

A woman with long blonde hair, wearing a dark top and a large, ornate ring, is shown in profile, interacting with a large digital screen. The screen displays a map or a data visualization with various colored regions. The scene is dimly lit, with the primary light source being the screen itself, which casts a blue glow on the woman's face and hand. The background is dark and out of focus.

Interaction.  
Bring a new dimension  
to dialogue.

INTERACT  
COOPERATE  
TAKE PART  
INNOVATE  
EXCEED  
VERITABLE  
1+1=3



NEW!

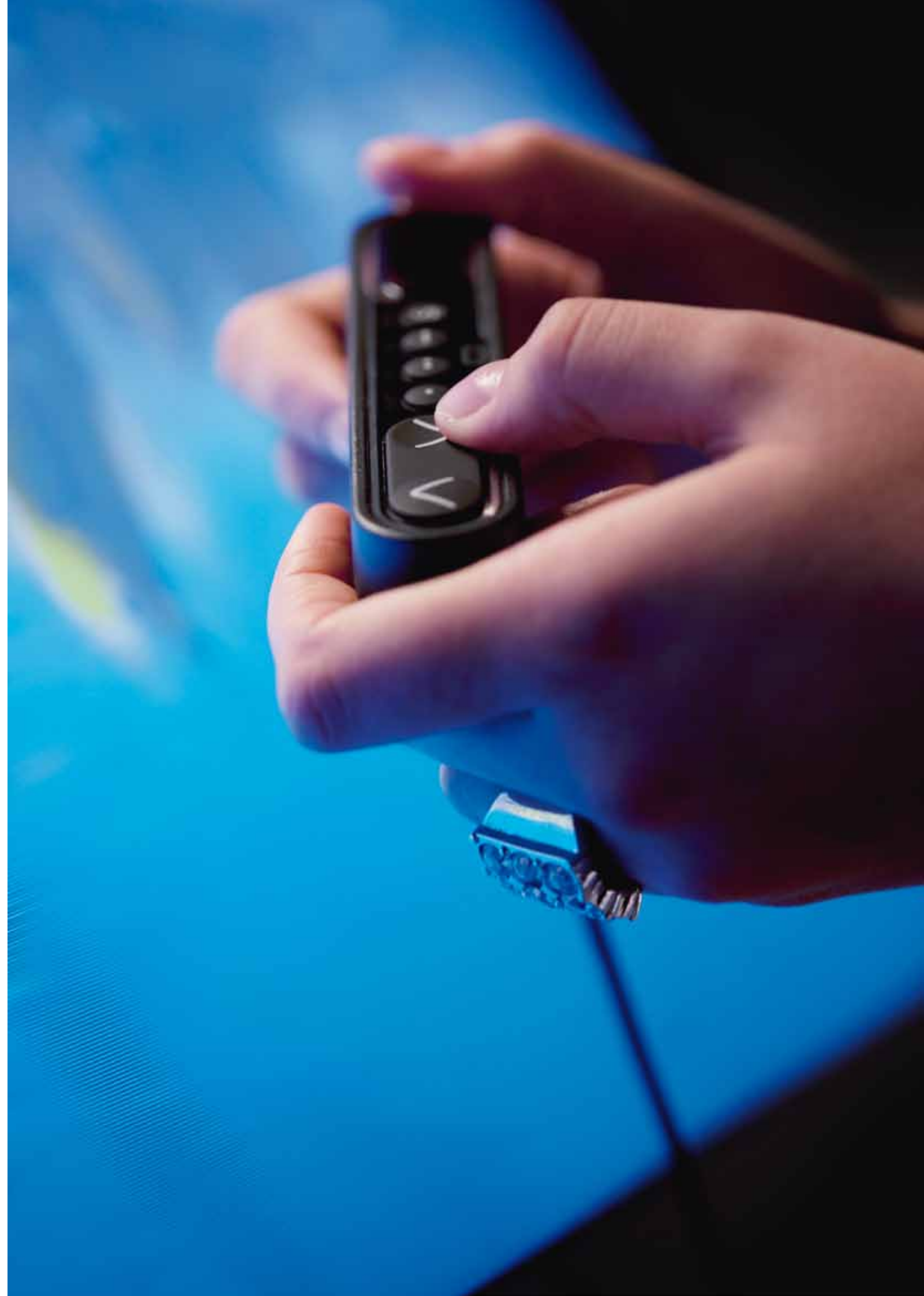
SMS TOUCH VERITABLE

Recent years have seen an explosive development in interactive equipment, with touch-sensitive screens and videoconferencing equipment having an impact not only on conferences and companies, but also at trade fairs and schools. SMS enables you to enjoy full use of the new opportunities, with everything from projector brackets to multifunctional innovation such as the SMS Touch VeriTable shown above. One minute you're all sitting around an interactive work table, the next you are standing around a vertical touch-sensitive screen for presentations – the same product, converted with a simple press on the remote control unit.



**SKETCH, DRAW UP GUIDELINES, DISCUSS.**

The tilt and height buttons on the remote control make it easy to change the angle of the screen from vertical to horizontal, creating a table that can then be lowered to a suitable height.







# More news worth pointing out.

The touch-sensitive screens are a central component of the interaction. SMS is continuously developing new solutions that make it easy to use the evermore popular screens, and to move them from place to place. Examples are the wheeled stand and the wall/floor stand shown below.



Quality in the details. The only visible cables are one for the remote control unit and one for the power supply. A special attachment for the remote control unit means fewer items to worry about.



## **SMS TOUCH WALL-FLOOR**

A graceful floor stand anchored to the wall. Electrical height adjustment.



## **SMS TOUCH MOBILE**

Always within touch. A touch-sensitive screen on a wheeled stand with electrically adjustable height gives maximum participation.



# Partnership and participation paved the way for a new interactive product.

The Dutch company BIS, which designs, realises and maintains communication, information and presentation rooms and integrates high-end audiovisual solutions, is helping the needs of the market along the way. When new legislation for planning permission was adopted in the Netherlands, the company realised that all municipalities in the country would benefit greatly from an interactive solution that allowed those applying for planning permission and the officials in the planning office to obtain an overview of an ongoing case and work with it together. BIS contacted SMS in November 2009; within six months the Touch VeriTable, or PresenTable as BIS calls it, had seen the light of day.

This is an interactive worktable, a presentation screen in the form of a table or vertical interactive board. It is easy to select the working mode with a simple click on the tilt or level controller, such that the screen takes up a vertical or horizontal position at a suitable height.

BIS got the idea for the product when they saw how the market for the Samsung touch-sensitive screens that the company worked with was growing. Could these screens solve the newly arisen needs of the planning and building committees?

– Close relationships with customers and partners is vital, because we can only offer the best products to the end users if we know the needs of the customers and work with the best partners. We always focus on the end user, says Jean Pierre Overbeek, Chief Executive Officer at BIS. And yes, we get very positive responses from the markets that our PresenTable solves their newly arisen needs.



## Rapid increase in sales

One of several characteristics common to BIS and SMS is the ambition to be a pioneer in the company's segment.

– We already knew about the reliability of SMS products, and the company was very quick to reply to our enquiry, says Arie Vroedsteijn, General Manager Logistics and Procurement at BIS. A product development collaboration was set up in which BIS contributed specifications of requirements and tested prototypes, while SMS was responsible for design, construction and production.

The initiative has come after many years of partnership that initially consisted of marketing projector brackets and developed to encompass solutions for flatscreen and interactive monitors. It has borne fruit from the very first day.

– The product sold well even during the first month after we started production, says Jean Pierre Overbeek. We have high expectations for the product, particularly for public procurements. We have already submitted several tenders and we see that interest in the product is steadily increasing.

## Win-Win

SMS is also conscious of the potential of the product and is now including it in its range of products. The Touch VeriTable has been provided with attachment points that can be used with screens from other manufacturers.

– This is an extremely dynamic example of what partners can achieve within the framework of SMS's virtual organisation, says Richard Svahn, Product and Project Manager at SMS.

## Dealing with heat was a challenge

– How could such a heavy screen be made flexible and secure, while at the same time presenting an attractive design? A further challenge involved the cooling of a screen that is normally used in a vertical position. Using the screen in a horizontal position gives rise to completely different air currents, and this caused problems. SMS solved all of the problems, and they managed it in short time, says Arie Vroedsteijn.


The Touch VeriTable/PresenTable is an advanced design with several electric motors and high-precision electronic control. This means that it is not possible to deliver everything already assembled from the factory. In order to ensure that customers do not assemble the tables wrongly, BIS carries out the final mounting before delivery in its own workshop.

Jean Pierre Overbeek emphasises the flexibility of the final concept. The user can choose freely whether to sit and use the product as an interactive worktable or to use it as a vertical or horizontal touch-sensitive screen for presentations. These possibilities mean that the table should be welcomed by architects and within the educational sphere, in addition to the initial target group of planning and building committees at local Governments.

BIS is now waiting to receive GS approval from the German TÜV Group, something that may be a further effective marketing argument for BIS, SMS and all other partners within the virtual organisation.

Change easily between interactive worktable and vertical interactive board – it's the same product! The SMS Touch VeriTable/PresenTable arose in collaboration between SMS and the Dutch company BIS.



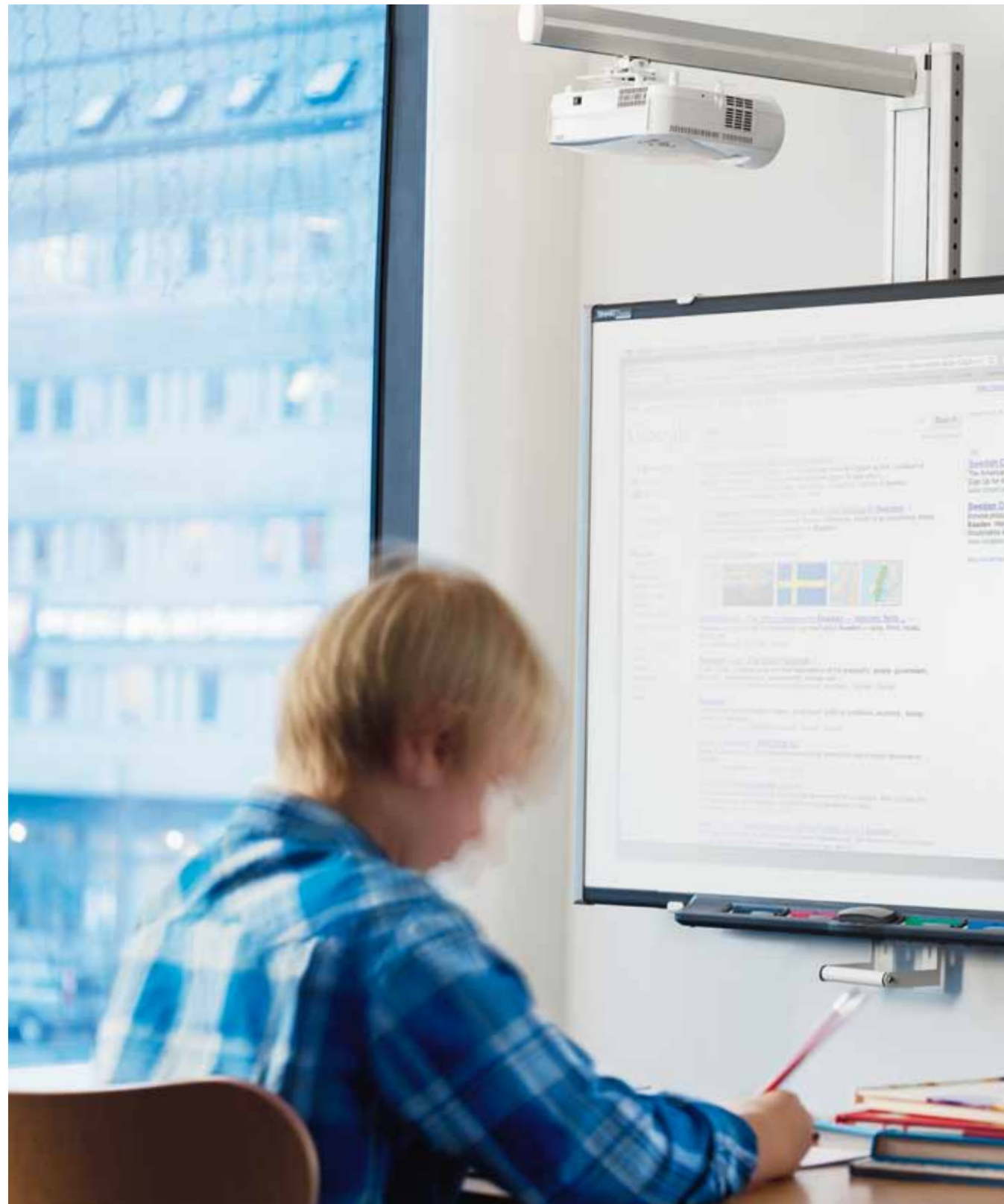


**LEARNING**  
IS FASTER WHEN PUPILS  
**PARTICIPATE.**  
PRESENTATIONS ACQUIRE  
**MORE IMPACT.**  
SMS HAS A **COMPLETE**  
**RANGE OF SHORT-THROW**  
PRODUCTS THAT  
**SIMPLIFY**  
THE USE OF PROJECTORS,  
**INTERACTIVE**  
BOARDS  
AND PERIPHERALS.



# Cost effective innovation lending schools a hand.

**SMS PROJECTOR SHORT THROW WALL MANUAL.** Research has shown that learning is more effective when interactive teaching aids are used. We have introduced a product that can be assembled very quickly, and is thus very cost-effective in schools and other settings that require several brackets for projectors and interactive boards. Can be assembled by one person in under an hour! The manual alternative makes it easy for children and others to reach the interactive board. It's simply a case of pulling the handle. The product also ensures improved ergonomics, since the teacher does not have to stretch unnecessarily.



## **NEW MOTORISED ATTRACTION.**

The new version of the SMS Projector Short Throw Wall Motorized is even more attractive than its predecessor. One reason for this is that the motor is concealed behind the board. The bracket itself has also become lighter. Further, using more pre-mounted components and a single transport box means that the assembly is even quicker.



Height adjustment as simple as pie!  
Grab the handle, and pull up or down.

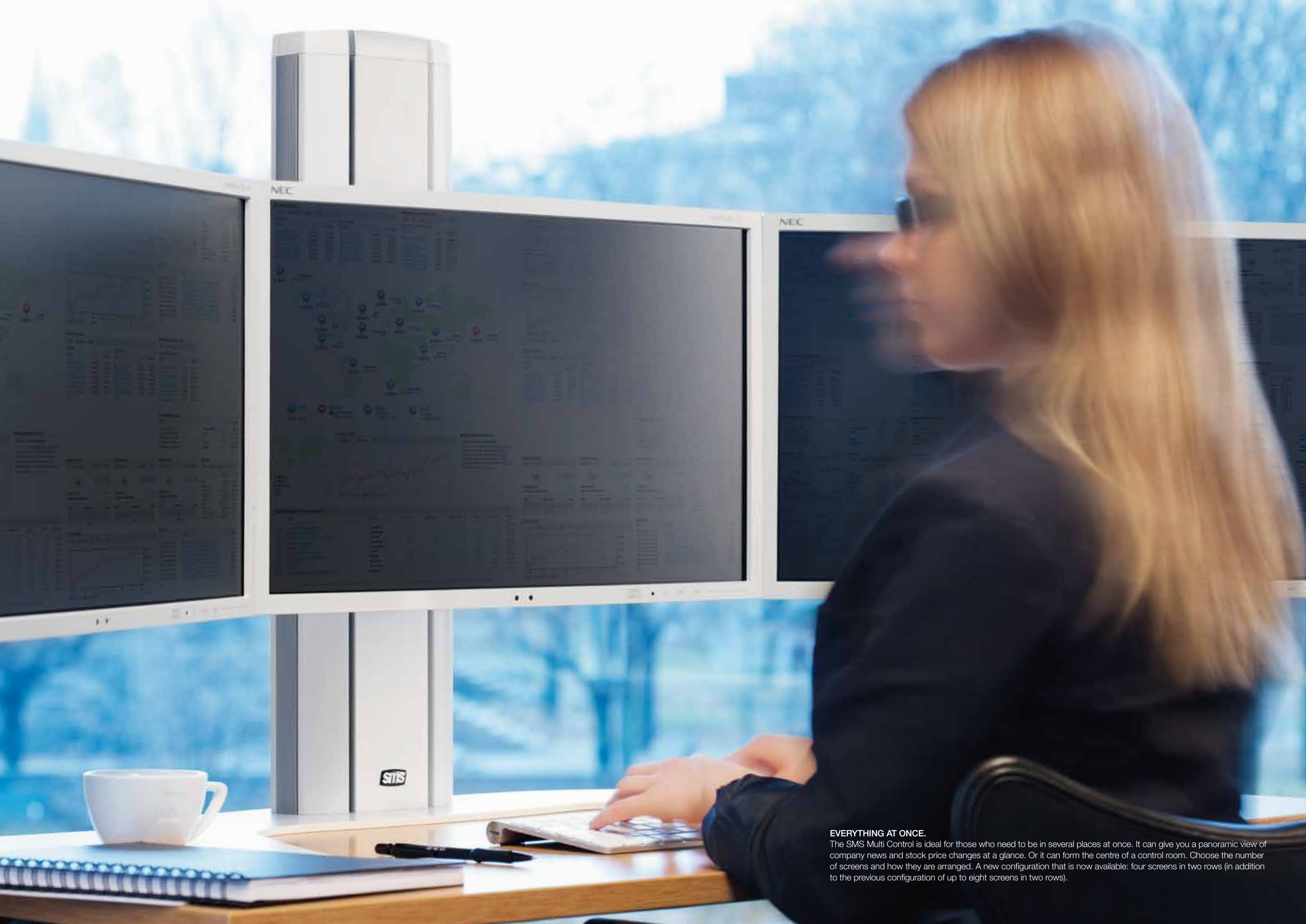




**SMS BRINGS INTERACTION TO  
700 HUNGARIAN CLASSROOMS.**

Many customers need a fixed and flexible bracket.  
The large order for schools in Hungary proved the quality  
and reliability of this product at an early stage.





**EVERYTHING AT ONCE.**

The SMS Multi Control is ideal for those who need to be in several places at once. It can give you a panoramic view of company news and stock price changes at a glance. Or it can form the centre of a control room. Choose the number of screens and how they are arranged. A new configuration that is now available: four screens in two rows (in addition to the previous configuration of up to eight screens in two rows).





Save space on your desk. Using the SMS Clamp as an attachment point allows the bracket to be mounted on the edge or corner of the desk. Simple and secure fine adjustment using adjustment screws.





# X

## FOR UNLIMITED INTERACTION AND GREEN MEETINGS.

SMS X Video Conference. Join in without needing to travel! The videoconference on wheels (or mounted on the wall, or standing on the floor) means that foreign meetings are soon underway – without airplane emissions, jet lag, or high travel costs. And without spending nights away from the family. The bracket is designed for two screens with dimension up to 52".







**ACCESSORIES TO CARRY YOU THROUGH.**

The X Conference Codec Shelf (left) has space for both camera and codec, so that everything is in one place. It can be mounted above the screens or mounted on the column under them. It is possible to place the codec or other equipment separately from the camera by combining the X Conference Codec Shelf with the Camera Shelf (right).





### THREE-WAY COMMUNICATION.

A bracket that is particularly suitable for public areas in which visitors arrive from many different directions. The photograph on the left shows the elegant cable feed through, with a single channel for all three screens. Can also be suspended from the ceiling.





SECURITY  
FROZEN  
SUN  
AD  
COMMUNICATE  
ARCTIC  
DESERT  
EXTREME  
RAIN  
INDOOR  
MAPS  
INTERACT  
COMMERCIAL  
WET  
INFO  
SNOW  
ICE  
OUTDOOR



### SMS MULTI DISPLAY CEILING

In order to display its menus, and to be able to update them simply, the Tasty Thai restaurant on Adolf Fredriks Kyrkogata in central Stockholm, Sweden chose our new multiscreen solution, the SMS Multi Display Ceiling. A tailored white frame for the three screens ensures that the installation blends naturally into the surroundings.



**NEW!**

#### SMS MULTI DISPLAY WALL+

Mount them as a row or build a video wall. A new solution for screens in one or several rows. A smart and economical finesse is the "Push" function that brings a screen forwards to give easy access for service and/or exchange while all other screens remain in operation. The product is a member of our new product group SMS Multi Display.



# SMS MEDIA CABINET EXTREME

Flyers fluttering in the breeze. Wieselgrensplatsen at Hisingen in Gothenburg, Sweden. Three units of the SMS Media Cabinet Extreme allow the shops around the square to display advertisements in all weathers, and with cost-effective joint use of the screens. The solution is part of the poster presentations in the square, which are supplied by MinAffärTV AB.





# Custom Made. Long live the user!

Custom Made is an extended service in which SMS can identify and develop customer-tailored solutions on commission from and in collaboration with its partners. The result can be anything from a supplemented or modified existing product to a fully new innovation. This is not a case of tailoring products for its own sake: each project given a green light has first been analysed from a perspective of customer need and the specification of requirements placed by the commissioner. Only projects that have the potential to be win-win projects are undertaken.

Custom Made uses existing modules and components from the standard range as far as possible, and this ensures cost-effective development and a noticeably shorter delivery schedule. In contrast to traditional tailored solutions, Custom Made provides cost-effective development and production, together with exact functionality. Economical added value for the user.

**RADISSON BLU WATERFRONT  
HOTEL, STOCKHOLM, SWEDEN.**  
The new hotel wanted to conceal the cables and media boxes that could be seen behind the screens in the 414 rooms. The solution developed was a wall bracket that fills the space between the screen and the wall with a single piece and "boxes in" the cables and media box.





**NEW!**

#### **SMS FLATSCREEN ULTRA THIN 3D**

Our popular flagship is now even more gracile. This 3D arm has already sold in large numbers, and is now available in a fully new design – a wall bracket with sideways adjustment. The new functionality allows you to displace the screen to the right and left, and now only a single joint is needed. The result is a bracket that provides mounting even closer to the wall than previously, with retained flexibility.



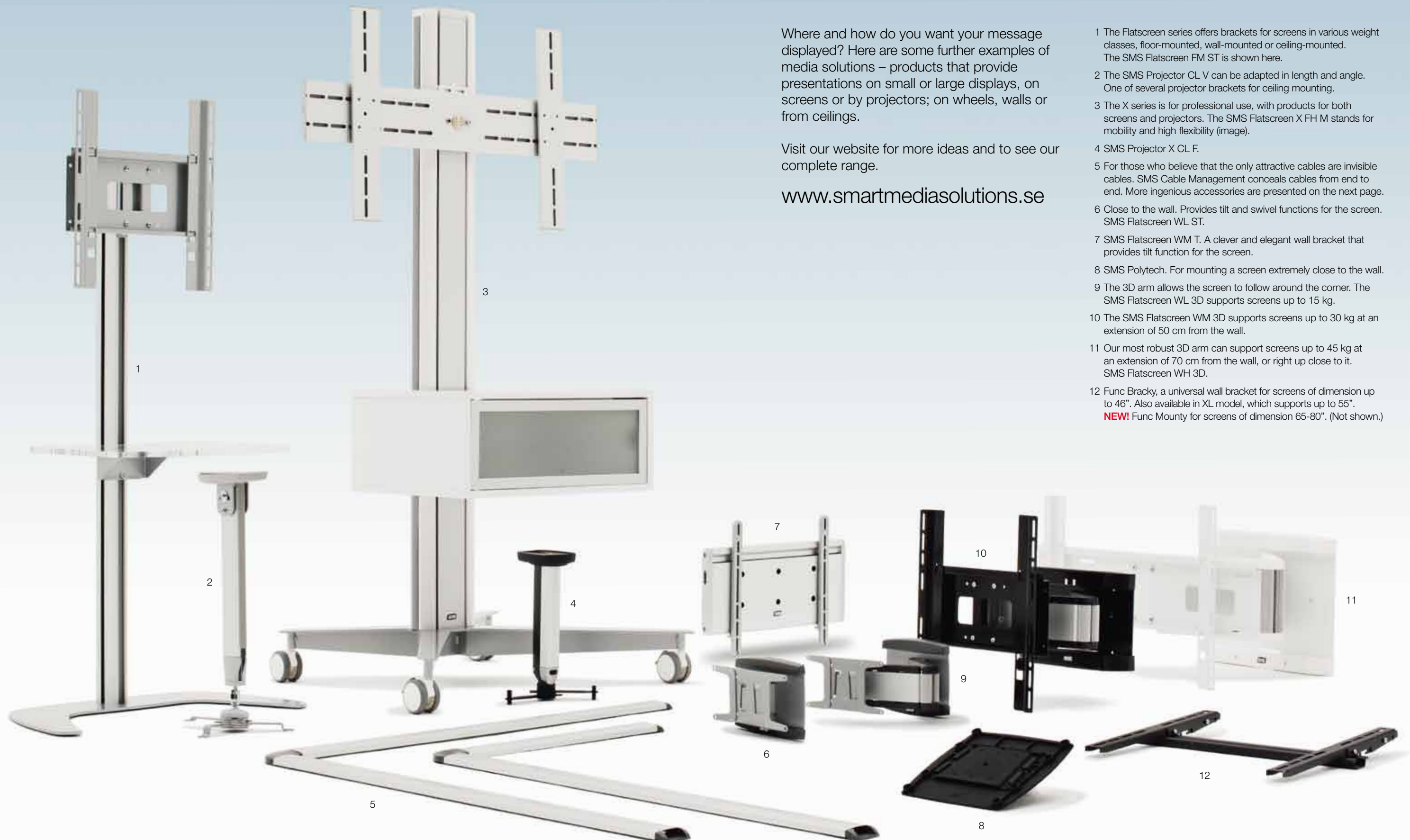
# This is where to forge the correct links between you and the audience.

Where and how do you want your message displayed? Here are some further examples of media solutions – products that provide presentations on small or large displays, on screens or by projectors; on wheels, walls or from ceilings.

Visit our website for more ideas and to see our complete range.

[www.smartmediasolutions.se](http://www.smartmediasolutions.se)

- 1 The Flatscreen series offers brackets for screens in various weight classes, floor-mounted, wall-mounted or ceiling-mounted. The SMS Flatscreen FM ST is shown here.
- 2 The SMS Projector CL V can be adapted in length and angle. One of several projector brackets for ceiling mounting.
- 3 The X series is for professional use, with products for both screens and projectors. The SMS Flatscreen X FH M stands for mobility and high flexibility (image).
- 4 SMS Projector X CL F.
- 5 For those who believe that the only attractive cables are invisible cables. SMS Cable Management conceals cables from end to end. More ingenious accessories are presented on the next page.
- 6 Close to the wall. Provides tilt and swivel functions for the screen. SMS Flatscreen WL ST.
- 7 SMS Flatscreen WM T. A clever and elegant wall bracket that provides tilt function for the screen.
- 8 SMS Polytech. For mounting a screen extremely close to the wall.
- 9 The 3D arm allows the screen to follow around the corner. The SMS Flatscreen WL 3D supports screens up to 15 kg.
- 10 The SMS Flatscreen WM 3D supports screens up to 30 kg at an extension of 50 cm from the wall.
- 11 Our most robust 3D arm can support screens up to 45 kg at an extension of 70 cm from the wall, or right up close to it. SMS Flatscreen WH 3D.
- 12 Func Bracky, a universal wall bracket for screens of dimension up to 46". Also available in XL model, which supports up to 55".  
**NEW!** Func Mounty for screens of dimension 65-80". (Not shown.)





Mount, store, hide.  
SMS original accessories.



- 1 Provides tilt and swivel functions for the screen on the column.  
SMS Flatscreen L ST Kit.
- 2 Flexible and space-saving attachment. The SMS Clamp attaches the bracket easily at a desk edge or corner, saving space.
- 3 Secrets of a master 1: The SMS CoverPlate conceals the hole made in the ceiling for the projector column.
- 4 Secrets of a master 2: The SMS ColumnRing conceals the hole that has been made in the ceiling for the adjustable part of the projector column.
- 5 Wall-to-wall order. SMS Cable Management hides cables right up to the electrical socket, if desired.
- 6 Collect conceal and lock peripherals with the SMS X Media Box. For mounting on the X-series main column.
- 7 Remote control unit. SMS X Remote Control Kit.





INTERACT

COOPERATE

TAKE PART

WWW

Complete information about all of our products can be found at [www.smartmediasolutions.se](http://www.smartmediasolutions.se)

INNOVATE

EXCEED

1+1=3





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