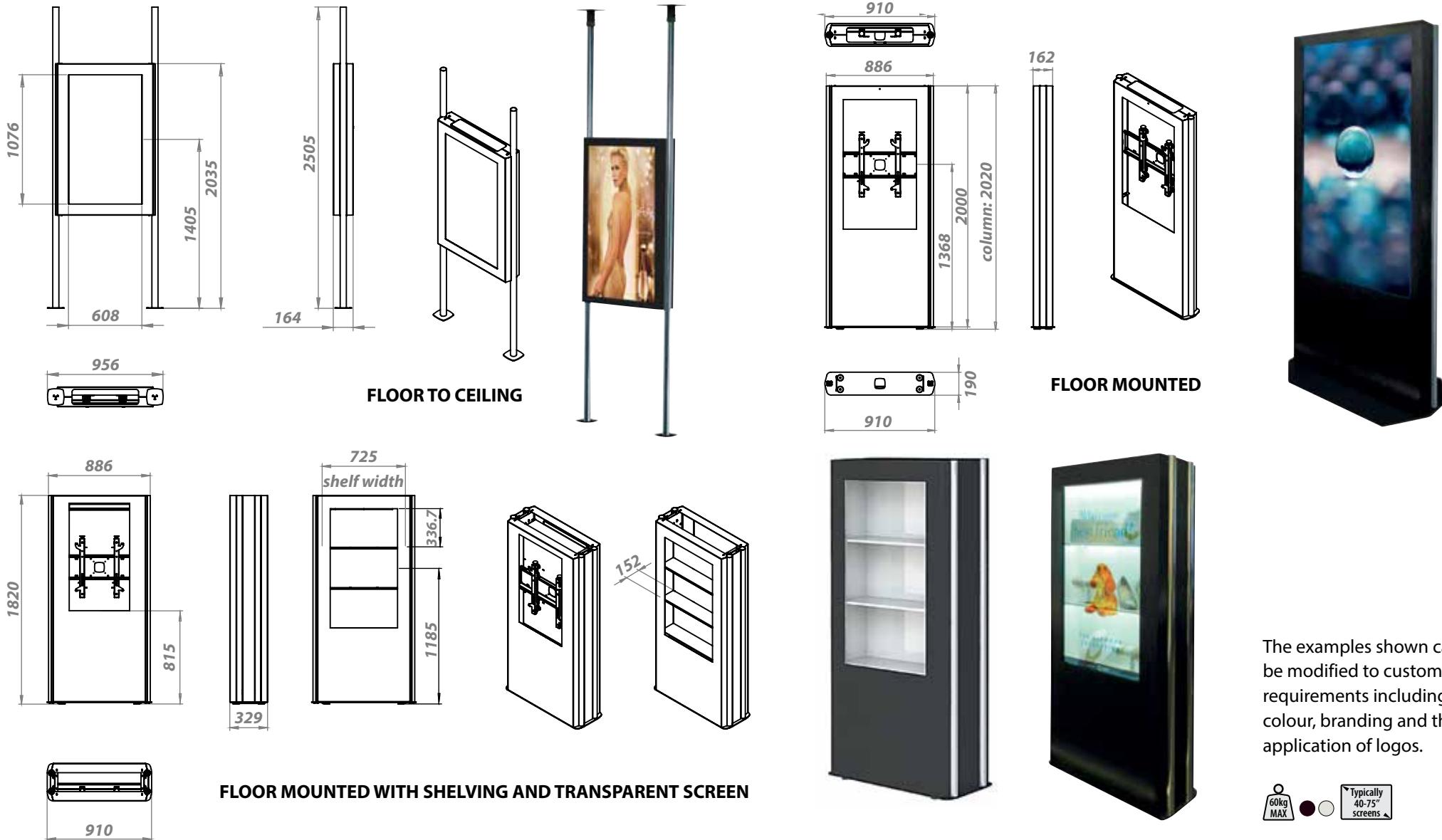
Bolt Down Kiosk	Screen Size	Order Code		Order Code	
	40 - 49	<b>KTC4BD</b>	Single Sided	<b>KTC4BDB</b>	Back to Back
	50 - 59	<b>KTC5BD</b>		<b>KTC5BDB</b>	
	60 - 69	<b>KTC6BD</b>		<b>KTC6BDB</b>	
	70 - 80	<b>KTC7BD</b>		<b>KTC7BDB</b>	

Floor to Ceiling	Screen Size	Order Code		Order Code	
	40 - 49	<b>KTC4FC</b>	Single Sided	<b>KTC4FCB</b>	Back to Back
	50 - 59	<b>KTC5FC</b>		<b>KTC5FCB</b>	
	60 - 69	<b>KTC6FC</b>		<b>KTC6FCB</b>	
	70 - 80	<b>KTC7FC</b>		<b>KTC7FCB</b>	

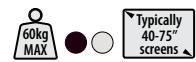
Freestanding Totem	Screen Size	Order Code		Order Code	
	40 - 49	<b>KTC4FST</b>	Single Sided	<b>KTC4FSTB</b>	Back to Back
	50 - 59	<b>KTC5FST</b>		<b>KTC5FSTB</b>	
	60 - 69	<b>KTC6FST</b>		<b>KTC6FSTB</b>	
	70 - 80	<b>KTC7FST</b>		<b>KTC7FSTB</b>	

Bolt Down Totem	Screen Size	Order Code		Order Code	
	40 - 49	<b>KTC4BDT</b>	Single Sided	<b>KTC4BDTB</b>	Back to Back
	50 - 59	<b>KTC5BDT</b>		<b>KTC5BDTB</b>	
	60 - 69	<b>KTC6BDT</b>		<b>KTC6BDTB</b>	
	70 - 80	<b>KTC7BDT</b>		<b>KTC7BDTB</b>	

## SPECIFICATIONS / DIMENSIONS



The examples shown can be modified to customer requirements including colour, branding and the application of logos.



When Vodafone wanted to refurbish their stores across the UK they contacted Fujitsu Services to specify the AV installation. The concept was to have one or two 46" screens, portrait mounted, with a profile as slim as possible and placed in the window 'goal post' style. Fujitsu invited UNICOL to meet with Vodafone to discuss how this could be achieved and found the following; the 'goal post' columns had to be in stainless steel to match the door furniture and the mounting metalwork and screen or screen housing needed to be in white. NEC had already been chosen to supply MultiSync P461 or X461HB (High Bright) displays and because they only came in black it was assumed that the display would be placed in a white enclosure.

Whilst it was recognized that a high-bright display was the only option in a highstreet window, to place it in an enclosure would drastically increase the risk of overheating. The inclusion of fans / air conditioning to reduce this risk would increase the cost, increase the profile depth and physical size of the installation. Mindful of the brief and thinking outside the box UNICOL suggested spraying the screens white. This would solve the overheating issues and meet the specification. The only drawback was that the displays needed to be dismantled to spray them, which would invalidate the warranty. Speaking with NEC it was agreed that the screens would be shipped from NEC's repair facility where the necessary panels would be removed and shipped to UNICOL's wet spraying plant; the white displays would then be rebuilt and shipped to the various sites for installation.

With these obstacles removed it was then a matter of ensuring the display mounting method was as slim as possible and that the rear of the screen was covered so that customers in the store would see Vodafone branding. The design was signed off and included a rear screen cover that could have a mag-strip branded poster placed on it, which ensured that the installation could easily be kept fresh and in line with the store style.

With the experience of rolling out Tesco TV, UNICOL insisted on site surveys to be carried out well in advance of installation. As most stores across the country are built differently, it was essential to have time to choose the right installation items for each store. Also the correct standard lengths of stainless steel columns had to be ordered in, cut, milled and holed. UNICOL were able to store and dispatch all of the goods from their warehouse. This was managed by a dedicated team and became a very efficient way of ensuring the right kit was delivered on time to the right store with the manager of that store being on hand to accept the delivery.



# Boux — AVENUE —



[sales@unicol.com](mailto:sales@unicol.com)

## AV ROLLER TRAK

Ideal for retail, the Roller Trak enables screens to be tracked in / out or from side to side, thus opening exciting possibilities for window displays, dynamic presentations, servicing needs or just access for screen / store front cleaning.

The AV Roller Trak system consists of track lengths of a standardised design which carry smooth running ball bearing trolley units. Standard Unicol column lengths & screen mounts complete the installation.

- \* Smooth, easy operation
- \* Single or multiple screens
- \* Wide choice of track lengths
- \* Swivel or Rotamount options



Typical roller track window displays consist of either:

- Single screen version with Roller Trak used to move screens along the length of a window as part of a changing window display.
- Multi-screen version used to track screens in and out for cleaning or servicing when installed close to a window.

**01865 767676**

**www.unicol.com**

## SCREEN RAIL

A highly adaptable rail system for mounting flat screens in-line, in any number. Ideal for Digital Menus & Telepresence, etc. Can be used with stands and ceiling suspension systems.

The ScreenRail system comprises a choice of 3 standard rail modules and a range of screen arms to cover all applications. The screen arms are listed in standard non-tilting & tilting versions & for displays in portrait or landscape. We recommend micro adjustable arms for precision alignment of screen faces. Back to Back versions also available.

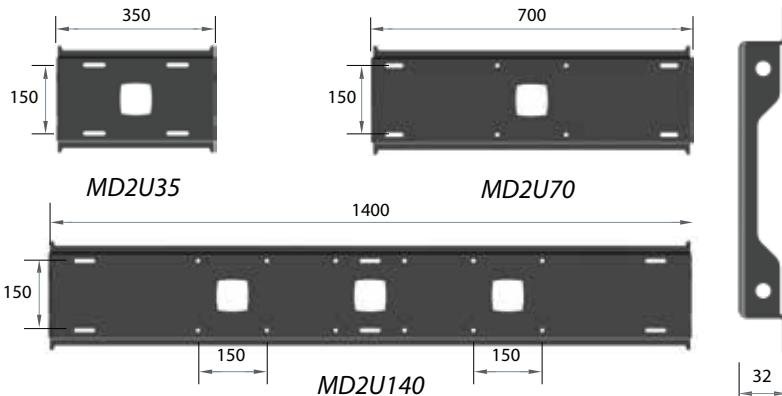


### Rail Modules

In 3 standard lengths, all with identical section profile for full interchangeability. Provision for bolting together as required. May be direct wall fixed, with or without tilt extension brackets (SR10 / SR20) or ceiling suspended.

Order Code	mm
<b>MD2U35</b>	350(w) x 45(d)
<b>MD2U70</b>	700(w) x 45(d)
<b>MD2U140</b>	1400(w) x 45(d)

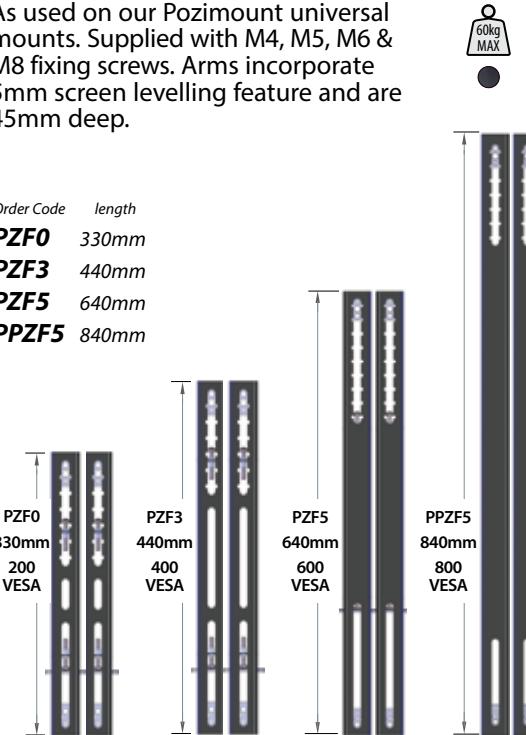
Other lengths available to order:  
450(w), 800(w), 1200(w), 1700(w),  
1800(w), 2100(w) – Call for details



### Standard Arms

As used on our Pozimount universal mounts. Supplied with M4, M5, M6 & M8 fixing screws. Arms incorporate 5mm screen levelling feature and are 45mm deep.

Order Code	length
<b>PZF0</b>	330mm
<b>PZF3</b>	440mm
<b>PZF5</b>	640mm
<b>PPZF5</b>	840mm

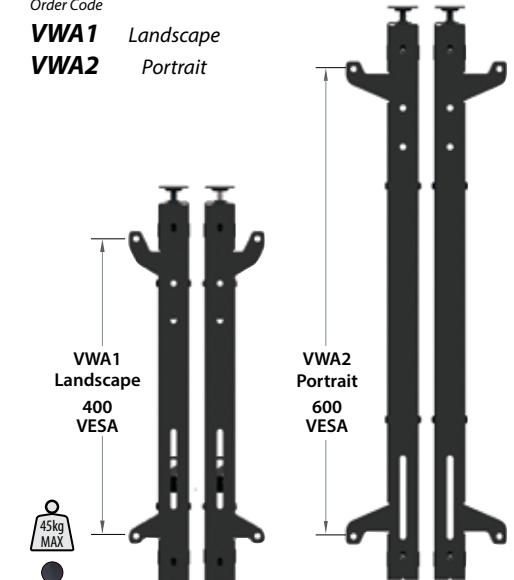


### Tool-less Adjustable Arms

Feature 15mm in-out adjustment and 15mm of levelling fine adjustment. Side to side adjustment included.

Order Code	Landscape
<b>VWA1</b>	Landscape

Order Code	Portrait
<b>VWA2</b>	Portrait





## Fixed Tilt Stand-off Brackets

Use these optional brackets to provide tilted display whenever required. 10 or 20 degree tilt versions listed.

Order Code

**SR10** 10° tilt (pair)

**SR20** 20° tilt (pair)



SR10 - 10 degree version



SR20 - 20 degree version

With the ongoing rise in digital signage on our high streets, it is no surprise that digital menu boards have also taken a leap in popularity. With approximately 74% of customers reporting that an easily read menu is their main priority, it's vital that businesses get it right, especially in fast food restaurants where menus are viewed from afar. Digital displays allow businesses to experiment with sizes, content and layout with very little cost and in minimal time. In this scenario, content is vital as nearly 7 out of 10 customers purchase products or services because the signage caught their eye.

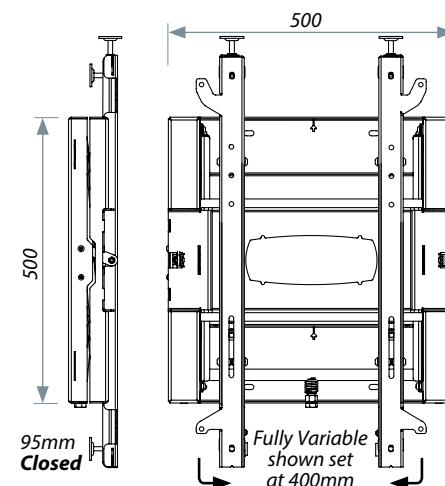
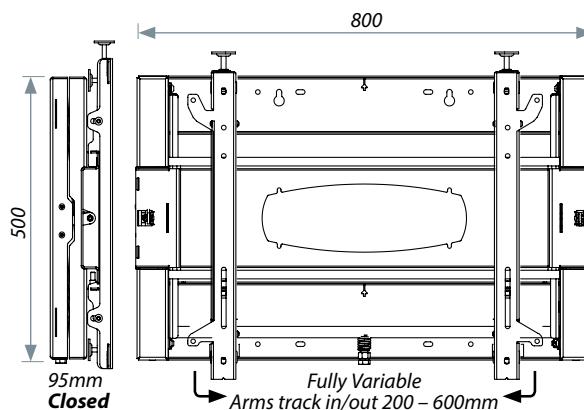
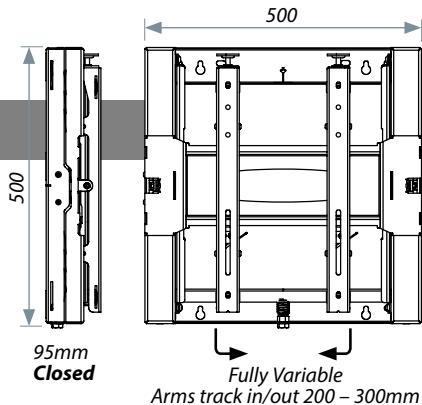
Our digital menu mounting solutions are available in 4 formats: Wall Mounted, Ceiling Suspended, Ceiling Suspended with Rear Covers, and Back to Back.

Recently, UNICOL, Sys-teams and Computacenter underwent the process of designing and installing digital menu boards in a Waitrose café. This project comprised of 3 55" NEC Screens that were ceiling suspended and finished with rear covers. By suspending the screens from the ceiling, it was possible to put the displays above the service point, giving the best possible viewing angle and maximising the ease for customer 'readership'.

To ensure screens aligned perfectly across all planes, VWA1 video wall arms were fitted to enable Computacenter to accurately adjust and lock each screen into place. Once they were in place the whole screen rail back plate, with screens, was adjusted to the perfect viewing angle. This was achieved by tilting the screen rail without disrupting the alignment of the individual screens.

Following the successful installation of the screens, custom made rear covers were then attached. The addition of rear covers is ideal when customers and staff can see the rear of the screens, as it ensures that wires, screws and joints are kept safely out of reach and has the additional benefit of being aesthetically pleasing. To ensure functionality was maintained custom mounts were created to secure the rear covers to the rail.

With a vast range of standard products to choose from, UNICOL are in a unique position to fulfil project needs. However, sometimes providing a mounting solutions requires custom made items and as all Unicol products are designed and manufactured in their purpose built Oxford factory, bespoke units are easily catered for.



## ADAPTA-WALL

### Compact Version

Order Code

**VWP0**

The compact size of this version is for screens up to 40" & covers VESA sizes 200 to 300mm. Comes complete with fine adjustment features for accurate screen positioning.

Fits VESA  
200 x 200mm  
300 x 300mm

(and any  
screen fixings  
in between)

### Standard Version

Order Code

**VWP1**

Ideal for most video wall applications and covering a wide range of VESA sizes. All Adapta-Wall mounts come complete with fine adjustment features for accurate screen positioning.

Fits VESA  
300 x 300mm  
400 x 400mm  
600 x 400mm

(and any  
screen fixings  
in between)

For screens with VESA 800 x 400mm fixing points a stretched version, **VWP3** is available

### Portrait Version

Order Code

**VWP2**

The compact (500mm) width of this version allows use of screens in portrait mode whilst accommodating a wide range of VESA sizes.

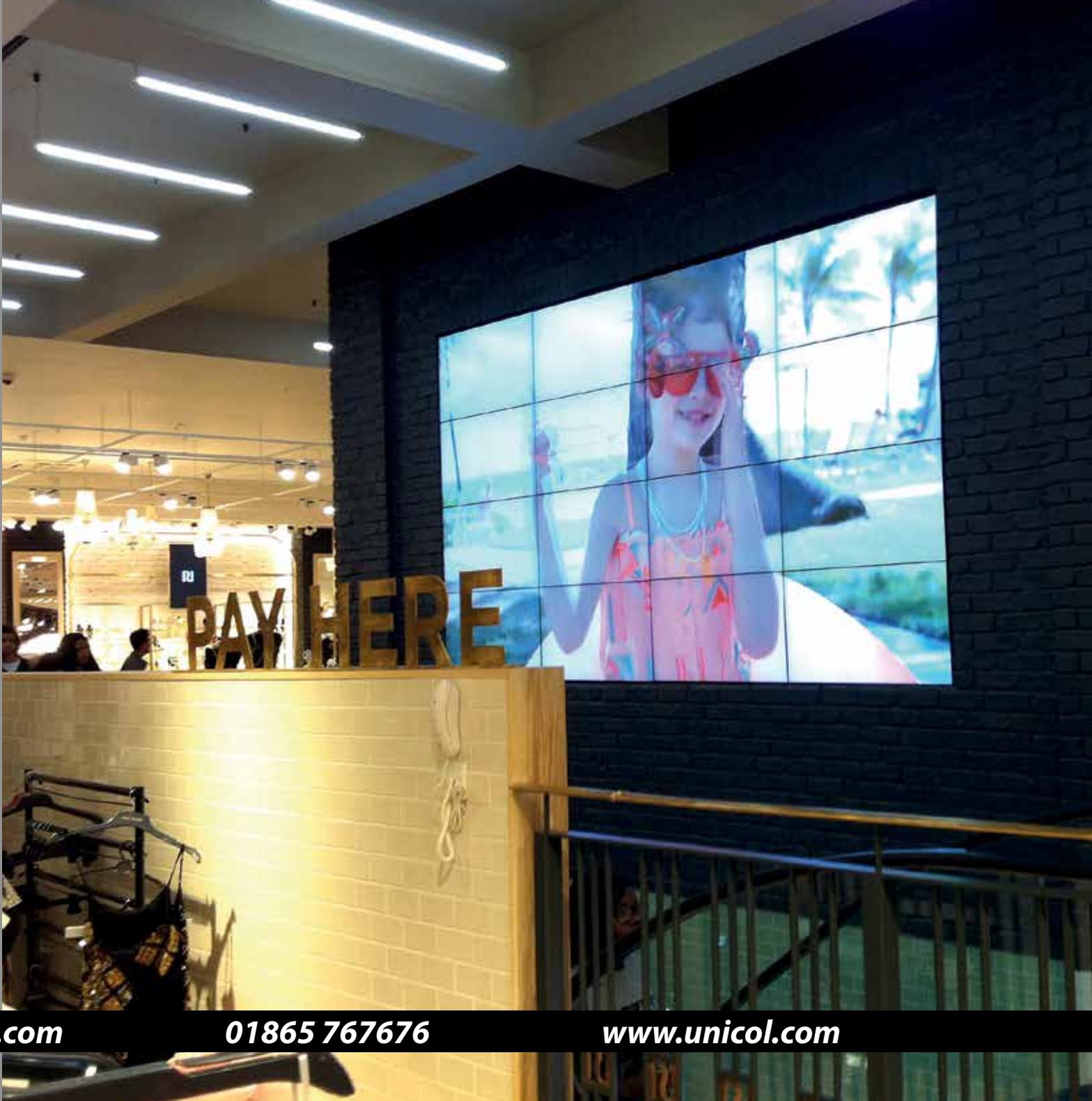
Fits VESA 400 x 600mm

Please Note: For 300 x 300mm & 400 x 400mm use **VWA1** arms



*The installer friendly Pop Out mount loaded with innovative features.*

- \* With standard 'Push to close - Push to open' action. Also available with remote latching system where closure with absolutely no screen contact in the case of ultra thin or delicate displays is required.
- \* Full screen adjustment in all planes.
- \* For screens up to 45Kg.
- \* Accurate horizontal / vertical centre line marks on all back plates for easy set up.  
*(Set up templates also available).*
- \* For direct wall fixing or use with our video wall structure components for ceiling, floor to ceiling or floor to wall applications.
- \* Optional 'pull cord' security feature prevents unauthorised 'Pop out' operation in public areas or any situation required.
- \* All versions can be direct wall fixed or used in conjunction with our Adapta-Wall structure system fittings.



***sales@unicol.com***

***01865 767676***

***www.unicol.com***

## V-WALL

### Free-Standing Video Wall System

Ideal for situations when quick, easy and accurate assembly is required such as hire and retail, where regular change is inevitable.

This robust modular structure is made of individual mast units that are joined with cross members enabling a 4-high display unit to have infinite width, (3-high display units are also available). Cable management runs are catered for and there is adequate space for players or PCs.

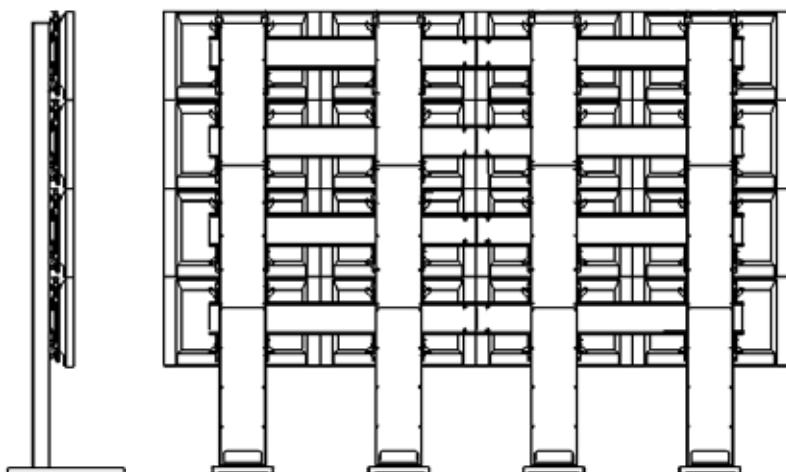
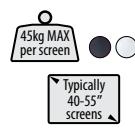
Each display fixes to the VWP1 standard 'Push to close - Push to open' video wall mount capable of VESA 200 x 200 to 800 x 400, for displays up to 45kg. The mount allows for tool-less adjustment in all planes by means of knurled wheels for in-out and up-down movement. Lateral action is achieved by sliding the display smoothly on wheels located in the mount arms.

- \* Robust modular construction
- \* Easy to assemble and install
- \* Wide choice of screen options
- \* Space for players and PCs
- \* Discreet cable management
- \* 'Push to open' - 'Push to close' mounts
- \* Tool-less screen adjustment

- Call us for details

\* Image shows 3 x 3 wall with 55inch displays.

\*\* Illustration shows 4 x 4 wall with 46inch displays.





Competing against more established fashion brands, the US retailer Forever21 was relatively unknown within the UK and had to make a big impression with its first UK store. The vast store frontage offered an opportunity to create a high visual impact using NEC video wall technology with specialist integrator, Decorum-Technology and mount solution provider, UNICOL.

The video wall was to be part of the shop front and was two storeys high. Forming the physical shop frontage, issues of security and longevity were paramount, the screens would need to be robust enough to withstand physical assault to ensure continued peak performance with easy access for maintenance. An additional glass frontage would be costly and would pose a problem for cleaning due to the close proximity of the video wall. The sheer size of the project required extreme adaptability, and presented a challenge in terms of installing and mounting the screens in a 3 x 7 portrait configuration. With no wall for attachment, the project required a bespoke mounting system which was custom designed and built by UNICOL.

The UNICOL video wall mounting system used columns as a framework to fix the individual videowall mounts to. The installation required 21 NEC 46" screens mounted 3 wide and 7 high in portrait orientation. This meant that the structure had to be 8 metres high using 2 sets of 2 x 4m columns coupled together. The mount for each screen had adjustment in all planes built in as standard. This allowed the screens to be butted accurately to one another. Before the column structure was lifted into place the screen mount back plates were roughly positioned using a unique clamping system that slid along the columns. The whole structure was then lifted and bolted into place.

The Video Capture Gesture technology was supplied by US manufacturer Space 150 and caused quite a sensation when shoppers walking past the videowall witnessed the whole content moving in their direction of travel. Footmarks were placed on the concourse for people to stand on and replicate the swipe of a smart phone to make the content travel from side to side using their hand movements.

Very tight timescales imposed by the retailer meant that all parties had to move quickly to support the project. "The installation was challenging and had to take place through the night behind protective hoardings – with so many parties involved and it being a unique solution, it was essential that we were well prepared" said Gary Mills, Director of Decorum-Technology.

Forever21 took advantage of a unique retail opportunity and raised the standard in terms of consumer expectation. Creating an on-line buzz both pre and post launch, the retail giant has in no way disappointed shoppers with its highly creative shop window.

## SPIDER / IN-LINE GANTRIES

These ceiling mounted units are available for a wide range of screen sizes incorporating our Pozimount universal tilting screen mounts. The spider style and single column gantry versions have swivel capability and all have cable entry ports for neat installation.

By their very nature all spider style and in-line gantries incorporate parts which are factory made to suit specific requirements but all versions are available on a short turn round basis.

*Call our technical support team for advice on any project or installation being considered.*



Product codes & prices listed are intended as a guide as most gantry installations are 'project driven' with the make/model & number of screens as well as the location already chosen. Call our technical team who have wide experience in advising the necessary mount component 'package' to best meet the needs of your installation.



### Order Code

**SG3** 3 screen spider gantry - max weight per screen 50Kg

**SG4** 4 screen spider gantry - max weight per screen 50Kg

**SG5** 5 screen spider gantry - max weight per screen 40Kg

**CP5** Large gantry ceiling mount for use with above

(Spider five screen gantry - illustration shows typical gantry main frame. Add heavy duty column / CP5 ceiling mount (special to these gantries) & screen mounts.)

### Order Code Bar Length (mm)

**DIG5** 100-500

**DIG10** 500-1000

**DIG15** 1000-1500

**DIG20** 1500-2000

### Order Code

**MSS1** Bolt on socket

**MSP1** Bolt on peg

In-line gantries require MSS1 sockets or MSP1 pegs (above), Single sided require PS1s, Back-to-Back PS5s. All require Screen Mounts.



High street stores have to wow and entice their customers in-store with dynamic digital display designs. This offers up mounting challenges, not only in the fluidity of change but also in the numerous building types and structural conditions that many retail stores occupy. With retail sector on-line sales outpacing in-store growth for the last four years and the uncertainty of Brexit having a mixed impact, greater emphasis is being placed on analysis of customer habits at point of sale.

Changing dynamic content to match customer needs in an attempt to increase footfall is the only way some see of saving the high street from further decline. Of course as competition in the retail sector is so fierce, all ways of gaining an advantage must be considered and keeping up with the latest technology is a position few can ignore. So what can a mount manufacturer bring to this signage party that is more than a wall or ceiling mount?

#### THE RETAIL SPACE

LED module video walls have become more popular by creating the wow factor. Until the price falls for smaller pixel pitch modules, ultra high resolution and 4K content will continue to be played on 80in to 110in displays. Retailers need to increase their engagement with customers across all platforms to deliver a seamless shopping experience. So how does this relate to mount design? Well store windows and interiors are changed regularly so mount design needs to be flexible in approach and solutions adaptable to meet such needs.

When lingerie retailer Boux Avenue asked UNICOL to provide a mounting solution for a variable position 65" screen in their shop windows a track system called Roller-Trak was produced. This allows screens to be moved from side to side or backwards and forwards, swiveled and rotated within a shop window environment. It provides shop window dressers flexibility with their dynamic content. This same concept was also used by Hugo Boss to move a 1x3 suspended video wall back from a window for cleaning and maintenance.

Retail space is expensive and has to be optimised so as LED video walls become more popular and affordable they will require moving either out from a wall for maintenance or back from a window for a tile replacement or cleaning the window. In London's West End, floor mounted Roller-Trak versions have already been installed to move large LED video walls.

#### THE OPTIMISED DESIGN SPACE

With over 50 years experience UNICOL has standard in-store mounting solutions for wall, floor, ceiling, floor to ceiling and kiosk installations. Taking this further UNICOL have looked to Japanese interior design for inspiration. Fusuma are vertical rectangular panels, which can slide from side to side to redefine spaces within a room. These are traditionally made of wood and paper but there is no reason why this concept could not be used with large format displays mounted to the UNICOL Roller-Trak. Businesses want to see a good ROI from the technology they have bought into so when the store interior needs changing or refurbishment why not simply move the displays to a new position?

To help architects and consultants to design stores in this fashion, UNICOL designs its products using 3D software. When custom builds are undertaken designs can be exchanged or networked with clients and it has already unlocked more efficient ways of working at all stages of the project lifecycle.

Digital signage is all about technology connecting people together to educate or influence their behaviour. What tends to be forgotten, when your future is in the cloud, is that you need quality, well engineered mounts to support you. UNICOL can add value throughout the project cycle. Talk to us first, says UNICOL- you will be surprised how a down to earth conversation is vital for success!



**UNICOL**®

T: 01865 767676  
E: sales@unicol.com  
W: www.unicol.com

